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pour l'éducation,
la science et la culture



Diversité
des expressions
culturelles

7 IGC

INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

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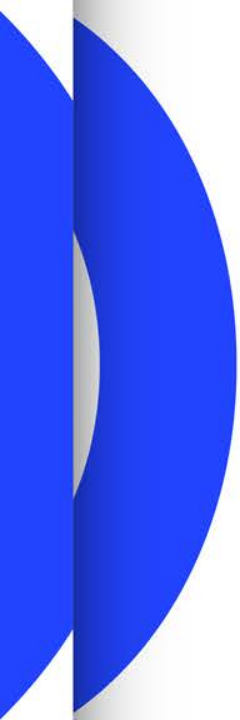
This document has been prepared in 2013 by the European Broadcasting Union (EBU) in accordance with Resolution 4.CP 13 for the seventh session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions. The author is responsible for the choice and the presentation of the facts contained in this Report and for the opinions expressed therein, which are not necessarily those of UNESCO and do not commit the Organization.

PUBLIC SERVICE MEDIA (PSM) AND CULTURAL DIVERSITY

*PSM ACTIVE ROLE IN PROTECTING AND
PROMOTING THE DIVERSITY OF CULTURAL
EXPRESSIONS*

MEDIA INTELLIGENCE SERVICE

CONTENT

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- A large, decorative blue circular graphic on the left side of the page, partially cut off by the edge of the frame. It consists of two overlapping semi-circles, one slightly offset from the other, creating a ring-like effect.
1. Promoting national cultural expressions..... p.3
 2. Preserving cultural expressions of traditional minorities..... p.12
 3. Recognizing cultural expressions of migrant minorities..... p.19

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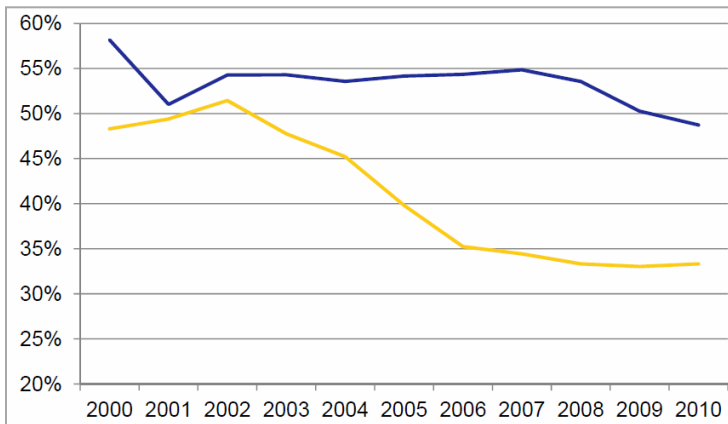
PROMOTING NATIONAL CULTURAL EXPRESSIONS

1. PSM INVESTING IN CONTENT

EXAMPLES OF PUBLIC SERVICE MEDIA INVESTMENTS IN CONTENT

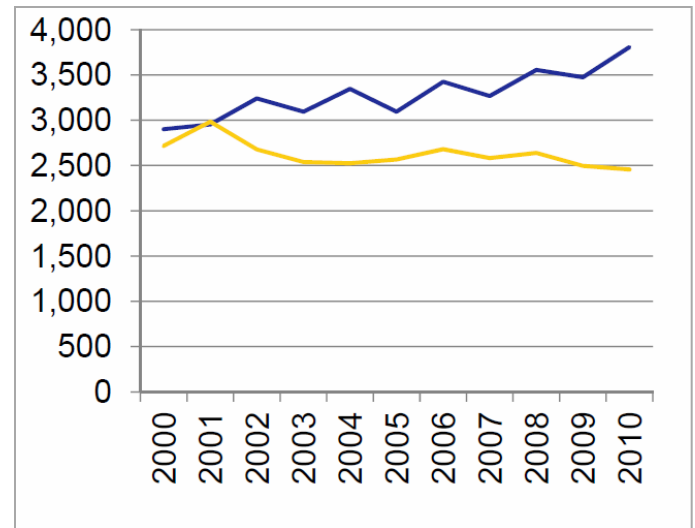
In the UK and Germany, PSM invest a bigger share of their revenues in content than any other broadcaster.

