

PUBLIC SERVICE BROADCASTING IN AN INTERNATIONAL COMPARISON

The way public service broadcasters (PSBs) are governed and funded differs significantly between various countries of the world. There are differences in the type of funding provided, the magnitude of public funding and its per-capita figure, as well as the extent to which PSBs succeed in attracting viewers. Table 1 offers an overview of some indicators that illustrate these issues.

The column *Market share of the national PSB* indicates how the PSB performs in national television markets. The market share in the various countries ranges from 3.3 percent in Turkey (2010) to 65.9 percent in Denmark (2012). In three further countries, namely Iceland, New Zealand and the UK, the PSB's market share is over 50 percent. The category *Main source of funding of the PSB* describes whether the PSB is mainly funded by public funds originating from general taxation, by a license fee that is paid by the citizens specifically for PSB services, or whether commercial revenues respectively revenues from advertising are the main source of revenue. In 14 out of the 31 countries included in this sample, the main source of funding is a license fee paid by the citizens. This fee ranges from EUR 27 per year in Portugal to EUR 384 in Switzerland (2012). The way fees are raised also differs fairly substantially between the countries. In Turkey, citizens pay a two percent mark-up on their electricity bill. In Spain, part of the revenue tax that private broadcasters and telecommunication operators pay is used for PSB funding. In twelve countries, funding is derived from general taxation. In two cases (Poland and New Zealand), commercial revenues respectively advertising revenues are the PSB's main source of income. In the United States, the biggest share is financed by private donations. Looking at *Total public funding per year*, Germany (EUR 7,275 million) ranks top, followed by Japan (EUR 6,413 million) and the United Kingdom (EUR 4,653 million). *Per-capita public funding per year* is only about EUR 3 in the United States compared to EUR 136 in Norway. The indicator *Number of national viewers per EUR million of public funding* can be understood as a combination of the two indicators *Per-capita public funding per year* and *Market share of the national PSB*. Here New Zealand (where the PSB is mainly funded by commercial revenues respectively advertising revenues) by far outnumbers the other countries with about 164,000 national viewers per EUR million of public funding. Italy

boasts the second highest figure of around 15,400 viewers. With respect to this indicator Canada ranks bottom of the list with about 3,300 viewers per EUR million of public funding.

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Table 1

Public Service Broadcasting: an international comparison

Country	Market share [%] of the national PSB	Main source of funding of the PSB ^k	Total public funding per year (EUR million, 2011) ⁿ	License fee per year (EUR, 2012) ^k	Per-capita public funding per year (EUR, 2011) ⁿ	Number of national viewers per EUR million of public funding (2009) ^o
Austria	35.3 ⁱ⁽²⁰¹²⁾	license fee	548	194	70	6,371
Belgium (wal / fla)	20.9 ⁱ⁽²⁰¹²⁾ / 31.6 ⁱ⁽²⁰¹²⁾	taxes/taxes	513	100/ ---	51	6,726
Bulgaria	8.5 ⁱ⁽²⁰¹²⁾	taxes				
Czech Republic	29.3 ⁱ⁽²⁰¹²⁾	license fee		86		
Denmark	65.9 ⁱ⁽²⁰¹²⁾	license fee	492	324	88	4,262
Estonia	19.0 ⁱ⁽²⁰¹²⁾	taxes				
Finland	42.0 ⁱ⁽²⁰¹²⁾	taxes	415	252	82	6,852
France	24.6 ⁱ⁽²⁰¹²⁾	license fee	3,272	125	52	8,537
Germany	42.8 ^{a(2012)}	license fee	7,275	216	94	4,143
Hungary	13.3 ⁱ⁽²⁰¹²⁾	taxes				
Ireland	29.6 ⁱ⁽²⁰¹²⁾	license fee	184	160	40	7,286
Italy	43.3 ^{l(2003)}	license fee	1,708	112	29	15,371
Latvia	13.3 ⁱ⁽²⁰¹²⁾	taxes				
Lithuania	9.9 ⁱ⁽²⁰¹²⁾	taxes				
Netherlands	23.7 ^{m(2013)}	taxes	558 ^{c(2007)}		34 ^{c(2007)}	
Poland	32.4 ⁱ⁽²⁰¹²⁾	advertising		61		
Portugal	17.3 ⁱ⁽²⁰¹²⁾	license fee		27		
Spain	14.7 ⁱ⁽²⁰¹²⁾	revenue tax on private broadcasters and telecommunication operators ^g	2,335		51	6,090
Sweden	31.0 ⁱ⁽²⁰¹²⁾	license fee	804	239	88	8,768
United Kingdom	53.7 ^{p(2011)}	license fee	4,653	179	73	7,429
Iceland	56.3 ⁱ⁽²⁰¹²⁾	taxes				
Norway	41.0 ⁱ⁽²⁰¹²⁾	license fee	641	345	136	5,092
Switzerland	30.0 ^{s(2013)}	license fee	995	384	124	4,296
Turkey	3.3 ^{q(2010)}	2 % mark-up on electricity bill				
Australia	18.4 ^{r(2010)}	taxes ^b	900		40	6,311
Canada	5.5 ^{f(2012)}	taxes ^f	861		25	3,342
Israel	10.0 ^{t(2006)}	license fee ^t		116 ^c		
Japan	20.0 ^{u(2010)}	license fee ^u	6,413	149 ^u	50	5,750
New Zealand	62.0 ^{h(2013)}	advertising ^b	69		16	163,793
United States		donations ^g	792		3	6,617 ⁽²⁰⁰⁸⁾
Russian Federation	32.1 ^{j(2011)}	taxes ^d				

Source: The author.

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