## Contents Weiverland and School Service 194

Pari	t One: Introduction	1
Pari	Foreword  Lord Puttnam  American Service Television in an On-Demand World Demand Wo	3
	Introduction: The Long Revolution  Des Freedman	5
Par	t Two: Contexts and Reflections	17
1	Reflection on A Future for Public Service Television  Mark Thompson	19
2	Public Service Television and the Crisis of Content  Jon Thoday	24
3	TV Advertising for All Seasons  Tess Alps	33
4	Inventing Public Service Media  Amanda D. Lotz	44
5	Does Public Service Television Really Give Consumers Less Good Value for Money than the Rest of the Market?  Patrick Barwise	52
6	The Future of Television in the US  Jennifer Holt	65
7	Pressures on Public Service Media: Insights from a Comparative Analysis of 12 Democracies  Matthew Powers	75
8	Public Service in Europe: Five Key Points  Trine Syvertsen and Gunn Enli	83

9	Diversity: Reflection and Review Sarita Malik	91
10	The BBC: A Brief Future History, 2017–2022  David Hendy  noiteuborini senO	102
11	Public Service Algorithms  James Bennett	111
Par	t Three: Principles and Purposes of Public Service Television	121
12	Television and Public Service: A Brief History  Extract from Chapter 1 of the Puttnam Report	123
13	Principles of Public Service for the 21st Century  Georgina Born	130
14	The Purposes of Broadcasting – Revisited  Julian Petley	141
15	Back to the Future: The Uses of Television in the Digital Age Michael Bailey	146
16	Television, Quality of Life and the Value of Culture  David Hesmondhalgh	151
17	Shouting Toward Each Other: Economics, Ideology and Public Service Television Policy Robert G. Picard	157
18	Everything for Someone: For an Inclusive Definition of Public  Service Broadcasting  Brett Mills	161
19	Debating 'Distinctiveness': How Useful a Concept is it in Measuring the Value and Impact of the BBC?  Peter Goddard	165
20	The BBC: A Radical Rethink  Justin Schlosberg	170

21	Ensuring the Future of Public Service Television for the Benefit of Citizens of an A Voice of the Listener & Viewer	174
22	The Social and Cultural Purposes of Television Today	176
	Equity Recommendations of the Puttnam Report  political actions of the Puttnam Report	
Pari	Four: Public Service Television in an On-Demand World	179
23	Taking the Principles of Public Service Media into the Digital Ecology	181
	Georgina Born	
24	Television in a Rapidly Changing World: Content, Platforms and Channels  Extract from Chapter 3 of the Puttnam Report  23/5W ni noisivaloT activated addust	191
25	New Sources of Public Service Content  Extract from Chapter 7 of the Puttnam Report Well A : pniles about a solving all silving all silvin	201
26	Designing a New Model of Public Service Television (PST)  Robin Foster	209
27	Public Service Broadcasting as a Digital Commons  Graham Murdock  Vilenevia Internol Exidente Commons  Vilenevia Internol Exidente Commons	214
28	'Public Service' in a Globalised Digital Landscape	219
	Ingrid Volkmer postantia salvase all dura bris northild a	
29	Video-on-Demand as Public Service Television  Catherine Johnson	223
30	Do We Still Need Public Service Television?	229
	Luke Hyams Securing the Future for Arts Broadcasting	
Par	t Five: Representing Britain on TV memographic Sivil big notative and civil and control of the Property of the	231
31	Television and Diversity	233
	Extract from Chapter 8 of the Puttnam Report 21 mono33 288 not yone bneT ent : notati Januar	
32	Public Service Television in the Nations and Regions  Extract from Chapter 9 of the Puttnam Report	245

33	Are You Being Heard? Sand not notely shall salve a bildus to shall salve a shall salve	
34	Skills and Training Investment Vital to the Success of Public Service  Broadcasting  Creative Skillset	261
35	The Media Cannot Reflect Society if Society is Not Reflected in the Media	265
36		
37	Public Service Television in Wales  Caitriona Noonan and Sian Powell	272
38	Public Service Broadcasting: A View from Scotland  Robert Beveridge	275
Par	t Six: Content Diversity	279
39	Extract from Chapter 10 of the Puttnam Report	
40	Children and Public Service Broadcasting  Sonia Livingstone and Claire Local	
41	Public Service Television and Sports Rights  Paul Smith and Tom Evens	298
42	Consider the Fig. ( ) . B . I . I	305
43	Public Service Television and Civic Engagement  Daniel Jackson	309
44	Tunnel Vision: The Tendency for BBC Economic and Business News to	314

Par	rt Seven: Recommendations and Afterword	321
45	How to Strengthen Public Service Television	323
	Chris Tryhorn	
46	Recommendations of the Puttnam Report	328
	Extract from Chapter 12 of the Puttnam Report	
	Afterword	335
	Vana Goblot and Natasha Cox	
	Contributors	340
	List of Illustrations	344
	Index	345