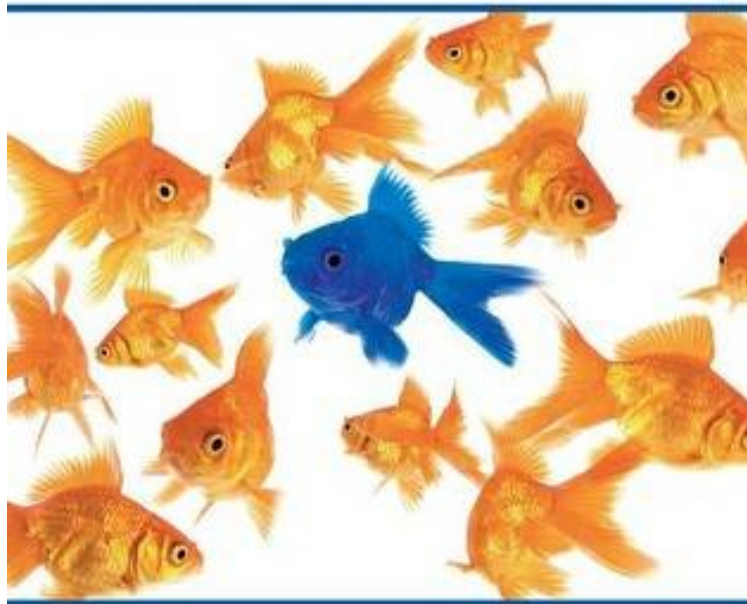


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# Making a Difference: Public Service Broadcasting in the European Media Landscape

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## Making a Difference



Public Service Broadcasting in the  
European Media Landscape

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As logical as the existence and role of Public Service Broadcasters seemed to be in the era of broadcasting monopolies, it is equally natural today to question public involvement in the media. Is there still a need for public broadcasters? What are their cultural obligations, political role and remit in the dual European media market? Which changes will new media, the internet, and digital technology bring, and what impact will they have on the media market? Do the public media really make a difference, or are they dinosaurs threatened with extinction in the new and unfamiliar media landscape of modern Europe?

About the Author Christian S. Nissen was Director General of the Danish Broadcasting Corporation (DR) from 1994 to 2004 and chairman of the EBU, Digital Strategy Group. He is author/editor of articles and books on international politics, public administration, and media.