UK: TV PROGRAMME EXPENDITURE AS % OF REVENUES (2000-2010)



— PSBs
— BSkyB

GERMANY: ANNUAL PROGRAMME EXPENDITURE EUR BILLION (2000-2010)

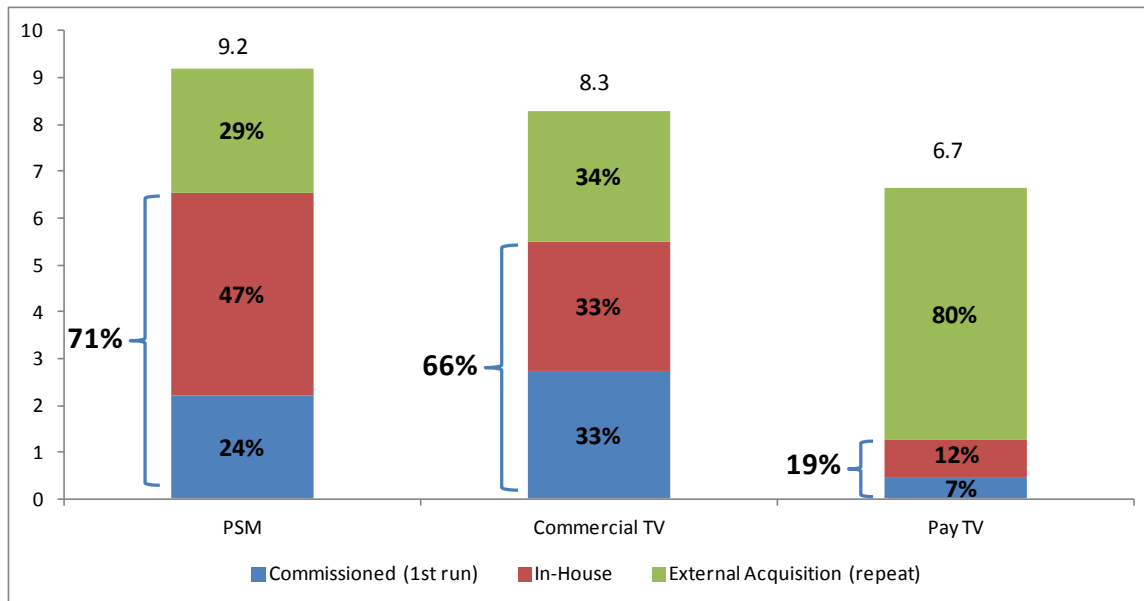


— Public broadcasters
— Private broadcasters (FTA and pay TV)

2. PSM INVESTING IN ORIGINAL CONTENT

- In the main European TV markets (UK, Germany, France, Italy and Spain), 71% of PSM's programming expenditure in 2008 was invested in original content, either through in house production (47% of the total) or through programmes commissioned to independent producers or third parties (29%)

CONTENT EXPENDITURE SPLIT BY BROADCASTER GROUP AND ORIGIN OF CONTENT IN BIG 5 MARKETS (2008, EUR BILLIONS AND %)



