

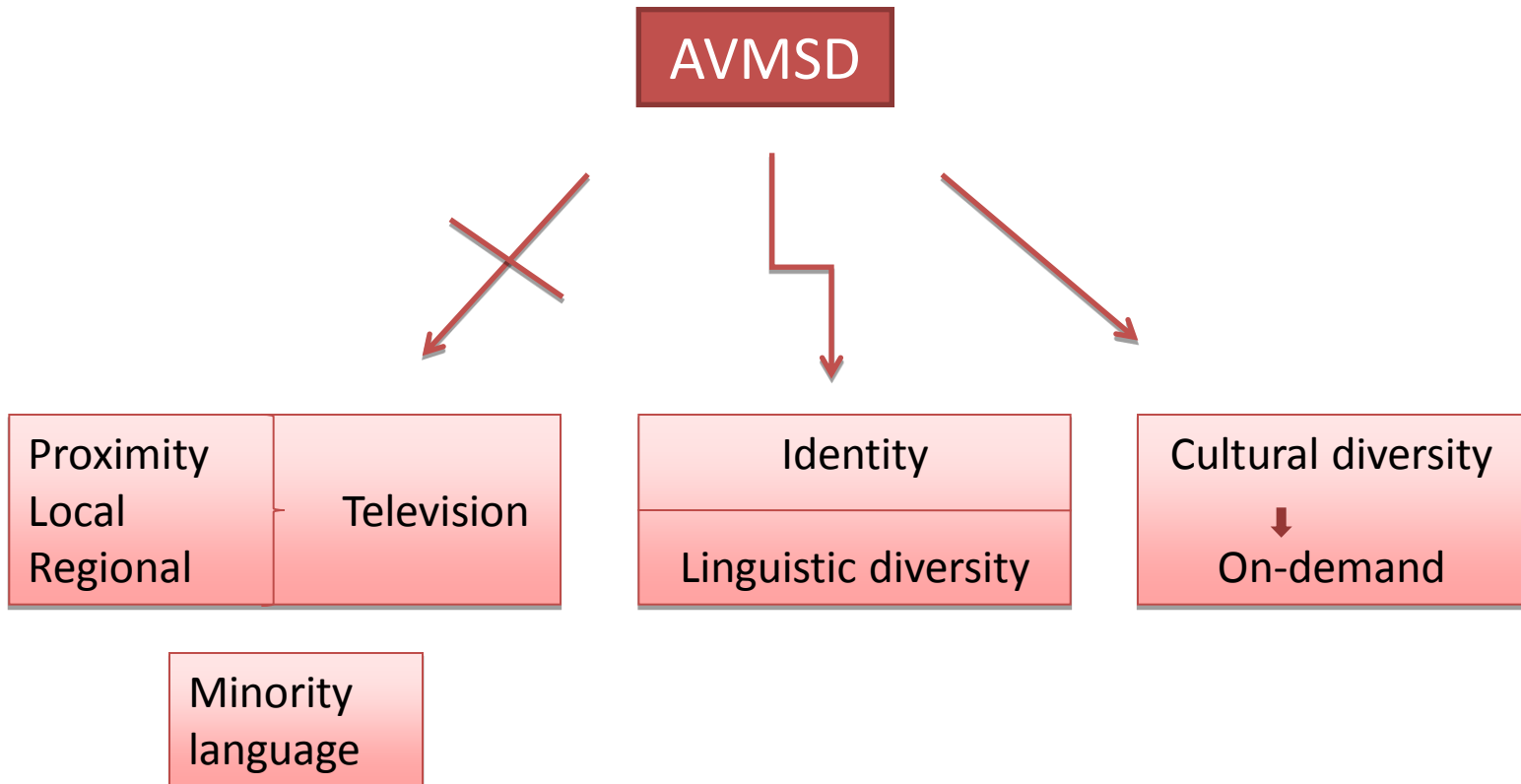
Proximity television

A cornerstone of broadcasting systems to be
recognized in European legislation

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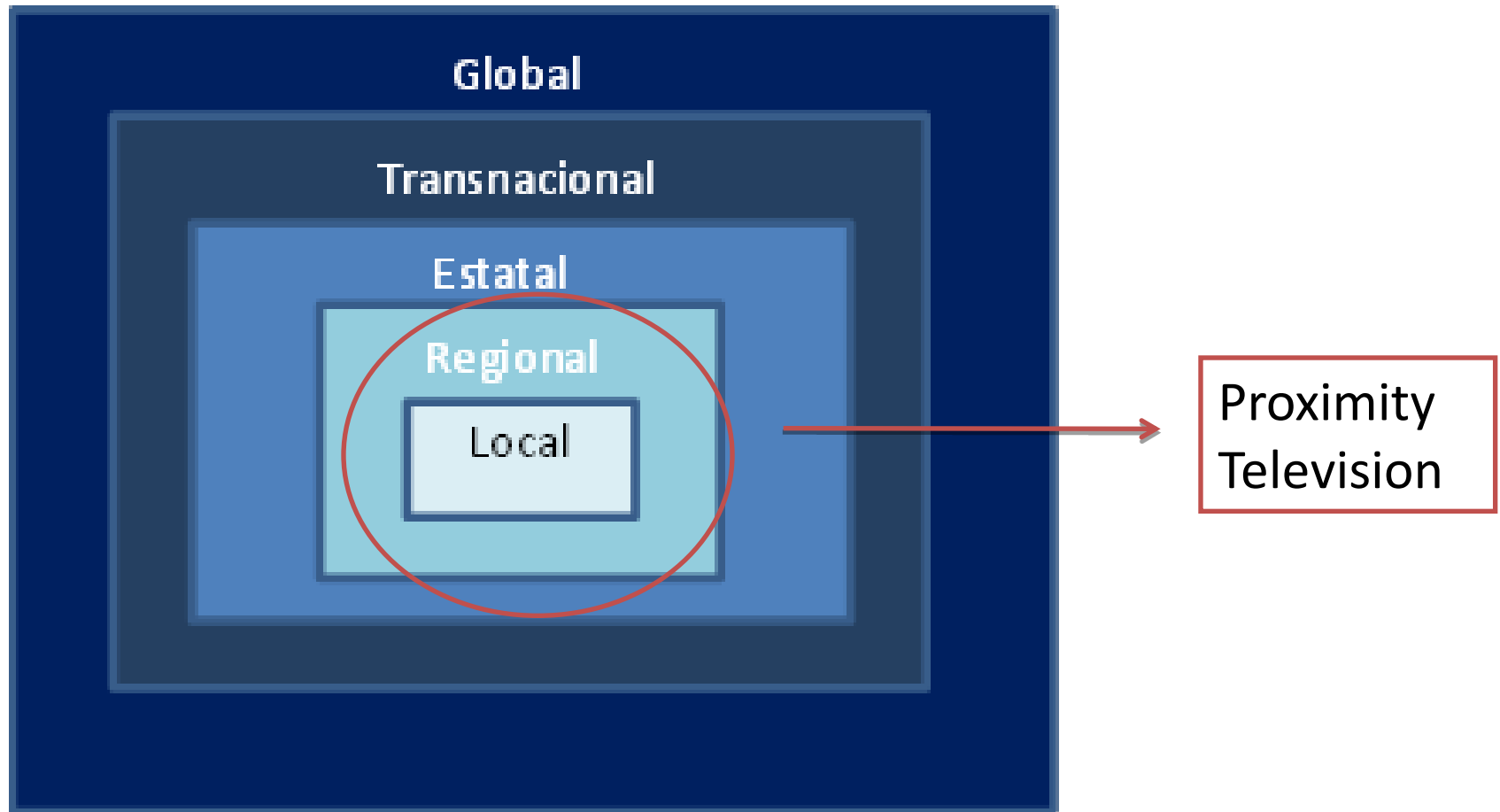
The starting point

Where do we come from?





Source: <https://fnf-europe.org/2012/09/28/upcoming-event-tradition-identity-progress-regions-in-europe/>



Proximity television

- Shared experiences between the broadcaster and the audience, reflected in the programming
- Content about local community, related to the quotidian life of receivers, their culture and history. --- Local information
- Oriented to increase social participation
- Linked to the territory, with infrastructures to produce in the area
- Representation of regions and localities (culture, language, traditions, etc.)

“Local or proximity television service is characterized to offer proximity programming, generalist or thematic, to satisfy the need for information, communion and social participation of local communities” (Audiovisual Law of Catalonia, Article 1, 2005).

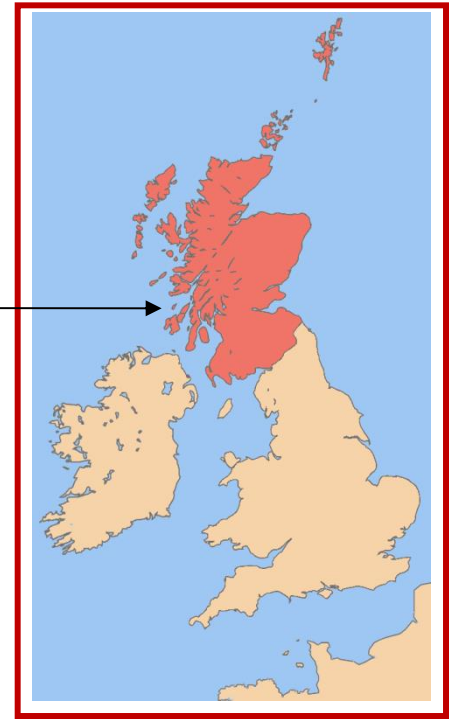
Chapter II regulates regional public service

Chapter III regulates public service at local level



Catalonia

Scotland



Regions

Stateless nations

Cultural and linguistic features

Identity

Communicative spaces

Proximity tv

DTT

IPTV



Type of channel	Catalonia	Scotland
Regional, public	TV3	BBC Scotland BBC Alba (Gaelic channel)
Regional, private	8tv	STV
Local, public	11 stations	-
Local, private	39 stations	2 stations (+3 awarded)

+ On-line channels

Proximity
television

Promote culture, traditions
and languages

Challenges

Public service



+ Representation



+ Pluralism

Regional and local broadcasters ...

- Are key pieces of communicative spaces
- Are cornerstones of the identity configuration of small societies
- Represent layers of identity close to the citizens

To summarize, proximity television...

Promotes local audiovisual industry, in a globalized context

Has a role in representing local communities

Facilitates social cohesion

Is important in preserving languages

Increases pluralism

Offers a public service

Contributes to the right to information at a local level

Resurgence of local broadcasters in the on-line sphere

It is an increasing phenomenon

AVMSD

Should:

- Include the promotion of cultural diversity inside the States.
- Identify the need for preservation of diverse languages, some of them minority ones, in the EU and the use of these languages in the media.
- Recognize proximity broadcasters as playing a central role in preserving local identity within a global communications landscape.
- Point out the need to have access to local information to increase pluralism and representation.

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