

Media, Democracy and European Culture

Ib Bondebjerg and Peter Madsen (eds)

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Between Supranational Competition and National Culture? Emerging EU Policy and Public Broadcasters' Online Services

Hallvard Moe

Abstract

Since the early 1990s, the EU has gained an important political role as it tries to manoeuvre between conflicting interests in regulating public service broadcasting. At the outset, the activities are granted a privileged exemption from the prevailing competition law approach. Yet, this position is increasingly challenged. The chapter identifies key tendencies in, and discusses potential implications of, the emerging approach in relation to public broadcasters' online services. Further, the chapter suggests a way forward that seeks to acknowledge both ample room for national peculiarities to be played out, and the prospective autonomous cultural and democratic functions of new media services.

Keywords

Public service broadcasting; media policy; Internet; European Commission; state aid