

Funding of Public Service Broadcasting and Its Connection with Operating of Such Media

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Abstract : The expansion of convergent media, mostly in online forms, proposes a great challenge for all “traditional” media. Commercial companies in the media field have the potential to adapt to the current trends quite flexibly. Handling areas of public service media, on the other hand, are immensely limited. Therefore, there is a social discourse in many countries about their importance and function in the current era. The submitted article is a comparative case study regarding the economic officiating of public television broadcasters from Finland (Ylesradio Oy; abbrev. Yle), representing Northern Europe, Czech Republic (Czech Television, abbrev. ČT), representing Central Europe, and Serbia (Radio Television of Serbia, abbrev. RTS), representing Southern Europe. Thus, this study explains the type of funding (public fees, state subsidies, commercial activity, etc.) of each television broadcaster and the way their budgets relate to the operation and competitiveness of the company.

Keywords : media, public service broadcasting, Ylesradio Oy, radio television of Serbia, Czech television

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