PARTICIPATORY AUDIENCES IN THE EUROPEAN PUBLIC SERVICE MEDIA: CONTENT PRODUCTION AND COPYRIGHT

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INTRODUCTION

of European public service media that must be at the forefront of new cultural modes.

Participation of audiences at the heart of public media decision-making.

Copyright,
which prevents public
service media content
from being illegally
shared on social
networks.

OBJECTIVES

To make an approach to the current panorama of participation mechanisms available to the European public audiovisual service.

To know how these media are solving the new problems generated by the increase in the relations with the users.

METHODOLOGY

Publicly owned audiovisual media in the European Union

Twodimensional card



Discursive

Creative

RESULTS

Social networks, blogs and comment sections are the predominant instruments of discursive participation. Creative participation

Some of the corporations analyzed actively involve their audiences in the production of content.

Regulation

The European public broadcasters to regulate the content to avoid ethical and legal problems.

CONCLUSIONS



The social values represented by public audiovisual media policies are being questioned.



Promotion of participation, innovation and creation, through the moral and economic rights of the intellectual property of the audiences.



The private media, political authorities and public operators must take advantage of the options offered by the technologies to revise the concept of public service.

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