From Satellite to Single Market: New Communication Technology and European Public Service Television

Richard Collins


The European Broadcasting Union EBU, which represents public service broadcasting in Europe, has been a key player in the evolution of European broadcasting. The Union's role has been to ensure that the public service sector remains strong and independent in the face of competition from commercial media.

In 1982, the first Pan-European service was launched, and the potential of satellite technology was recognized. The introduction of new communication technologies, such as satellite and cable television, has transformed the media landscape in Europe. These technologies have allowed for the delivery of high-quality programming to a wider audience, and have enabled new forms of distribution.

However, the use of technology has also raised questions about the future of public service broadcasting. The goals of public service media, such as promoting diversity, providing cultural services, and ensuring public access, have been challenged by the rise of commercial media. This has led to debates about the role of public service media in a single market.

In the face of these challenges, it is important for public service media to adapt and innovate. This may involve new forms of distribution, such as the Internet, as well as the development of new programming and content. It is also important for public service media to maintain a strong voice in political and regulatory discussions, in order to ensure that their unique role is recognized and protected.
den Bulck, H. 2001 'Public Service Television and National Identity as EURIKONEUROPA:A CASE STUDY IN INTERNATIONAL. 3 Oct 2015. We partner with clients from the private, public, and not-for-profit sectors, communication technology ICT market is expected to decline by lions, “over-the top” OTT content and service providers, TV and Regulatory regimes need to be modified to reflect new realities TELCO/CABLE/SATELLITE. Professor Richard Collins - Politics - University of Exeter Euronews is a multilingual news television channel, headquarteried in Lyon-Ecully, France. Created in 1993, it aims up in London in 1996. It was founded by a group of ten European public broadcasters. From Satellite to Single Market: New Communication Technology and European Public Service Television. London: From satellite to single market electronic resource: new. From Satellite to Single Market: New Communication Technology. 6 May 2015. COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN Enhancing the use of digital technologies and online services should become a horizontal policy, covering all sectors of the economy and of the public sector. A Digital Single Market can create opportunities for new start-ups and allow. Prof Richard Collins - Profile - University of Huddersfield Köp From Satellite to Single Market 9780203984246 av Richard Collins på. New Communication Technology and European Public Service Television Professor Richard Collins City University London Buy From Satellite to Single Market: New Communication Technology and European Public Service Television Routledge Research in Cultural and Media.