

# Public Broadcasting and the Digital Commons

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CPBF Conference: Media For all ? The Challenge of Convergence

31<sup>st</sup> October 2009

Plenary : The media as a public service?

# The Public Commons v Commercial Enclosure



- Up until 1865 large swathes of this part of London were private enclaves protected by gates and sentry boxes .
- Government conduct is “disgraceful in allowing these squares and places to be closed to the public”
- Coroner’s comment

# Removing fences



- 1866
- A crowd wishing to demonstrate in Hyde Park in favour of the Reform Bill remove part of the fence opening the park to the public

# The rise of the public commons

- Urban spaces and parks
- Public Cultural institutions- libraries, museums, galleries, adult education
- Public service broadcasting

# Cultural citizenship

- Information
- Knowledge
- Representation
- participation

# Money talking

- “ We have a system in which state sponsored media – the BBC in particular – grow ever more dominant. If we are to have state sponsorship at all ,then it is fundamental ..that it exists on a far, far smaller scale”
- *James Murdoch . News Corporation*
- “Disney will be able to monetise Marvel’s brands across its entire ecosystem from TV to parks, movies, consumer products and video games”
- *Jason Bazinet. Citigroup analyst.*

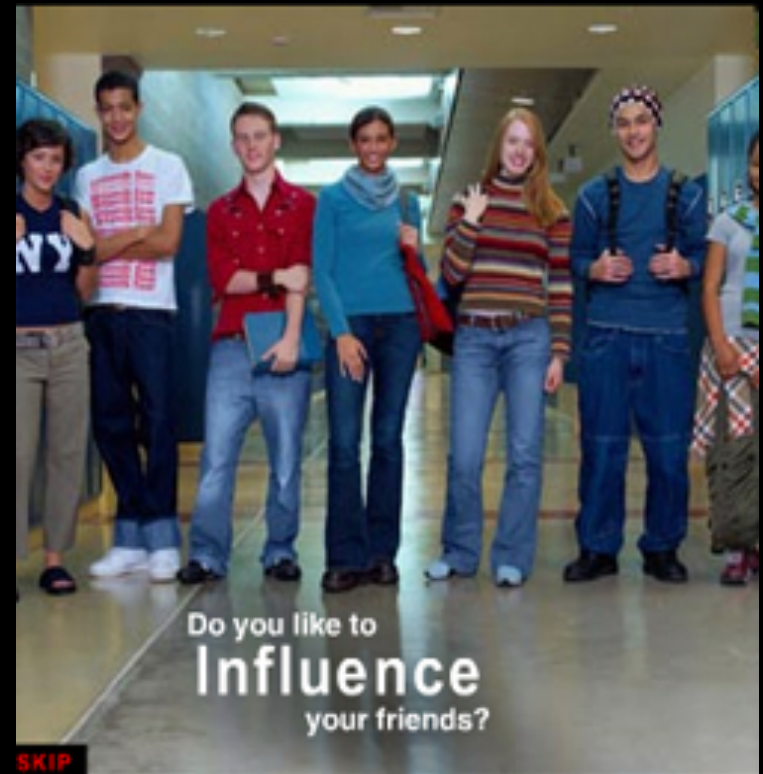
# Mounting pressures on PSB

- **Increasing competition** for talent, rights, and audiences
- **Increasing questioning** of compulsory payment- for services not used.
- **Increasing accusations** of 'mission creep' and unfair competition.
- **Increasing demands** for privatisation and 'top slicing'

# Digitalisation- three key developments

- **Accelerating commercialisation and corporate capture-** concentration, immersive advertising, copyright, net neutrality
- **The revivification of public cultural institutions-** from place to space, event to gateway
- **The expansion of the digital gift economies-** the principle of reciprocity, the democratisation of expertise, vernacular production.

# Commandeering friendship





# The revivification of cultural institutions

THE  
BRITISH  
MUSEUM

## Ancient Greece

The Acropolis  
Athens  
Daily Life  
Festivals & Games  
Geography  
Gods & Goddesses  
Knowledge & Learning  
Sparta  
Time  
War






ASK A LIBRARIAN DIGITAL COLLECTIONS LIBRARY CATALOGS   Options

AMERICAN MEMORY EXHIBITIONS THOMAS GLOBAL GATEWAY VETERANS HISTORY myLOC.gov

### AMERICAN MEMORY

American Memory provides free and open access to historic maps, photos, documents, audio and video.

|| **LIBRARY HIGHLIGHTS** ||

-  **National Book Festival 2008**  
More than 70 authors on the National Mall Sept. 27
-  **Library Experience at myloc.gov**  
NOW OPEN! New exhibitions and technologies inspire and engage
-  **Wise Guide to loc.gov**  
Music, manuscripts, monetary donations and more

|| **NEWS FROM THE LIBRARY** ||

- National Hispanic Heritage Month**  
2008 theme is "Getting Involved: Our Families, Our Community, Our Nation"
- Laura, Jenna Bush at Book Festival**  
First Lady and daughter join more than 70 authors on Mall
- Stevie Wonder Is Recipient of Gershwin Award**  
Singer/songwriter to perform Library commission Feb. 23

