

Public Broadcasters International

Singapore 2011

Changing Financing Models

Dr. Jean-Bernard Münch
Chairman



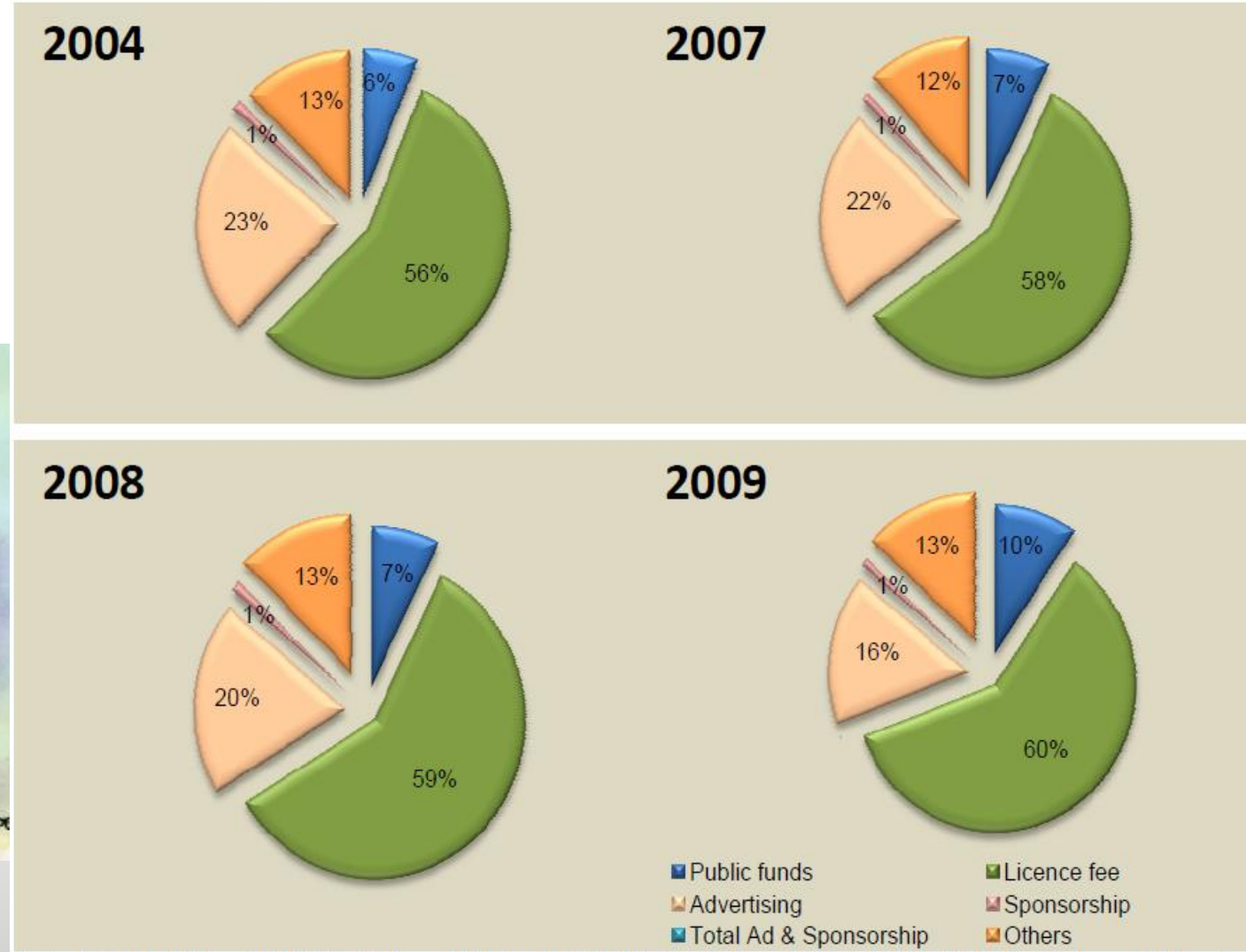
PSM under challenge



Income challenged



EBU Members: Funding mix (%)



PSM under challenge



Mission challenged



Complete and impartial
information of citizens

Reference
Credibility

Promotion of culture

Social integration



sport

Programs for all
in all genres,
large diversity

fiction

entertainment



PSM under challenge



Non-linear activities challenged

Attempts to restrict PSM
in:

