



OESO Roundtable on convergence 2-3 june 2005

DISCLAIMER: any opinion expressed is mine
and mine only.

Joost van der Vleuten
Ministry of Economic Affairs / The Netherlands



Overview

- The trouble with Dutch public broadcast
- Convergence and where it leads to
- WRR report 'focus on functions'
- Food for thought






Commercial broadcast in the Netherlands








And many more...

For example: 

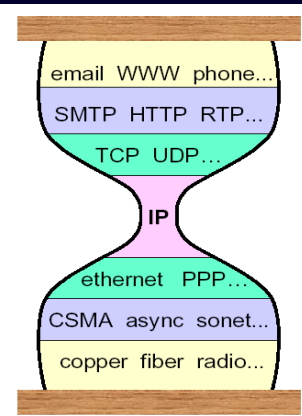


The future?

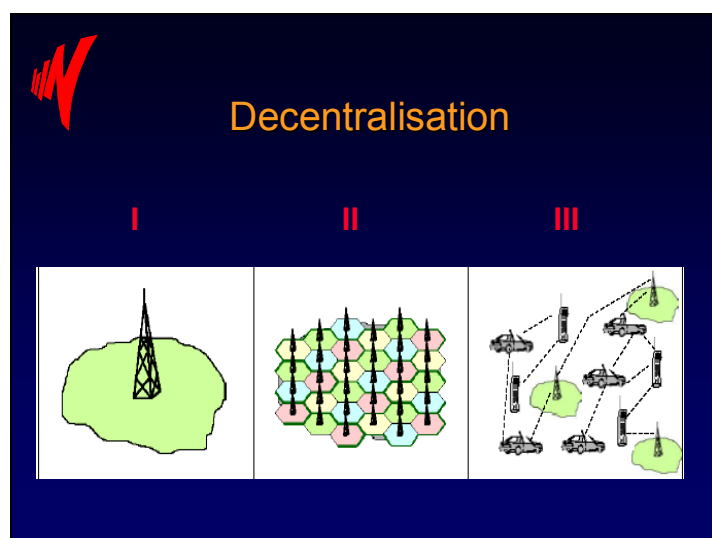
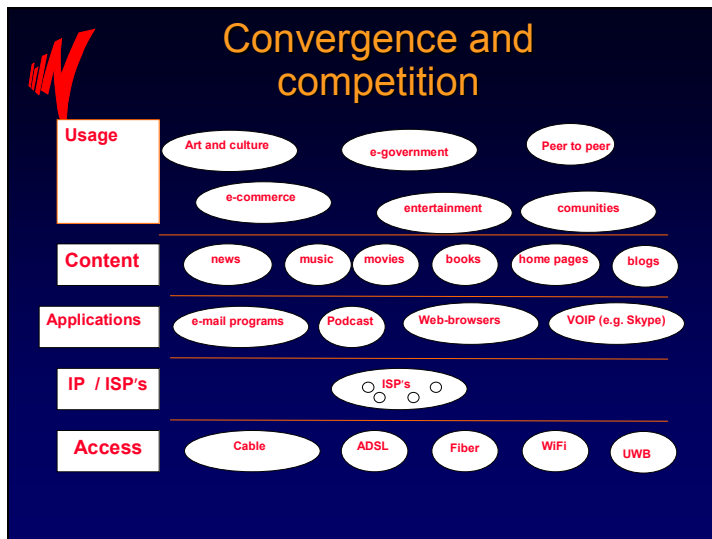
'It's a question of time.'

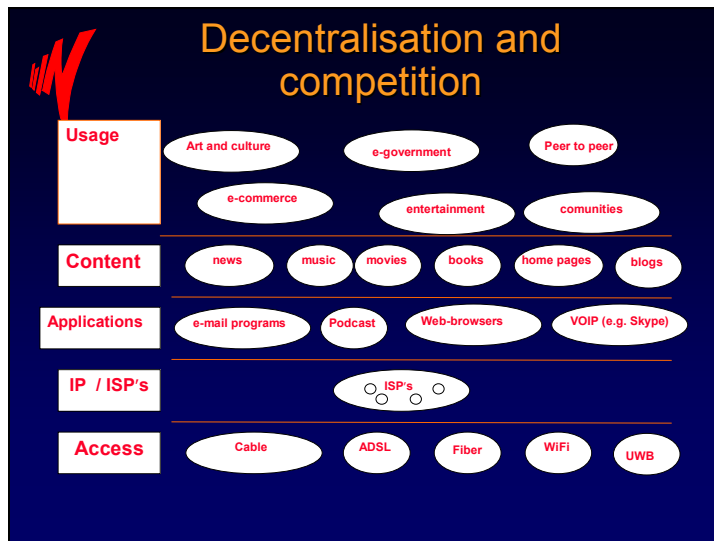



convergence



1. **USAGE**
2. **CONTENT** film, radio, mail-message etc.
3. **Applications and services** Kazaa, Skype, www, IP-tv
4. **INTERNET-PROTOCOL**
5. **NETWORKS** cable, antennae, frequencies, satellite.





- ## The usershift
- From broadcast distributors to distributed broadcasters
 - From everybody watches it to everybody does it...

Broadcast by the

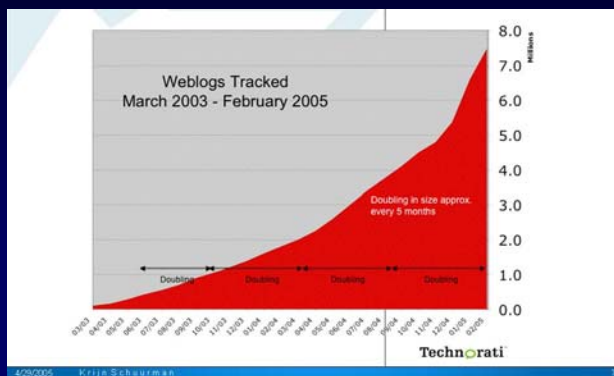
Klik hier om de LIVESTREAM te zien.

Click here to watch the LIVESTREAM

PLUGIN.WAAG.ORG



Explosive growth of weblogs



Express yourself



Public Broadcast Report

Focus on functions

by the Scientific Council for Government Policy

- News and actualities
- Opinion, background information, debate
- Entertainment
- Art and culture (education)
- Specific information
- Advertising and persuasive information



Government role

- Diversity / plurality
- Independence
- Accessibility

- Quality
- Social cohesion
- Protection private environment



Policy matters public broadcast

- Independent, diverse news provision of high standards
- Diverse and high quality provision of background information, reflection on and interpretation of news.
- Social cohesion and platform function

- Professional role and quality of journalism



Policy implications public broadcast

- Policy convergence: shift from broadcast policy to media policy
- Focus on first three functions: entertainment and advertising shouldn't be core business for public broadcast.
- Public presence: modify and experiment with forms, formats and platforms
- Move along with social developments



Conclusion:

- Convergence and decentralization are positive developments when seen through the eyes of someone from the department of Economic Affairs. But they are disruptive (or creatively destructive), in the field of public broadcast.



Issues / questions

1. How can public broadcast keep on serving the public interests they were meant to serve?
2. How can the public interests we now relate to public broadcast best be served in the future?