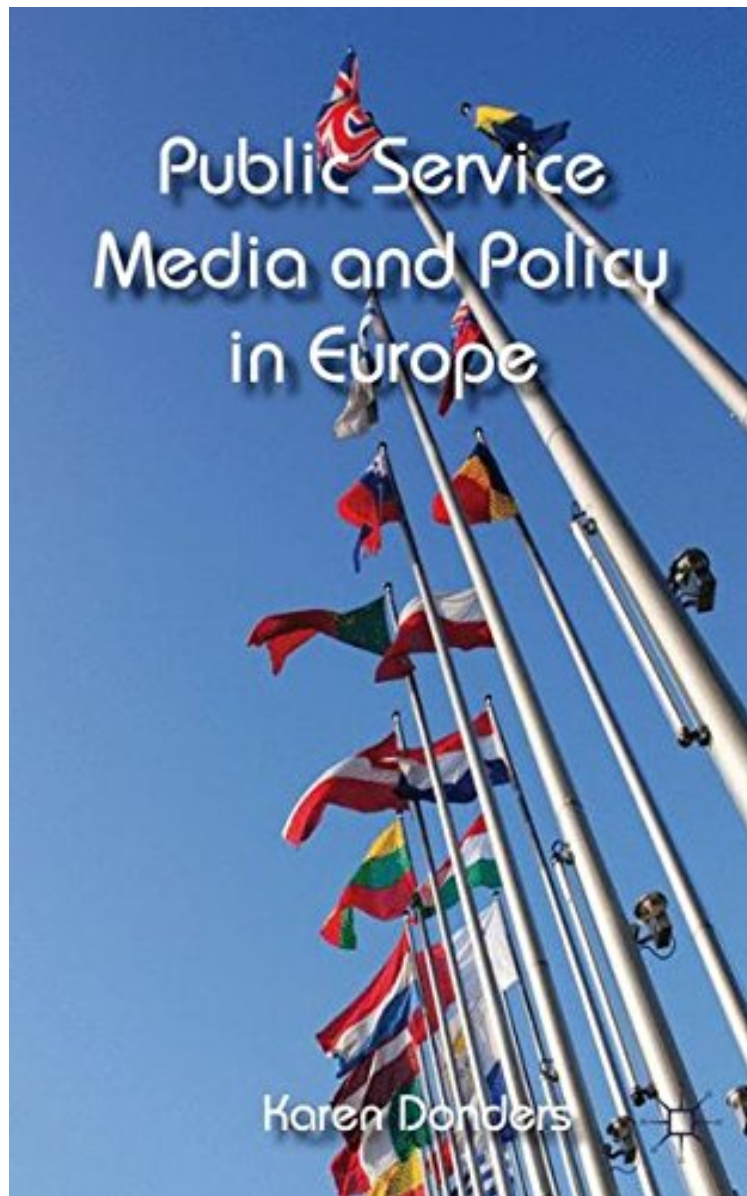


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Public Service Media and Policy in Europe

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An in-depth account of EU policies in the area of public service broadcasting, focusing mainly on the application of the European State aid rules. The book discusses when, how and with what impact the European Commission deals with public service broadcasting.

'Karen Donders investigates the transition from public service broadcasting to public service media, focusing especially on multi-stakeholder negotiations between the European Commission and the EU Member States. Her evaluation of the impact of State aid policy on public service broadcasting finds that the European Commission's positions have fostered accountability and responsiveness to the requirements of a digital era. She concludes that the Commission has a holistic view of public service media and is not overly driven by competition policy and market failure arguments. This is a major contribution providing insight into the dynamics of change in a controversial policy area. This book will spark a productive debate among scholars and policy makers.' - Robin Mansell, London School of Economics and Political Science, UK 'Public service media are key to the European democratic project. Good public service is based on editorial independence, high ethical standards, sustainable funding and the freedom to adapt the organization and its editorial services to the audience's needs in a digital world. Karen Donders stresses the need for a coherent EU policy and legal framework to enable public service broadcasters to evolve in the digital age. Only within such a context can there be a true dual system, comprising public service and commercial broadcasting, which is the cornerstone of the European media landscape.' - Ingrid Deltenre, Director General European Broadcasting Union 'I welcome this thorough research on State aid for public broadcasting. It will inspire the scientific debate in the wake of the recent reform of the Broadcasting Communication.' - Wouter Piek, Head of Unit State aid to Media, European Commission 'Governments across Europe are revisiting the appropriate level of public sector intervention in digital media markets, provoking a lively debate about the necessary regulatory toolkit. Karen Donders has pioneered academic study in this very topical area.' - Ross Biggam, Director General Association of Commercial Television in Europe 'Public Service Media and Policy in Europe shines a cool, analytical light over a controversial area of EU law. Balanced and clearly argued, it is an excellent resource for anyone wishing to understand the law and policy dynamics of EU engagement with public service media. The book will be of interest to students studying media law and regulation as well as to regulators, policy makers and practising lawyers working in the media and/or competition law fields.' - Rachael Craufurd Smith, Journal of Media Law About the Author KAREN DONDERS is Senior Researcher with the Centre for Studies on Media Information and Telecommunication (SMIT) and the Institute for European Studies (IES) at the Vrije Universiteit Brussel, Belgium. She also lectures in European media policy at the same university.