Online

Mobile

Text

Huge competition and
globalization



PSM under challenge



Scope of
activities



Income

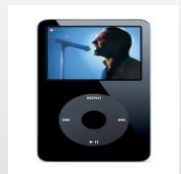


Non-
linear



Anything
Anytime
Anywhere

Anything-anytime-anywhere



PSM under challenge




Scope of
activities




Income



Non-
linear

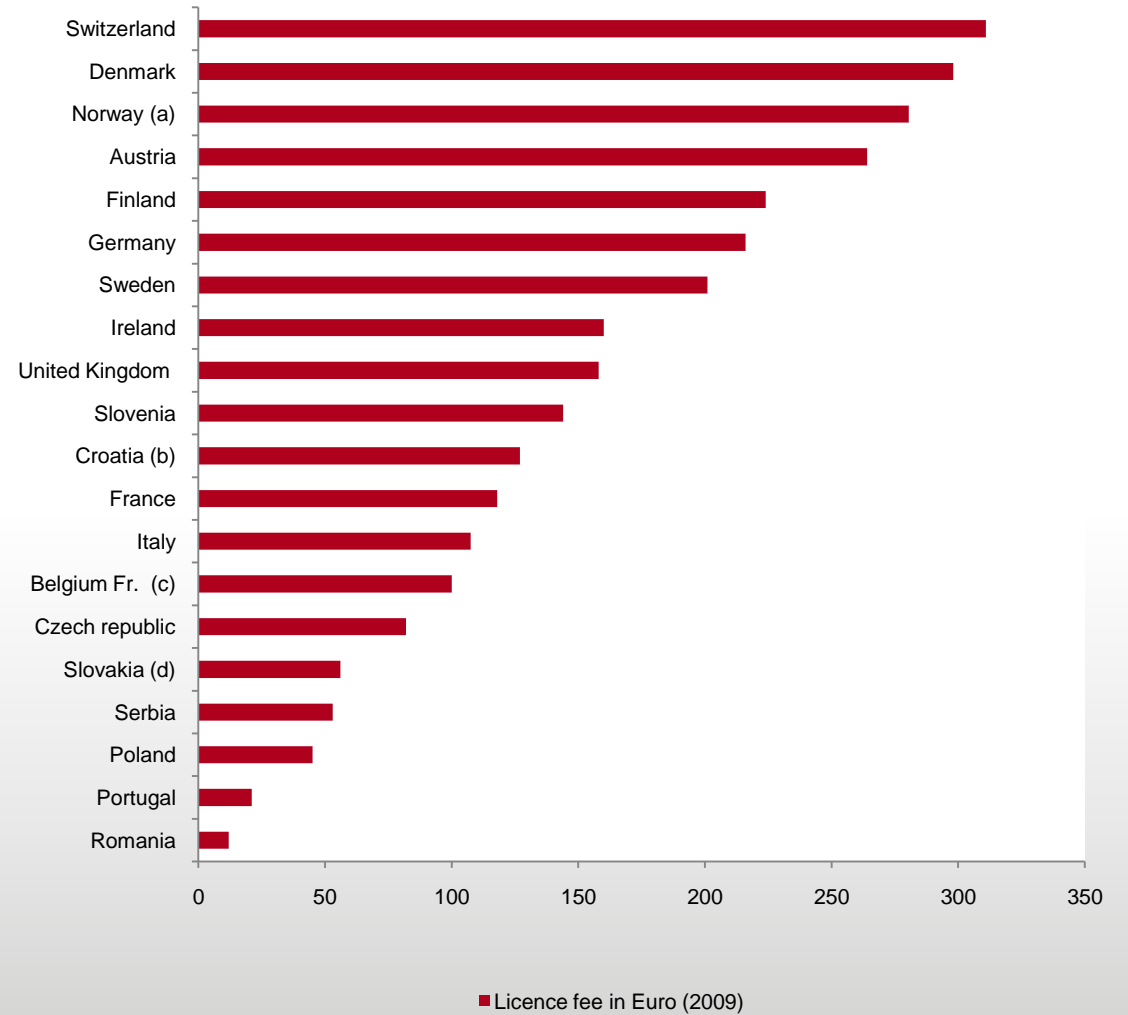


Anything
Anytime
Anywhere



Original
quality
production

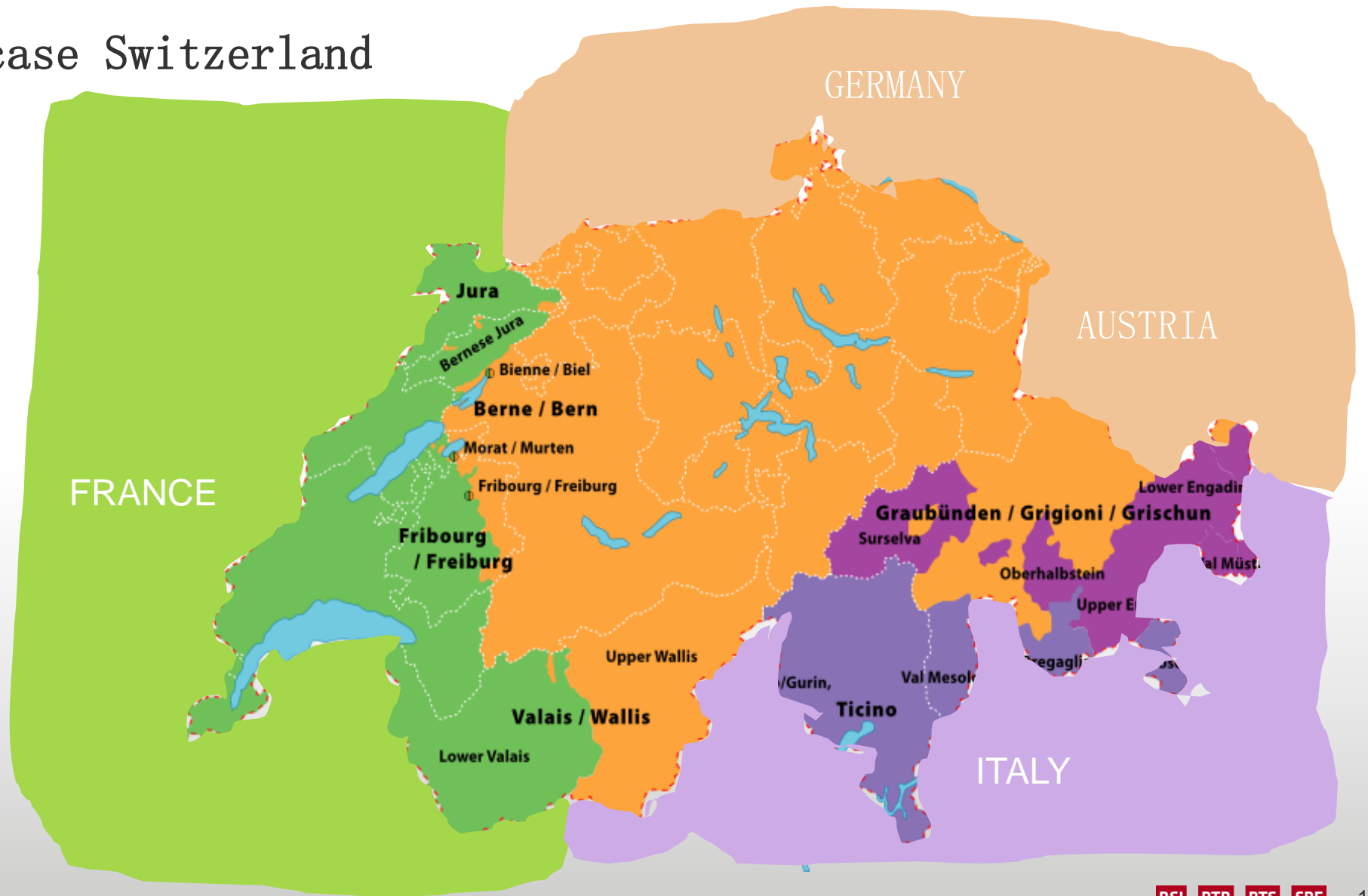
Special case Switzerland



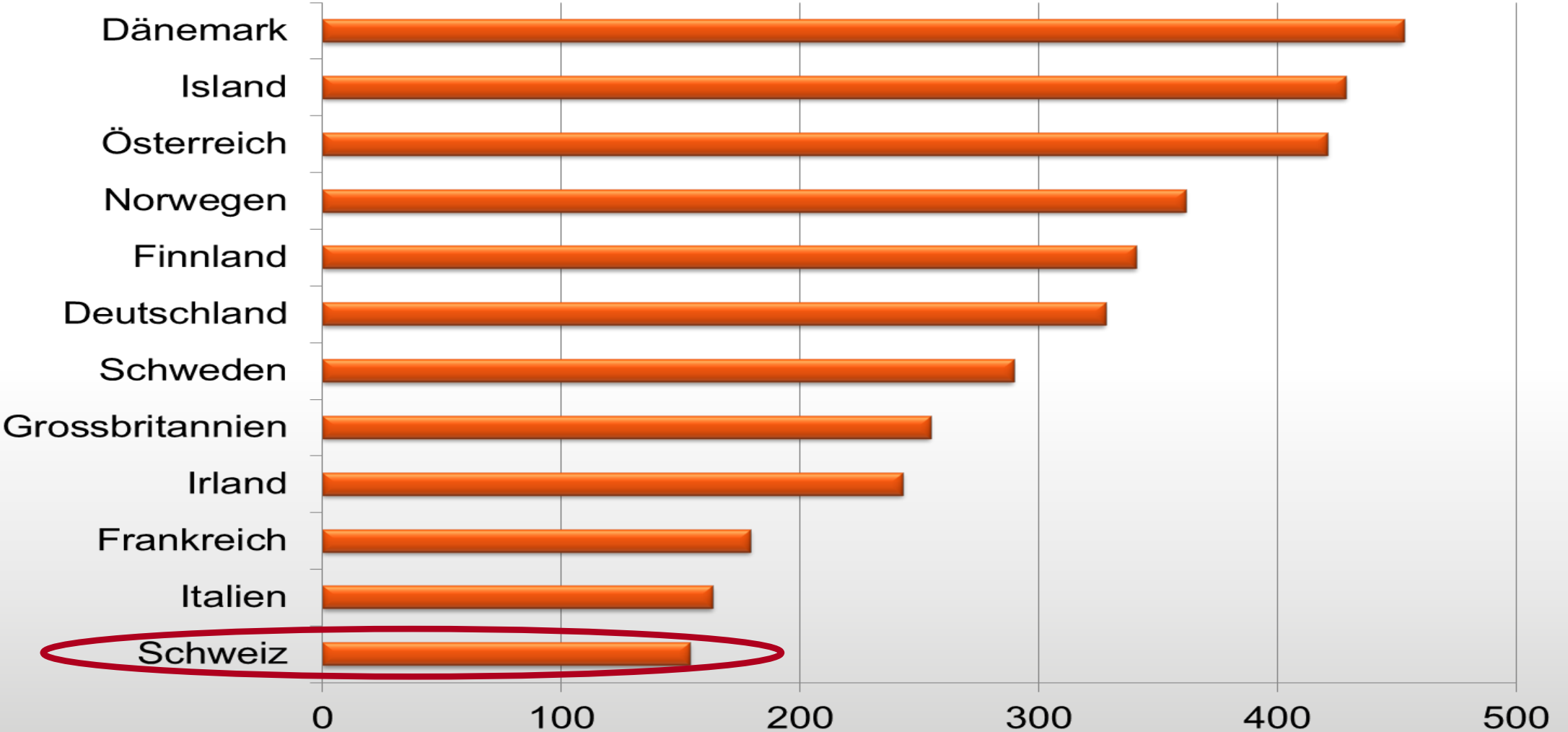
Special case Switzerland



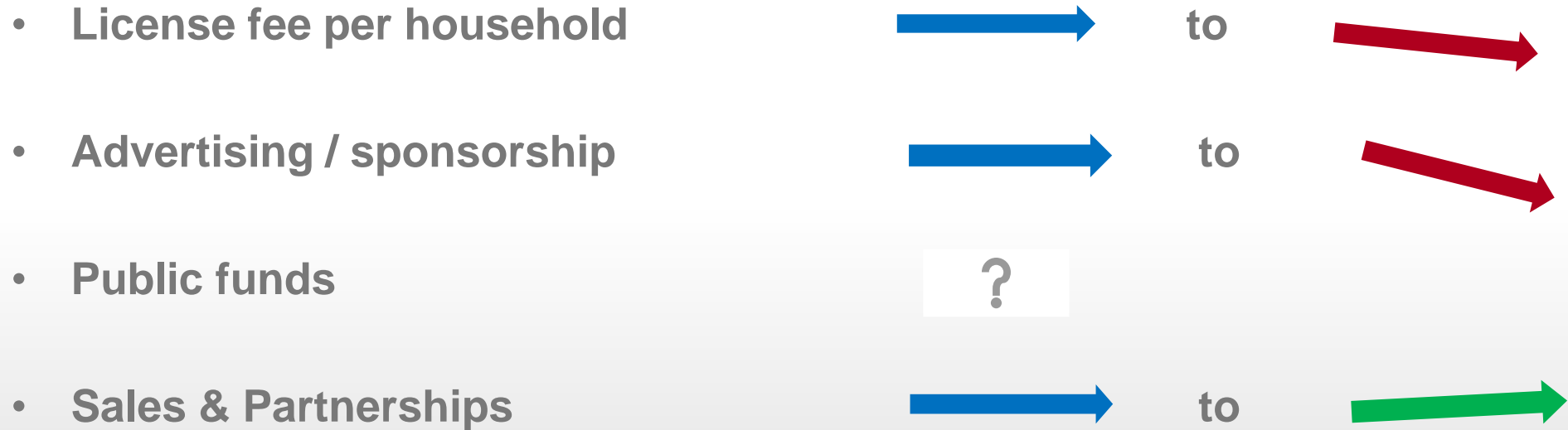
Special case Switzerland



Amount of license fee for one language (in CHF)



Financing the future



Options

- Increased productivity
 - media convergence
- Reduction of scope of service
 - number of channels,
diversity of contents
- Partnerships



Thank you

