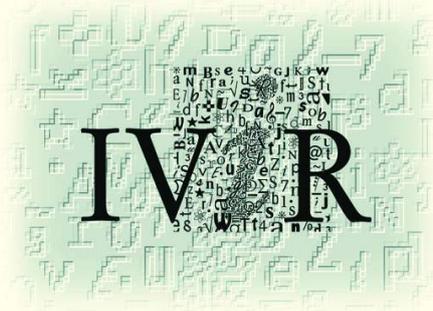


# Public Service Broadcasting and State Aid



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Budapest, 20 October 2005

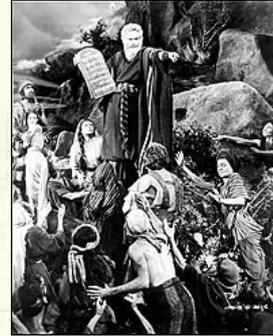
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## Topics

- Public service broadcasting or state aid?
- The EU-routine
- Investigations and outcome
- Issues at stake
- Analysis
- What will the future bring?

## Public service broadcasting or state aid?

- Focus today on state aid-issues
- Paradigm shift needed
- Finding the ‘ten commandments’ of public service broadcasting



## The EU Routine

- Altmark Criteria
  - Clear public service obligations
  - Pre-established parameters for compensation
  - No over-compensation
  - Tender or ‘well-run undertaking’-test
- Communication European Commission on state aid and public service broadcasting
- Services of general economic interest
- Maastricht treaty



## Investigations and outcome

- Investigations by the European Commission: Spain, France, Portugal, Italy, Germany, UK, Ireland, Denmark, Netherlands
- Remedies: Spain, France, Portugal, Italy, (The Netherlands)
- Illegal state aid: Denmark (?), The Netherlands (?)

## Issues at stake

- Public funding system
- Public service remit
- Separation of accounts/financing
- Over compensation/proportionality
- Competitive behaviour

## Analysis

- European Commission takes a cautious approach
- The ‘how to structure state aid’ question is key-issue, not state aid as such
- Member States are addressing shortcomings (based on previous cases or on their own initiative)

## What will the future bring?

- Does the European Commission want to change its *policy* and/or will convergence be the driver behind a changed *policy*?
- Will there be a *paradigm shift* (getting the goals and the means in balance again)?
- Will Member States be able to develop an EU-proof *public service remit*?

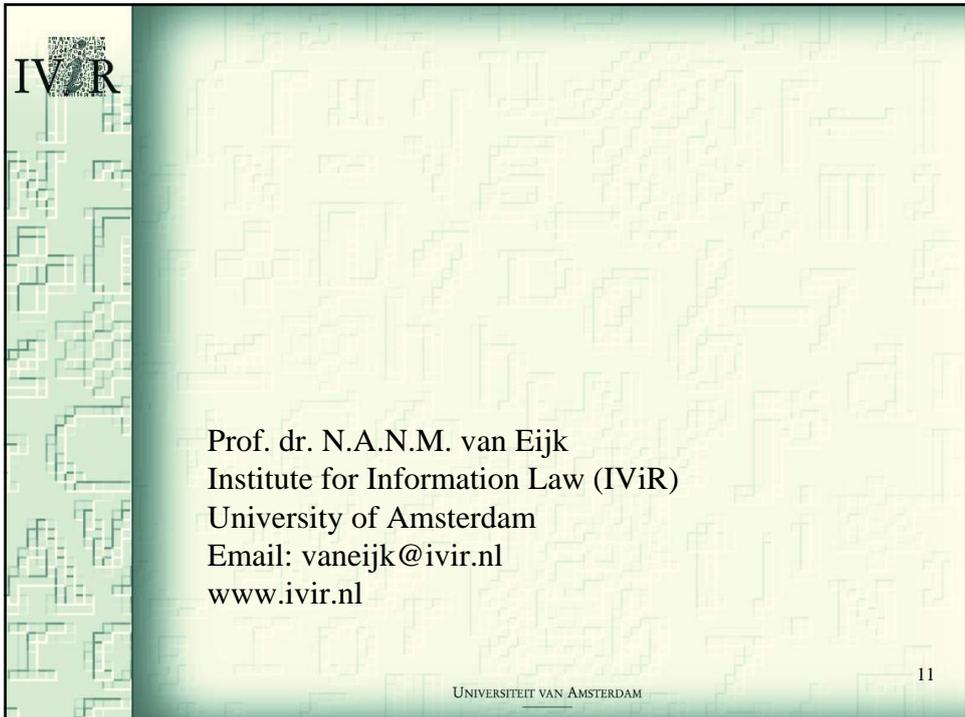
## A 'Triple P' Strategy

- Policy
- Paradigm shift
- Public service remit



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The slide features a light green background with a faint, repeating pattern of white geometric shapes, primarily squares and rectangles, some of which are nested or overlapping. In the top-left corner, the letters 'IViR' are displayed in a bold, black, serif font. The 'i' is lowercase and smaller than the other letters. The main text is centered on the slide in a black, serif font. At the bottom center, the text 'UNIVERSITEIT VAN AMSTERDAM' is written in a smaller, all-caps, sans-serif font. The page number '11' is located in the bottom right corner of the slide area.

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