

International Relations Plenary

# **Rising Pressure on PSM: Response from Member Organisations**

Dr. Josef LUSSER

ORF | Governing Bodies and International Relations

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# CURRENT CHALLENGES

## UNIQUE POSITION

- Target
- Criticism
- Size

## NEW FUNDING SYSTEM

Jan. 2024

- Main residence
- 700k New payers
- Decrease for 3.2 Mio households

## POLITICAL PRESSURE

Jan./March 2024

- Climate of jealousy
- Politicians not dependent on PSM
- Pressure from within

## CHANGING DEMOGRAPHICS

- Children / Young People / Migrants are lost

## RISE OF POPULISM

- Also in established parties

## POLARISATION OF TOPICS

- Used by political parties
- Challenge for PSM information

## LESS TRUST

- In politicians / institutions / PSM
- Insecure future

## LAWSUITS

2023/2024

- ORF fee
- Complaint before European Commission

## AUDIENCE MEASUREMENTS

- Adequate instruments or is our radar blind?

## GENERAL ELECTIONS

Sept. 2024

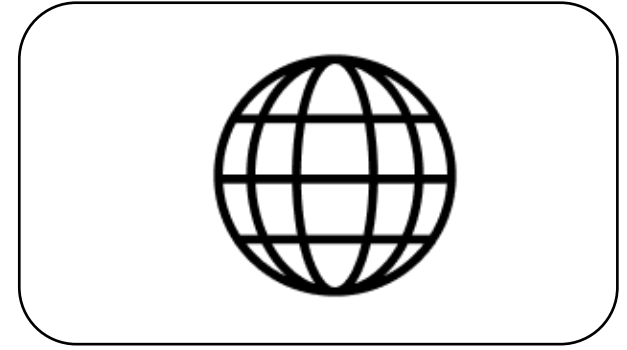
- ORF is an election topic (Nº1)
- New ORF Act?  
CEO?  
Governing Bodies?  
Budget funding?  
Salary cap?



01 - JUDICIARY



02 - CORPORATE



03 - INTERNATIONAL





## 01 - JUDICIARY

### CONSTITUTIONAL COURT

October 2023

- Less political influence
- Secure funding
- Institutional guarantee

### SURPREME COURT

- No assistance (with regard to data protection and GDPR)



**02 - CORPORATE**

ORF FOR ALL



Where are we now?

What is our goal?



## 02 - CORPORATE

## ORF FOR ALL



Context is key!

What is the overarching purpose?

What is the emotional tie to ORF?

What do we stand for?





02 - CORPORATE

ENGAGE WITH THE AUDIENCE



sag\_mal

sag\_mal

Folgen

131 Folge ich 24.7K Follower 1.7M Likes



## 02 - CORPORATE

### NEW ETHICS CODE

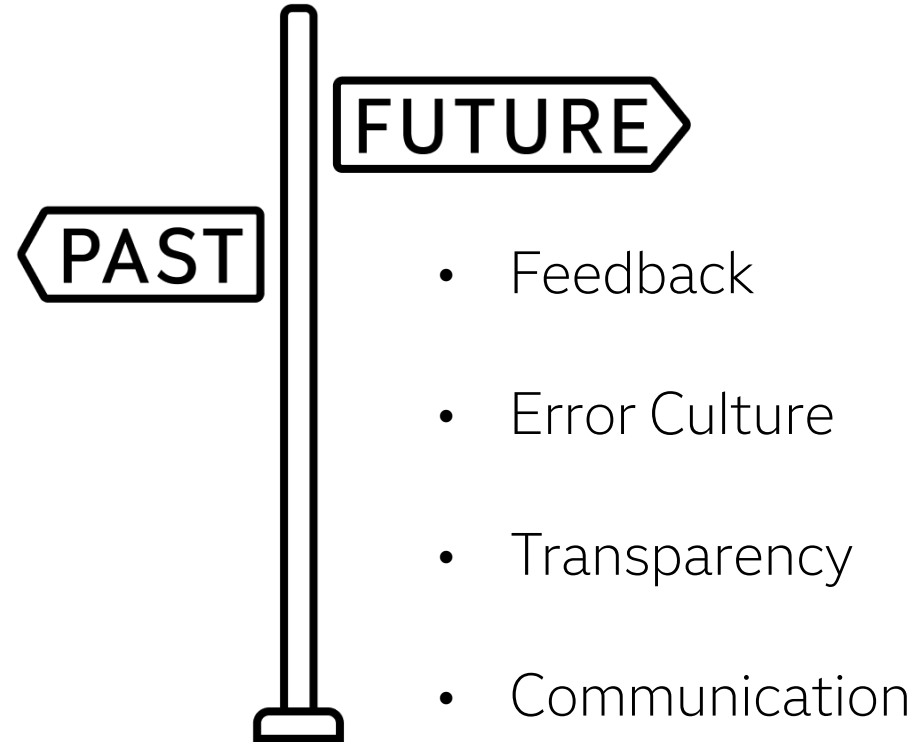
- Outside Activities
- Conflicts of Interest
- Social Media & Political Activities
- Basis for decision-making / Responsibilities