Source: EBU / Oliver & Ohlbaum

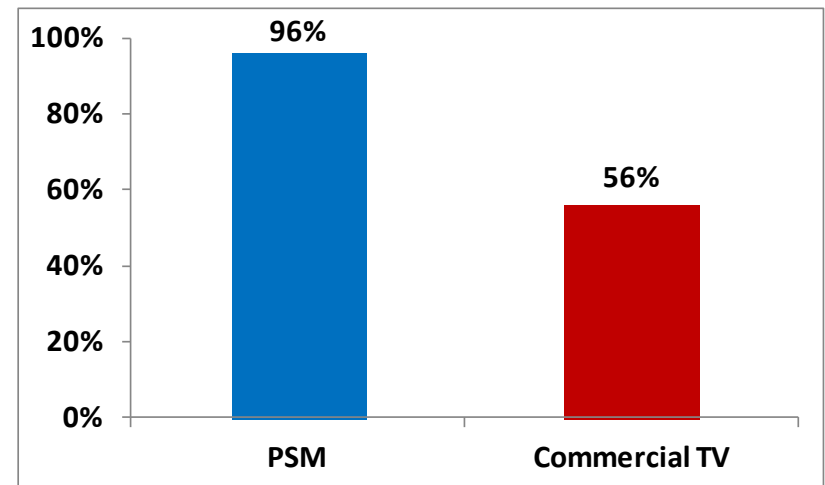
3. PSM INVESTING IN FILM PRODUCTION

INVESTMENTS IN FILM PRODUCTION AS PART OF PUBLIC SERVICE REMIT

Latest data available comparing broadcasters' obligations to support the cinematographic production in Europe show that in 2006:

- In 24 out of the 25 countries (96%), PSM had to invest in cinematographic production (either by legal or voluntary obligations).
- Only in 14 out of those 25 countries (56%), commercial broadcasters had to invest in cinematographic production.

SHARE OF EUROPEAN COUNTRIES WHERE BROADCASTERS HAVE TO INVEST IN FILM PRODUCTION (2006)



Source: EBU / European Audiovisual Observatory

3. PSM INVESTING IN FILM PRODUCTION

DETAILED INVESTMENTS IN SELECTED COUNTRIES

- **In France**, in 2012, PSM supported the production of 79 feature films out of 279 (28%), with a total investment of **EUR 69 million**. As a comparison, in 2012, commercial FTA broadcasters supported 35 films (13%), with an investment of EUR 59 million.
(Source: CNC)
- **In Italy**, RAI Cinema announced having invested in 2012 **about EUR 45 million** in film production.
(Source: RAI)
- **In Spain**, RTVE supported 93 projects in 2012, including 40 feature films and 44 documentaries, representing a total investment of **EUR 38 million**.
(Source: RTVE)

3. PSM INVESTING IN FILM PRODUCTION

DETAILED INVESTMENTS IN SELECTED COUNTRIES

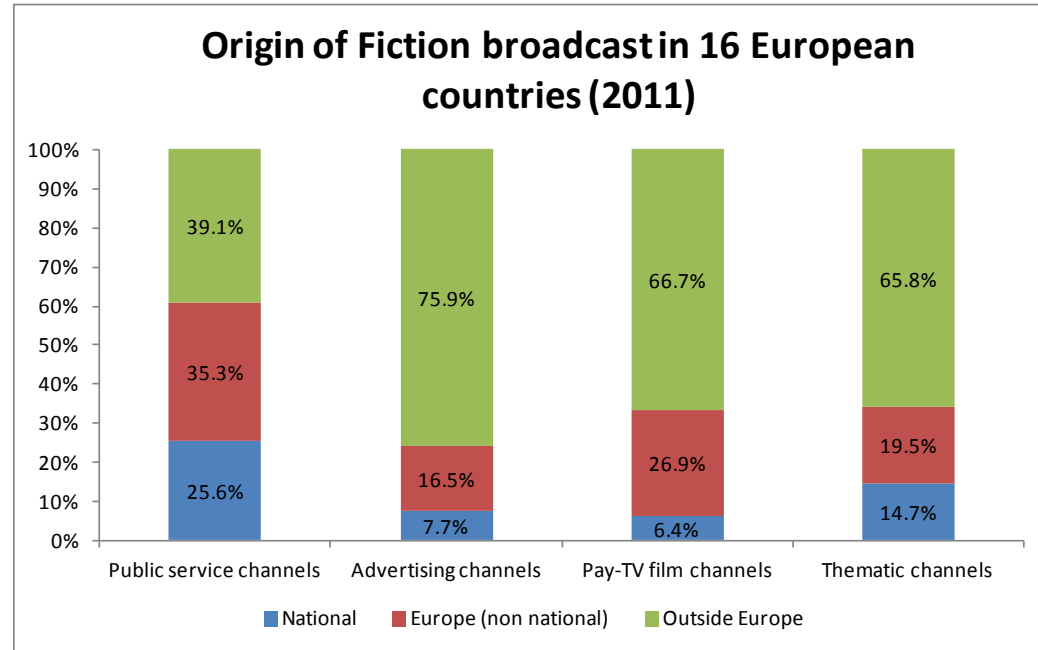
- **In the UK**, where no major investments in film production are undertaken by private broadcasters, BBC films and Film4 together invested **almost GBP 30 million (around EUR 36 million)** in film production and development in 2012.
(Source: BBC and Channel 4)
- **In Sweden**, SVT supported in 2012 the Swedish film industry half through direct coproductions and presales and half through a fixed contribution to the Swedish film institute, for a total amount of **EUR 9 million**.
(Source: SVT Public Service Report 2012)
- **In the Czech Republic**, CT considers the support to Czech cinema as part of its public service mission. CT supported in 2012 24 feature films, animated movies and documentaries. CT's total investment in Czech films amounted to **EUR 4.5 million in 2012**, an investment which was announced to be growing by 38% in 2013.

