

PODERNIZE public service 2.0 ? ambition today



discuss what society needs
learn from history
check what is going on
generate good questions

The image shows an ice hockey game in progress. A player in a white jersey with the number 28 is in the foreground, and another player in a black jersey with the number 80 is also visible. The background shows the rink and some advertisements.

PODERNIZE public service 2.0 ? why?



THE WEST WING
RAMSAY
REDERIET
KLAN
abc daytime General Hospital
THE BOLD AND THE BEAUTIFUL

The image is a collage of various TV shows and logos. It includes 'THE WEST WING', 'RAMSAY', 'REDERIET', 'KLAN', 'abc daytime General Hospital', and 'THE BOLD AND THE BEAUTIFUL'. There is also a small image of a man in a suit.

PODERNIZE public service 2.0 ? two guys



Johannes Gutenberg
Dave Winer

The image shows two portraits side-by-side. On the left is a portrait of Johannes Gutenberg, and on the right is a portrait of Dave Winer. The portraits are set against a dark background.

PODERNIZE public service 2.0 ? a history



podcasting

The image features a world map with the word 'podcasting' written in green text across it. A red arrow points to a specific location on the map. In the top right corner, there is a small portrait of a man in a suit.

PODERRIZE public service 2.0 ? the old old situation


ether channel

point to point mindset

grass root enthusiasts

PODERRIZE public service 2.0 ?

broadcasting thoughts



PODERRIZE public service 2.0 ? the new old situation

democratic power

limited bandwidth

high production costs

high distribution costs

PODERRIZE public service 2.0 ? 1920:s



Public broadcasting

From Wikipedia, the free encyclopedia

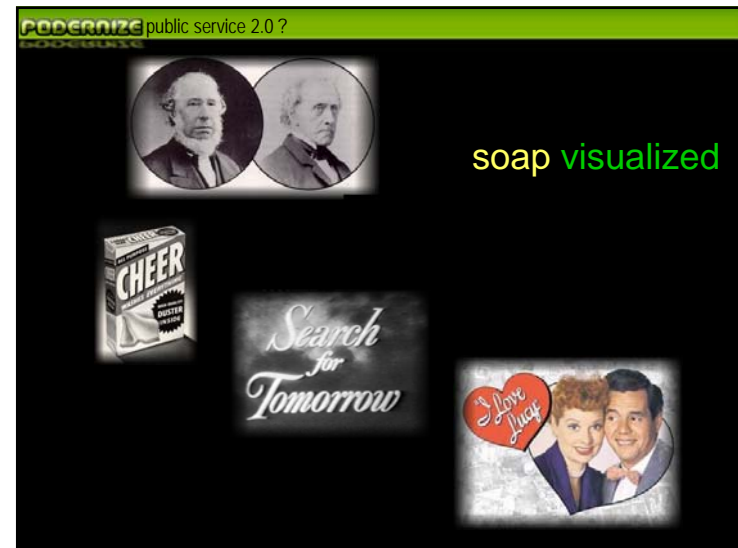
Public broadcasting is a form of public service broadcasting (PSB) intended to serve the diverse needs of the listening public. Except for the United States, it has traditionally been the dominant form of broadcasting in much of the world.

It is a system in which radio, television, and potentially other electronic media outlets receive some or all of their funding from the public. The broadcasters' funds can come directly from individuals through voluntary donations, license fees, or indirectly as state subsidies that originated as taxes. Many public broadcasters supplement this with contributions from corporations, in return for underwriting spots. While these announcements resemble traditional advertisements on commercial broadcasting stations, there are usually limitations, such as a prohibition of making product claims, stating prices, or providing an incentive to buy.

Commercial broadcasting now occurs in many countries around the world, and the number of countries with only public broadcasting has declined substantially. The mass media marketplace is tremendously competitive, and as such, it can be difficult for a public service broadcaster to survive amongst commercial interests. This may become even more of an issue with the increased number of channels that digital broadcasting provides.

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PODERNIZE public service 2.0 ? todays context

audio video social media



low cost

PODERNIZE public service 2.0 ? current situation



PODERNIZE public service 2.0 ?




creativity

what does society need ?

PODERNIZE public service 2.0 ?

thank you!

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richard gatarski (re)marks on the power of us

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