[DK] Implementation of the June 2006 Agreement on Media Policy

IRIS 2007-5:1/9

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In order to implement the Agreement on media policy reached by the governing political parties on 6 June 2006 (see IRIS 2006-8: 13), the Minister of Culture and the *Danmarks Radio* (DR) broadcaster signed, in January of this year, a Public Service Contract for the period of 1 January 2007 to 31 December 2010. Amendments to the *lov om radio- og fjernsynsvirksomhed* (Act on Radio and Television Activities) introduced by the Agreement have been adopted by the Amendment Act no. 1569 of 20 December 2006. The key provisions of the Public Service Contract hold that DR must offer a broad selection of public service programmes on all relevant technological platforms, this includes radio, TV, internet, and so on. DR must also apply open standards with regard to its on-line activities.

DR must upgrade the Danish television production of drama, programmes for children and youth, programmes in some areas of sport, and programmes on Danish culture and music. Furthermore, news must be broadcast in the most widespread languages spoken by immigrants and refugees residing in Denmark. The outsourcing of programme production to independent producers must be increased and DR must also augment its involvement in the Danish production of films. Finally, the services for the blind and hearing-impaired must be improved. Facilities such as modern technology on recognition of speech, dubbing for the blind, sign language and such must be introduced.

Aside from two television channels (DR1 and DR2), the broadcaster currently runs five radio channels (P1, P3, P4, a medium wave channel and DR Classic). DR must establish a new public service children's/history television channel. Art.16 (1) of the Amendment Act of 20 December 2006 provides that *DR Bestyrelsen* (DR's Board of Directors) consists of 11 members. Art. 39 (1) provides that the *Radio- og TV-Nævnet* (Radio- and TV-Management Board) consists of eight members. The latter is invested with the task of controlling the fulfilment of the public service contract and the decision-making regarding the broadcasting of programmes.

Owners of communal aerial installations must make sure that audiovisual programmes broadcast by DR, TV2/Denmark A/S and the regional TV broadcasters, including the regional programmes for the local area in question,

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are distributed through the installations, aside from a number of exceptions (as prescribed by the Act's art. 6).

DR's programmes are to be financed by a licence (Amendment Act articles 69 and 69a). It is not possible to introduce *fees for public service programmes to be paid by the viewers* . The licence is to be collected as a media licence imposed on receivers able to reproduce (picture) programmes and services. A radio licence is imposed on receivers able to reproduce radio programmes only. New public services, including on-demand-services, shall be subject to an internal evaluation in order to make sure that the cultural, democratic and social demands of society are satisfied.

Nye public service krav til DR

http://www.kum.dk/sw52657.asp

Press release of 3 January 2007, New Public Service Demands for DR

Public service-kontrakt mellem DR og kulturministeren for perioden 1.1.2007-31.12.2010

http://www.kum.dk/graphics/kum/downloads/Kulturomraader/Radio_og_TV/Public%20Service%20kontrakt%202007/Publicservicekontraktennyudgave.pdf

Public Service Contract of 3 January 2007

Lov om ændring af lov om radio- og fjernsynsvirksomhed

http://www.kum.dk/sw42703.asp#516_39298

Act on Amendment of Act on Radio- and Television Activities no. 1569 of 20 December 2006

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