(Source: CT annual report 2012)

4. PSM PROGRAMMING LOCAL FICTIONS

EUROPEAN PUBLIC SERVICE MEDIA MAKE A REAL EFFORT TO PROMOTE AND DISTRIBUTE DOMESTIC AND EUROPEAN CONTENT.

- European fiction represents 37% of total fiction programmes (feature films, TV films, short films, series and animation) broadcast by all European TV channels.
- The share of European fiction programmes raises to more than 60% when only considering PSB.
- It falls to 24% only when only considering advertising-funded commercial channels.

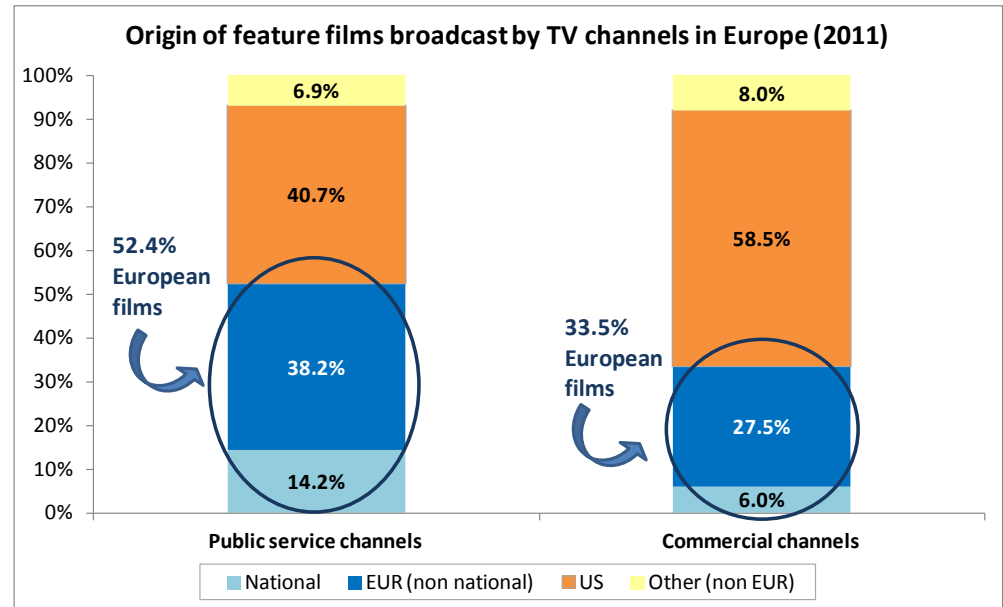


Source: EBU / European Audiovisual Observatory on Rovi data

5. PSM PROGRAMMING LOCAL FILMS

- **Domestic and European films represent more than half of total film hours broadcast by PSM (52%).**
- In the case of commercial channels, European films only represent 33% of their total film hours.
- The share of US movies among total hours of film broadcast is 41% for PSM channels and grows up to 59% for commercial channels.

