



Section: research note

Public audiovisual media in the platform ecosystem: management models and evaluation of the public value of reference for Spain

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Abstract

This national research project aims to carry out a comprehensive analysis of public service media in Europe, focusing on the concept of public value. Through various research projects associated with the project, it seeks to identify current trends in European public media, exploring media phenomena and innovative developments in technology and content that affect these media. Through scientific production, including research articles, book chapters, book editions, conference papers and various scientific meetings, this project has been able to show results related to the understanding of public value in public service media in Europe and Spain.

Keywords: public service media, platforms, public value, innovation

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1. GENERAL DATA OF THE PROJECT

- **Project title:** PID2021-122386OB-I00 Public audiovisual media in the platform ecosystem: management models and evaluation of the public value of reference for Spain.
- **Type of call:** national
- **Granting entity:** Ministry of Science and Innovation of the Government of Spain; State Research Agency.
- **Country of the entity:** Spain
- **Programme to which the project belongs:** Proyectos de Generación de Conocimiento 2021 (Knowledge Generation Projects 2021).
- **Resolution date:** 13/10/2022
- **Link to the public resolution:** https://www.aei.gob.es/sites/default/files/convocatory_info/2022-11/report_PID2021-RC-COMPLETO_fda.pdf
- **Total funding:** 113.400,00€.
- **Area of specialisation:** Social Sciences / Communications
- **Principal Researchers:** José Miguel Túñez López and Francisco Manuel Campos Freire. Coordinator: Marta Rodríguez Castro
- **Number of researchers participating in the project:** 17 members of the research team and 19 members of the working team from 14 Universities of Spain and the Media and Journalism Research Center of the Central European University of Budapest (Hungary).

2. SUMMARY-PURPOSE OF THE PROJECT

The aim of this research project is to conduct a comprehensive analysis of public audiovisual systems in Europe, focusing on multiple dimensions. It seeks to identify the presence and direct application of the notion of public value in each country, to explore the normative proposals for public value in European media, and to examine the predominant methods for quantitatively and qualitatively assessing public value. In addition, it aims to study the corporate communication strategies used by European public media to convey their contribution to society and to understand citizens' perspectives on the values that should guide the public media service.

The analysis extends to crucial areas such as the promotion of democratic principles and the mitigation of political polarisation. It also addresses the fight against disinformation, the contribution to media and digital literacy, as well as strategies for environmental sustainability. Reforms in the regulation and funding of public media are examined, considering the impact of digitalisation and the COVID-19 pandemic.

The research project analyses citizen participation in content creation, public media governance, collaboration with other industry players, and proposes to assess the economic impact of the public audiovisual system in Spain. In addition, it addresses the decentralisation of the public media service and assesses the readiness of public media for digital transformation, exploring innovation strategies, laboratories and accelerators. It also investigates the relationship of public media with new technologies, including technological transformation and the use of algorithms and other forms of artificial intelligence, to determine their contribution to public service objectives. This multifaceted analysis aims to provide an in-depth understanding of the current situation and future trends in European public media.

3. RESULTS ACHIEVED

The current project on public audiovisual media versus the platform ecosystem has made significant progress, in line with the objectives outlined in the project's open research. These achievements derive from several activities, summarised below:

1. Research stays. Academic and research stays were carried out in several countries such as Austria, Hungary, Latvia, Portugal and Mexico. These include the study of the Public Value Test in Latvian broadcasters, research on communication strategies in Baltic countries during the war in Ukraine and explorations on the digitisation of public service broadcasting in Portugal, among other topics. Research stays are currently being carried out in different European countries such as Belgium.

2. Scientific production. In a period of one and a half years, a remarkable achievement of objectives has been achieved with the publication of 33 articles in indexed journals and 54 book chapters published or accepted. In addition, we have participated with the presentation of results in 7 national and 48 international congresses.

3. Training activities. Five doctoral theses have been supervised, all of which have obtained the qualification of outstanding cum laude. Also, members of the VALCOMM team have organised 21 training activities on public service media and have participated in 13 other activities to further their professional development in research.

4. Dissemination of results. The organisation of the International Symposium & International Doctoral Summer School and the collaboration with research groups throughout Spain are outstanding examples of the dissemination of results. Also noteworthy is the collaboration with the RTVE-USC Institutional Chair and the participation in the Corporate Report of the Study on the Organisation of Innovation in Regional and European Public Audiovisual Media for the Federation of Regional Radio and Television Organisations (FORTA).

5. Collaborations and knowledge transfer. Work is carried out in collaboration with various entities, such as the RTVE-USC Institutional Chair on public service media in Europe and the production of the Corporate Report for FORTA. Collaborations have also been established with other institutions and projects, such as the participation in the monthly newsletter IRIS Merlín, the professional training given by Marius Dragomir at the Central European University of Vienna and the development of the chatbot project "Seriesfan" promoted by Isaac Maroto González, aligned with the research on the public value of public audiovisual media.

6. Participation in research networks. The researchers of the project are actively involved in research networks and national and international associations, such as AE-IC, AGACOM, ECREA, IAMCR, EMMA, ICOMTA, XESCOM Network, Network of Chairs, MJRC and IAPMR, to disseminate the results of the project, which gives added value to the research carried out by each member of the research and work teams.

In conclusion, the project 'Public audiovisual media in the platform ecosystem: management models and evaluation of the public value of reference for Spain'

demonstrates an ongoing commitment to research, constant dissemination of results and effective collaboration with various entities related to the field of study.