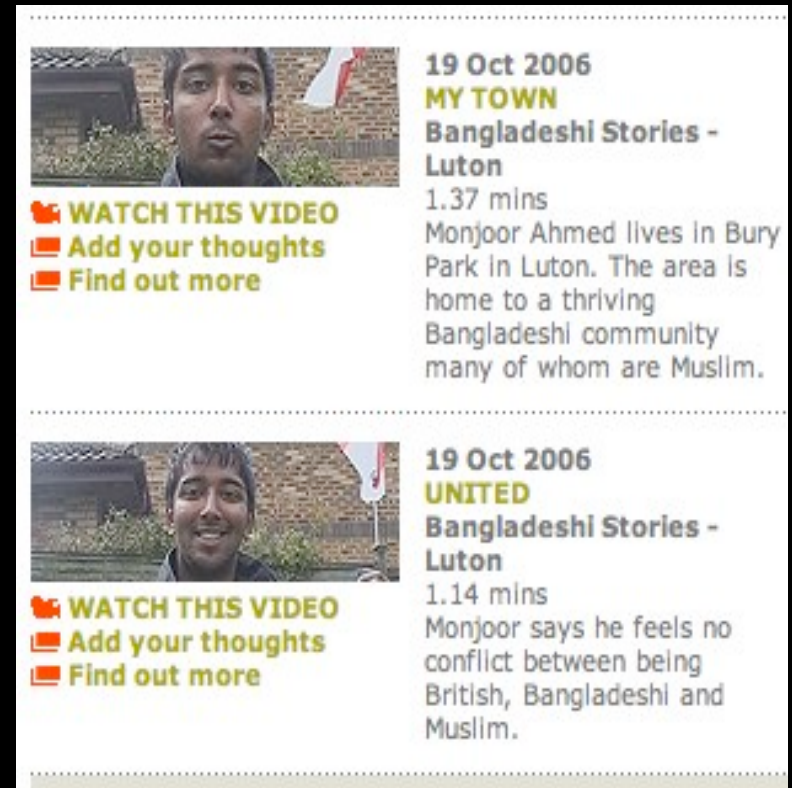
# Vernacular production



The screenshot shows the OhmyNews International website homepage. The header features the logo "OhmyNews INTERNATIONAL" and navigation links for HOME, KOREA, WORLD, SCI&TECH, ART&LIFE, ENTERTAINMENT, SPORTS, GLOBAL WATCH, INTERVIEWS, and CITIZEN JOURNALISM. The main content area is divided into several sections:

- The Biochar Strategy**: A multinational, local approach to fighting climate change. All we need is for biochar to be given its true value in the coming cap and trade arrangements that will underpin the carbon markets of the future. To date cowardly politicians, even in Germany, have ... (Gregory Daigle)
- Middle East Religious Tourism Up During Global Downtum**: Devotees to drive short-term travel industry revenues estimated at \$18 billion. According to Wright, Jordan and Palestine are huge growth markets. "Ninety-five percent of tourism in Palestine is religion-based, while Jordan is targeting tourism revenues of up to \$2.4 billion... (Visvas Paul D Karra)
- England Fight Back to Avenge West Indian Test Series Defeat**: One-day triumph boosts Flower's bid for permanent role. The West Indies had miraculously fought back from the dead in the Champions Trophy final against the same opponents in 2004, but there was to be no such recovery in 2009. Flintoff steamed in bowling ... (Matthew James Weir)
- AFL Review Round 2**: Reigning premier Hawthorn remain winless while Carlton remain on top. While the name was a hint for much of the third quarter, Daniel ...

Other features include a "Do you live in a news hotspot? No?" section with a world map, "OhmyNews at a glance", "OhmyNews Citizen Reporter Awards for March", and a "CITIZEN JOURNALISM" section with an interview snippet.



The image displays two video thumbnails from the "Bangladeshi Stories - Luton" series, dated 19 Oct 2006. Each thumbnail includes a video player image of a man, a title, a duration, and a call to action.

**19 Oct 2006 MY TOWN**  
**Bangladeshi Stories - Luton**  
1.37 mins  
Monjoor Ahmed lives in Bury Park in Luton. The area is home to a thriving Bangladeshi community many of whom are Muslim.

**19 Oct 2006 UNITED**  
**Bangladeshi Stories - Luton**  
1.14 mins  
Monjoor says he feels no conflict between being British, Bangladeshi and Muslim.

# On screen and on line

- **Integrating** on screen and on line
- **Creating** comprehensive **public** archives
- **Renegotiating** the relations between professional and amateur. Expert and lay
- **Constructing** a public service gateway to web resources

# The Digital commons

- From analogue to digital maps
- Networking public cultural institutions
- The BBC as a the key node in the new network

# Four arguments

- Value added
- Addresses issues of exclusion and digital divides
- Countervailing force to corporate capture-the onwards march of Google
- Public right to cultural spaces free of commercial speech.