PROGRAMMING OF NATIONAL AND EUROPEAN FEATURE FILMS BY PSM



Source: EBU / European Audiovisual Observatory on Rovi data

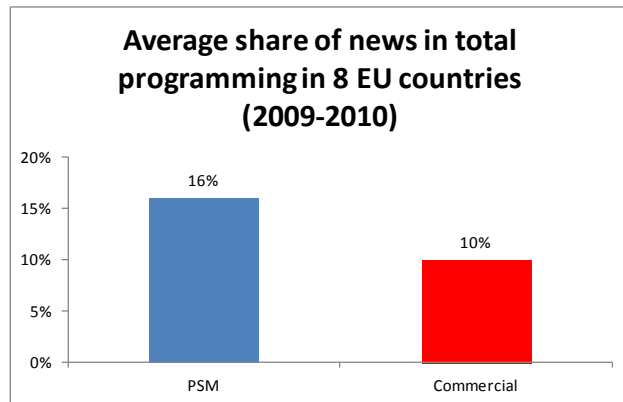
Note: Data on 15 European countries. Sample composed with 49 PSM and 82 commercial channels (advertising based and pay-TV channels)

6. PSM PROGRAMMING QUALITY CONTENT

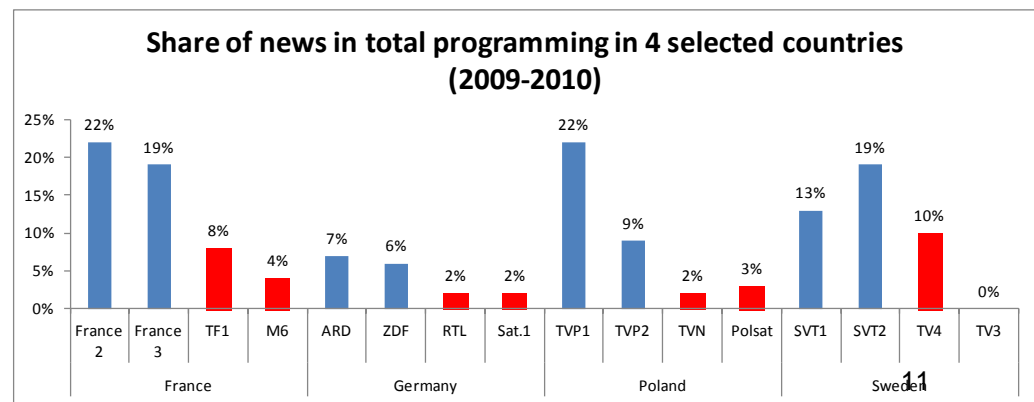
EUROPEAN PUBLIC SERVICE MEDIA MAKE A REAL EFFORT TO BROADCAST AND PROMOTE NEWS, CULTURAL AND EDUCATIONAL PROGRAMMES.

- Via their specific thematic channels :
 - PSM edit 36% of EU cultural/ educational channels and 45% of EU news channels (albeit PSM represent only 13% of all EU TV channels).

- Via their generalist channels :
 - PSM generalists stations broadcast more news than their commercial competitors. Across 8 EU markets (DE, ES, FR, GB, IT, NL, PL, SE), news represent on average:
 - 16% of total programming of the 2 main PSM channels;
 - 10% only of total programming of the 2 main commercial channels.



Source: EBU / Eurodata TV Worldwide



Source: EBU / Eurodata TV Worldwide

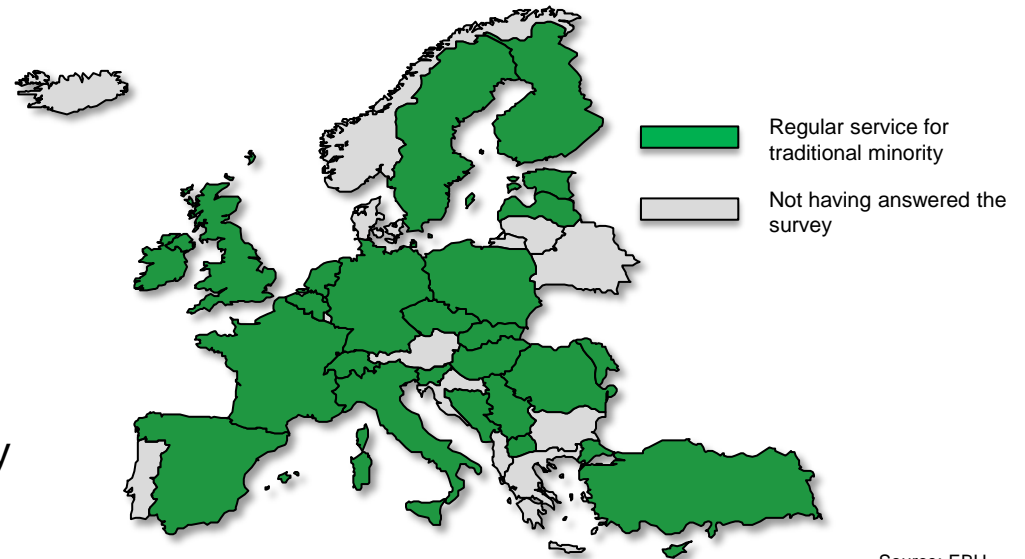
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PRESERVING CULTURAL EXPRESSIONS OF TRADITIONAL MINORITIES

