

# PUBLIC SERVICE 3.0

INTERNATIONAL CONFERENCE,  
20-21 NOVEMBER 2013



## ORGANIZERS

Ib Bondebjerg & Patrick Vonderau  
Department of Media Studies, Stockholm University  
Department of Media, Cognition and Communication,  
University of Copenhagen

## CONFERENCE MANAGEMENT

Chris Baumann and Kit Krogvig  
Attendance is free, but registration is required  
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Stockholm  
University



## KEYNOTE SPEAKERS

James Bennett (Royal Holloway,  
University of London)  
Bridget Conor (King's College, London)  
Toby Miller (UC Riverside)

## CONFERENCE VENUE

Filmhuset, Borgvägen 1-5  
10252 Stockholm  
Sweden

Television production, distribution and consumption are currently undergoing major changes. While some fear the «end of television», others have praised the advent of «social TV». Bringing together scholars from Denmark, Sweden, and the United Kingdom, this seminar invites to discuss the current transformation of broadcast television. Focusing on the role of public broadcasting services, the seminar addresses issues related to regulatory frameworks and commissioning structures, multi-platform production and digital distribution. It also sheds light on changing conditions for media work, on new forms of content creation and storytelling strategies. How do PBS deal with the challenge of new independent online providers? What strategies for digital content provision and audience interaction are they developing? What implications does the digital landscape hold for creative work and content providers? What is the role of globalization processes and European policy developments? In taking up these and related questions, the overall aim of this meeting is to stipulate international collaboration that may lead to collaborative research projects of relevance to Media Studies but even to legislators, commissioners, programmers and practitioners working in the television industries.

## WEDNESDAY, 20 NOVEMBER 2013

- 11.00-13.00 Registration
- 13.00-13.15 Welcome and Opening Remarks (Anna Serner, CEO, Swedish Film Institute)
- 13.15-14.15 **PANEL 1:**  
**STREAMING TELEVISION**  
Jimmy Ahlstrand (Head of Strategy, SVT-Swedish Television)  
Anna Serner (CEO, Swedish Film Institute)  
Anders Sjöman (VP Product and Communications, Vodder)  
Johan Wahlberg (Distribution Strategy, SVT-Swedish Television)  
moderated by Eva Redvall (Copenhagen)
- 14.15-14.30 Coffee Break
- 14.30-15.30 **KEYNOTE 1:**  
**FROM "MEN IN DINNER SUITS" TO "INTERACTIVE, DIGITAL HUB"? INVITING THE AUDIENCE IN TO PSM**  
James Bennett (London)  
moderated by Kristina Riegert (Stockholm)
- 15.30-15.45 Coffee Break
- 15.45-16.45 **PANEL 2:**  
**PUBLIC SERVICE ON DEMAND. HOW STREAMING CHALLENGES BROADCASTING MEDIA**  
Henrik Søndergaard (Copenhagen)  
**TECHNOLOGICAL CHALLENGES TO PUBLIC SERVICE REGULATION**  
Rasmus Helles (Copenhagen)  
moderated by Bridget Conor (London)
- 16.45-17.00 Coffee Break
- 17.00-18.00 **KEYNOTE 2:**  
**TNVZ6, TVNZ7, TVNZU: EXPERIMENTS IN DIGITAL PUBLIC SERVICE IN AOTEAROA, NEW ZEALAND**  
Bridget Conor (London)  
moderated by Toby Miller (Los Angeles)

## THURSDAY, 21 NOVEMBER 2013

- 09.45-10.45 **KEYNOTE 3:**  
**CYBERTARIANISM VERSUS THE PUBLIC SECTOR IN THE DIGITAL MEDIA ERA**  
Toby Miller (Los Angeles)  
moderated by Christian Christensen (Stockholm)
- 10.45-11.00 Coffee Break
- 11.00-12.00 **PANEL 3:**  
**DR ONLINE: DIGITAL STRATEGIES AND PLATFORMS FOR DENMARK'S NO.1 PBS**  
Ib Bondebjerg (Copenhagen)  
**CHANNELS AS CONTENT CURATORS: MULTIPLATFORM STRATEGIES IN BRITISH PUBLIC SERVICE BROADCASTING**  
Inge Sørensen (Glasgow)  
moderated by James Bennett (London)
- 12.00-13.00 Lunch
- 13.00-14.00 **PANEL 4:**  
**PUBLIC SERVICE/PRIVATE ARCHIVES: PLATFORMS, CURATORSHIP, AND SCHOLARSHIP**  
Jan Olsson (Stockholm)  
**ENVISIONING TV'S PUBLIC: MEDIA REGULATION AND MEDIUM SPECIFICITY BEFORE BROADCASTING**  
Doron Galili (Stockholm)  
moderated by Ib Bondebjerg (Copenhagen)
- 14.00-14.15 Coffee Break
- 14.15-15.15 **PANEL 5:**  
**PUBLIC SERVICE IN PUBLIC SPACES: THE BBC'S PUBLIC SCREENS PROJECT**  
Karin Becker & Andreas Widholm (Stockholm)  
moderated by Inge Sørensen (Glasgow)