

# Better **local** PS-News!

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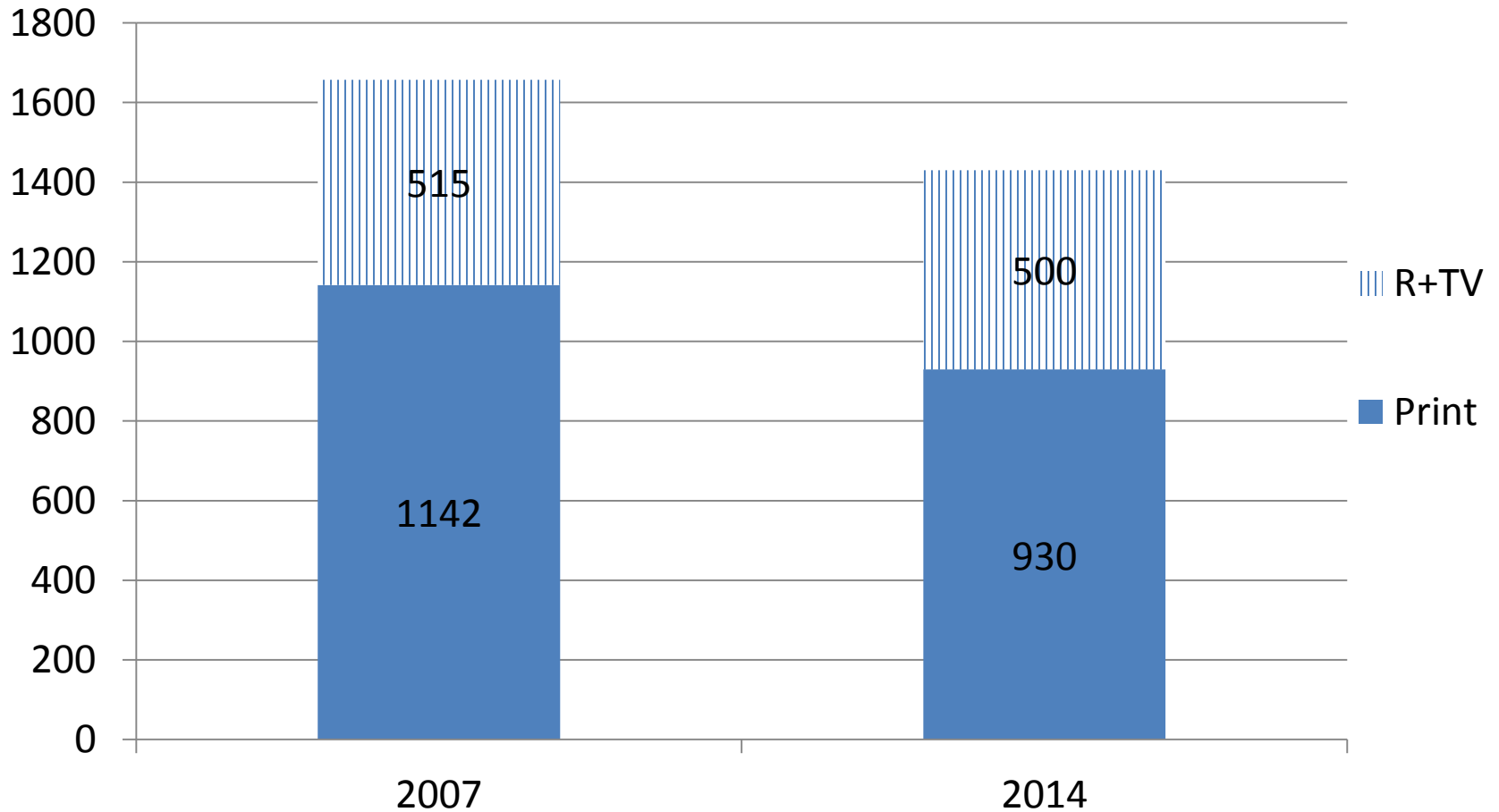
# The argument

- Local/municipal society becomes more complex and important for daily life
- Fewer journalists to cover the news
- Much public money to support public service radio/tv and private newspapers is wasted on “competition” in stead of investment in web
- Coordinated monopoly is better than three poor mice!