1. PSM ARE BROADCASTING REGULAR SERVICES FOR TRADITIONAL MINORITIES

REGULAR SERVICES FOR TRADITIONAL MINORITIES BROADCAST BY PSM IN EUROPE

In 28 out of the 47 EBU countries analysed (and in 19 out of the 28 EU countries), PSM are broadcasting regular services (TV channel, radio station and/or local window) targeting a historical minority and/or in a minority language.



Source: EBU

2. EXAMPLES OF PUBLIC TV CHANNELS TARGETING TRADITIONAL MINORITIES



FEM

- In Finland, YLE FEM is entirely in Swedish, for the Swedish-speaking community.



- In France, France Ô is targeting the overseas territories.



- In Romania, TVR3 partly broadcast in the various languages of the minorities in Romania (Hungarian, Roma, Ukrainian etc.).



- In Spain, several autonomic broadcasters (CCMA, EITB and CRTVG), as well as several of the regional windows from RTVE, are broadcasting in Catalan, Basque and Galician.



- In the United Kingdom, the BBC is broadcasting BBC Alba in Scottish Gaelic and S4C is offering a channel in Welsh.

2. EXAMPLES OF PUBLIC TV CHANNELS TARGETING TRADITIONAL MINORITIES

SHARE OF TOTAL BROADCASTING TIME FOR MINORITIES AND ETHNIC GROUPS ON RTV 2 (Radio Television Vojvodina, Serbia)

Language	2012
Hungarian	35.80%
Romanian	12.27%
Ruthenian	11.89%
Slovak	11.85%
Romany	10.77%
Croatian	5.26%
Macedonian	1.33%
Ukrainian	1.21%
Bunjevac	0.82%
Serbian	7.89%
Other languages	0.91%
TOTAL	100%

Source: EBU / RTS

3. EXAMPLES OF PUBLIC RADIO STATIONS TARGETING TRADITIONAL MINORITIES



- In Cyprus, the second radio station – Deftero – broadcasts day-time programmes in Turkish and Armenian for Turkish Cypriots and Armenians.



- In Estonia, ERR broadcasts a radio station - Raadio 4 - almost entirely in Russian for the Russian-speaking community.



- In Hungary, MTVA radio station MR4 Nemzetiségi Adások broadcasts in the languages of the minorities in Hungary : Bulgarian, Greek, Polish, Croatian, German, Armenian, Romanian, Serbian, Slovak, Slovenian, Ukrainian and three languages for the Roma community.



- In Turkey, TRT is offering Radyo 6 in Kurdish.

4. EXAMPLES OF PSM WEBSITES TARGETING TRADITIONAL MINORITIES



- In the Czech Republic, CRo is publishing a website for /about the Romany community.



- In Finland, YLE website is available in Swedish and it is also offering a news website in Sami and another one in Russian.



- In Italy, RAI is providing webpages in German and Ladin, together with the programmes of its Rai Sender Bozen window.

5. PSM PROGRAMMES TARGETING TRADITIONAL MINORITIES



- In Belgium, the magazine “Wallons-nous” (broadcast on La Trois TV channel) values the different expressions from Wallonia. The shows for instance welcomes writers from Wallonia and offers theater plays in Walloon language.