**02 - CORPORATE**

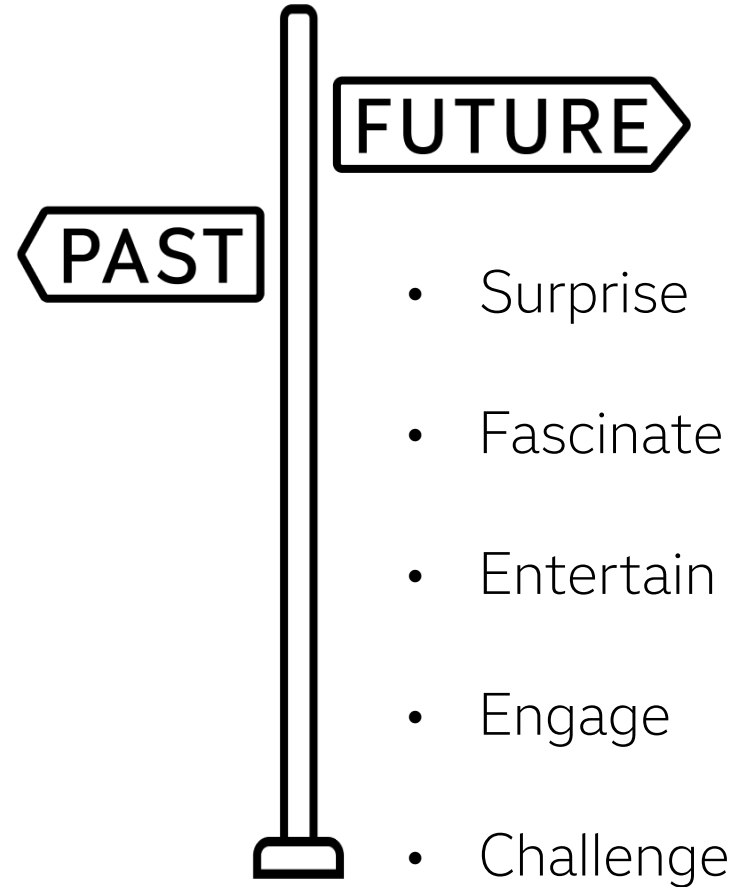
WHERE WE SHOULD GET BETTER

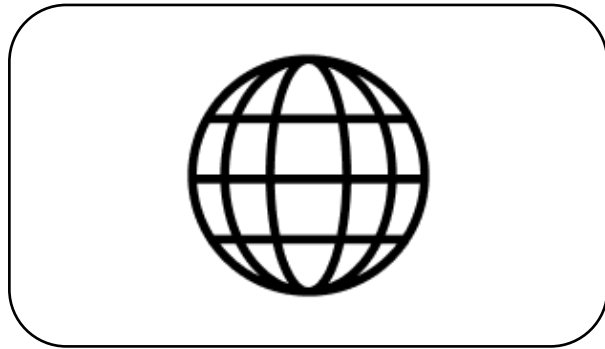




**02 - CORPORATE**

5 CRITERIA TO STAY AHEAD

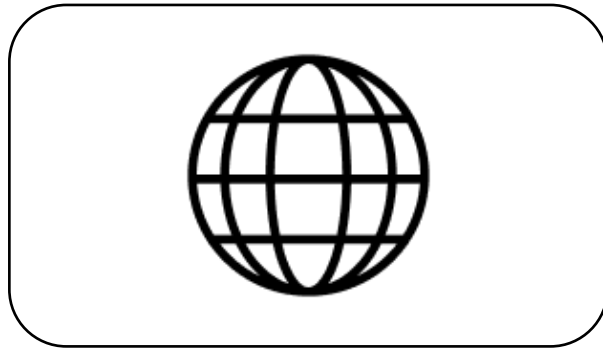




## 03 - INTERNATIONAL

(How do we) WORK BETTER TOGETHER