# Present News Media outside Cph. (4 mio people, 60 municipalities )

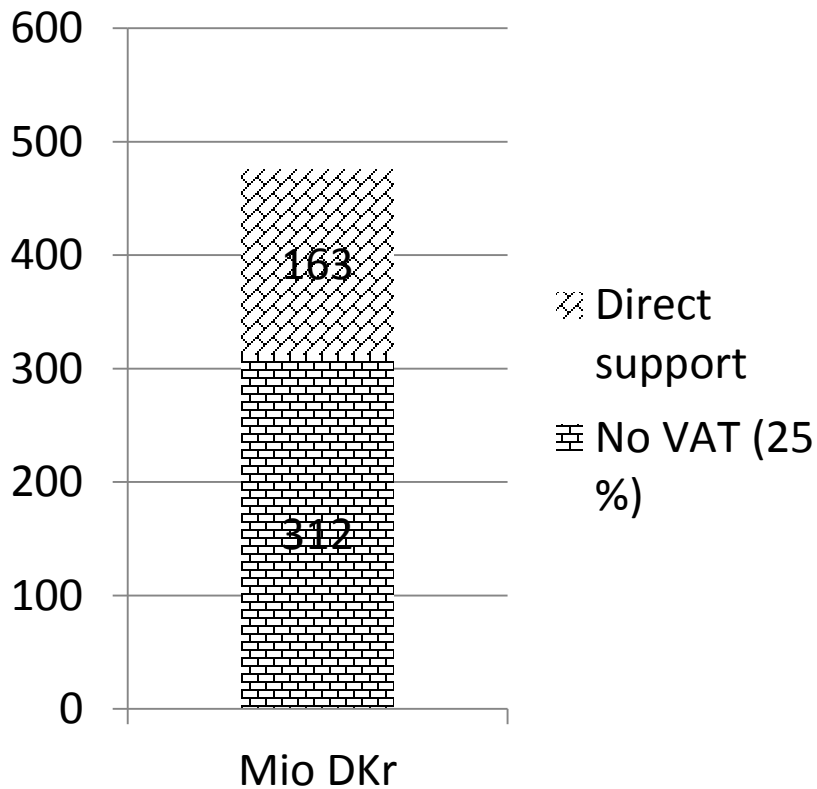
- 16 private publishing houses (sales, adv, state support)
- 7 regional radio stations, part of DR, license fee.
- 7 regional TV station, license fee, independent windows on commercial and subscribed TV 2
- All try to develop Websites and other digital newsmedia

# Number of journalist for local news 2007 and 2014

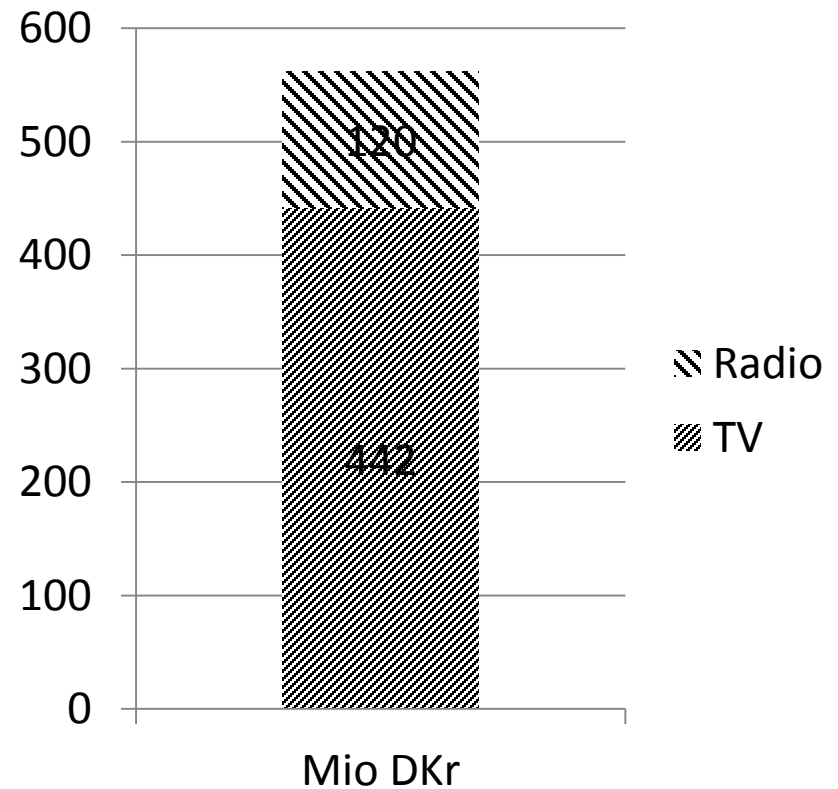


# Public money for local news, 2014

## Private enterprise (Print)



## Public enterprise (TV and Radio)



# Solution: PS out for tender!

- One tender per region:
- Produce radio and tv and a “big website”
- According to PS-regulation
- Payment: the license fee (80 Mio. DKr/year)
- The winner can use the **synergy** from all journalists in the region, crossmedia
- DR shall transmit the programmes for free

# Evaluation:

- Yes, competition among different media is better than monopoly (in principle)
- But poor media and poor news is worse than muscled media and complete news
- The PS-regulator and journalistic professionalism will sustain quality.