

Public Broadcasting in the Digital Age: What does the future hold with globalised consumption?

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Abstracts

The internet has dealt a double blow to public service media (PSM) – smaller audiences and the relevance of their mission under scrutiny now that content and information is so abundant – which raises internal and external questions about what their future holds.

This report provides an overview of:

The place and missions of public service media in the audiovisual landscape

Their offerings on the various distribution channels

How public broadcasters are responding to the current challenges they face

How their strategies can adapt to future challenges

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