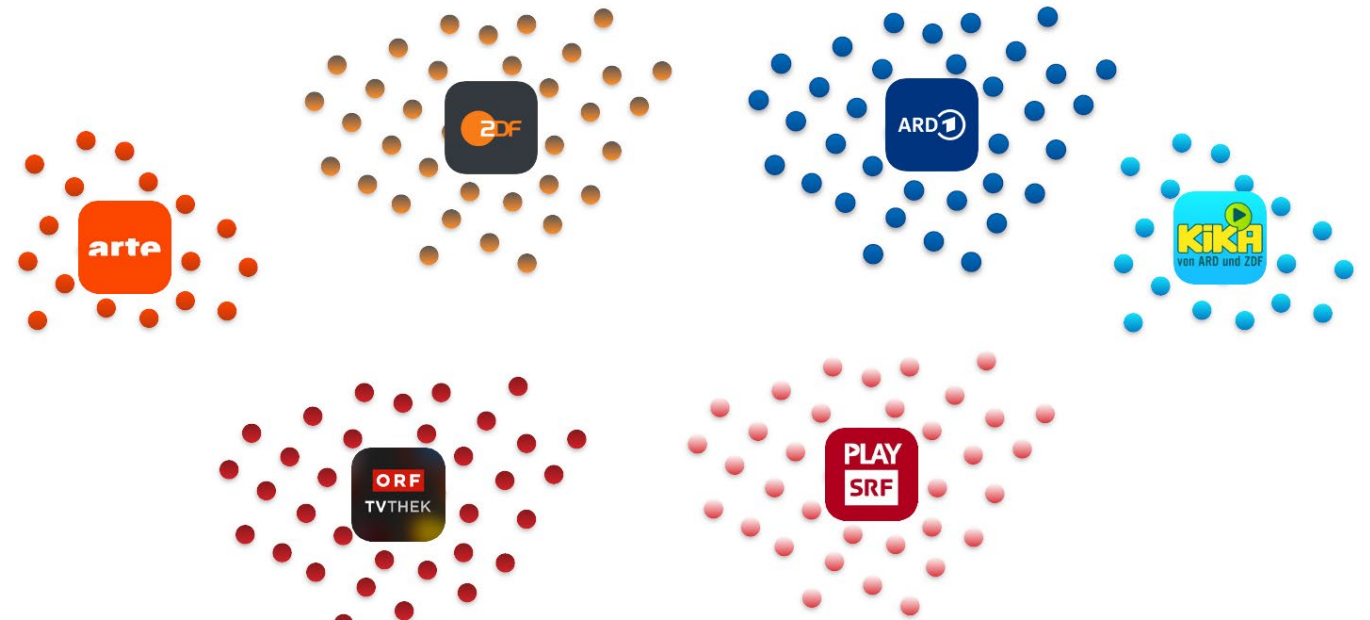
- International Relations
- European Initiatives

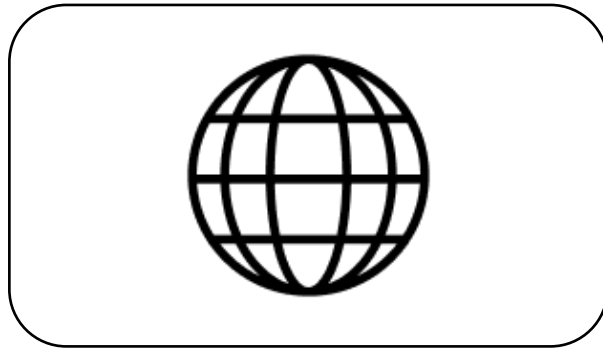


### 03 - INTERNATIONAL

(How do we) WORK BETTER TOGETHER

- Public Service Streaming Networks





### 03 - INTERNATIONAL

(How do we) WORK BETTER TOGETHER

