

# **les chaînes publiques locales sont morts, vive les les chaînes publiques locales!**

revolution by and for local public media services

Hans Disch,  
The Netherlands

# the media revolution

**o | o N**  
organisatie van lokale omroepen in Nederland



# You Tube

**DAB+**  
Digital Audio Broadcasting



**dichtbij**  
dichtbij.nl brengt je verder



# ...and that's not fair, oh no!

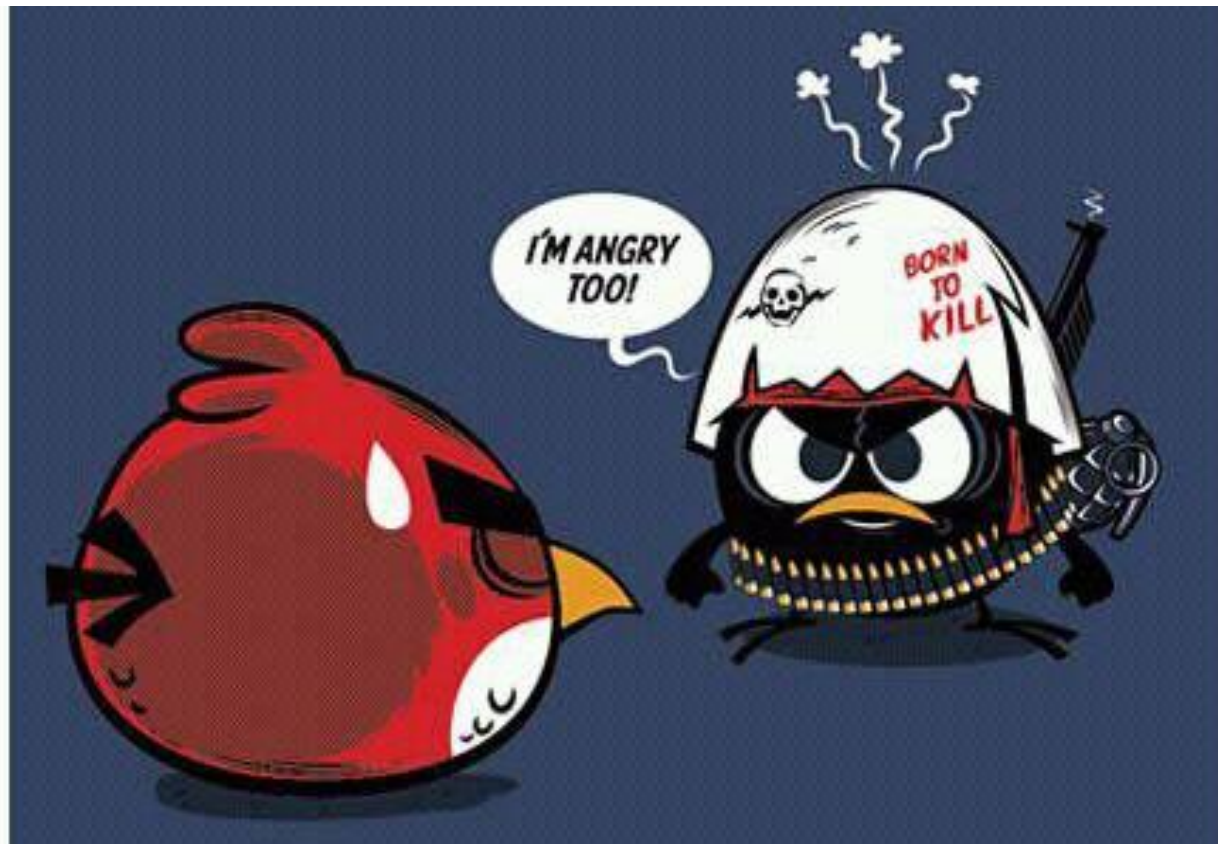
- 283 broadcasters
- €10M public money
- 20.000 volunteers
- 500 professionals



# contre nous la tyrannie...



# aux armes, citoyens!



# le jour de gloire est arrivé!

- vision: strategy plan:
  - stimulate, facilitate, regulate
- key element and definition:
  - “locally sufficient media supply”
- criteria:
  - media product, relevance, operations

# criteria

- channels: radio, tv and internet, live and “on demand”
- daily news, focused on the “natural habitat” of the citizen
- professionally secured organization and operations
- professionally secured journalism
- minimum budget for organizational and technical infrastructure
- own income (commercial activities) at least 50% of budget

# program for change (2012-2014)



- sector organization
- regional cooperation
- national cooperation
- collective content





# facilities

- Media Hub
  - central contribution and distribution
- apps
  - SmartTV: live and on demand radio and TV
  - iPhone/iPad: location based
- central CMS
  - including interfaces to NPO, NOS, ...

# status

- radical (mental) change
  - sector
  - stakeholders
- recognition of local content as competitive edge
- balancing autonomy and facility
- many, many internal and external challenges



**DE LOKALE OMROEP**

**AUX ARMES!!!**