- In Finland, the “ Unna Junná ” childrens’ programme is broadcast on YLE TV2 for the Sámi minority children. It is broadcast in three variations of the Sámi language (North Sámi, Inari Sámi and Skolt Sámi).



- In Germany, the RBB (ARD) broadcasts “Łužyca”, a programme in Lower Sorbian with German subtitles aiming at supporting and preserving the tradition and cultural heritage of the sorbic minority in Brandenburg.



- In Poland, “Telenowyny”, broadcast on TVP Regional, is Monthly magazine in Ukrainian for the Ukrainian minority in Poland.

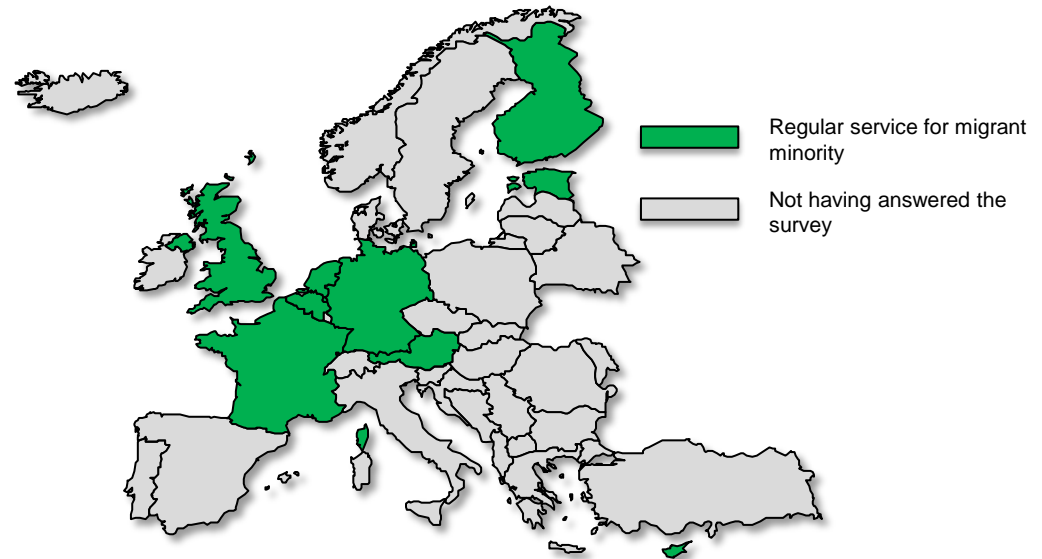
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RECOGNIZING CULTURAL EXPRESSIONS OF MIGRANT MINORITIES

1. PSM ARE BROADCASTING REGULAR SERVICES FOR MIGRANT MINORITIES

REGULAR SERVICES FOR MIGRANT MINORITIES BROADCAST BY PSM IN EUROPE

In 10 out of the 47 EBU countries analysed (and in 9 out of the 28 EU countries), PSM are broadcasting regular services (TV channel or radio station) targeting a migrant minority and/or in a migrant minority language.



Source: EBU

2. EXAMPLES OF PUBLIC SERVICES TARGETING MIGRANT MINORITIES



- In Belgium, VRT broadcasts the TV channel Op 12 which partly targets the expatriate communities.



- In Finland, YLE Mondo radio station broadcasts in English and other foreign languages for foreigners living in Finland.



- In Germany, Funkhaus Europa (WDR / Radio Bremen and RBB) is a radio station designed for migrants.



- In the United Kingdom: Channel 4 (TV) targets all minorities, in terms of race, religion, sexuality and disability and BBC 1 Xtra is a digital radio station aiming at young black audiences.



3. EXAMPLES OF PROGRAMMES TARGETING MIGRANT MINORITIES



- In Belgium, RTBF broadcasts “Afrik’hebdo”, a weekly news magazine on Africa, Democratic Republic of the Congo and Central Africa.



- In Italy, RAI is broadcasting “In Italia”, an educational programme for foreigners in order to help them learning the Italian language.



- In France, Radio France is broadcasting every week on France inter “L’Afrique enchantée”, on Africa and its music.