



International conference

**Addressing Europe's Digital Divide:
Towards Sustainable Public Service Media in South East Europe**

Sarajevo, 14-15 October 2010

A way forward for 2010-2020

The broadcasters, government officials, regulators and experts who took part in the Sarajevo conference *Addressing Europe's Digital Divide* have agreed:

- to establish an enduring cooperation designed to ensure the sustainability of all public service broadcasters in South East Europe by 2020;
- to promote and adhere to the values and principles of public service media, as recognized by European institutions, including the Council of Europe and European Union;
- to call on the European Union to support this goal politically as well as financially under its aim to guarantee Europe's cohesion.

Sustainable public service broadcasters are those which:

- receive adequate and stable funding;
- have the human and technical resources required for the digital information society;
- are present on all platforms including digital terrestrial, radio, mobile and online;
- serve all parts of society and contribute to inclusion, the development of a democratic society, cultural enrichment and innovation;
- are the trusted and first-choice providers of independent unbiased information, encouraging debate and discussion among citizens.

The envisaged cooperation will consist of:

- further exchange of experience;
- detailed research into the needs of all public service media of South East Europe as the basis for policy decisions and continued monitoring of results;
- the development of a joint strategy and action plan;
- the development of individual strategies and action plans for all public service media in the region.

By 2012, the envisaged cooperation should result in the start-up and/or enhancement of a series of joint initiatives:

- overall cooperation and capacity building, including the aim of securing European structural/cohesion funding for individual public service broadcasters in the region
- technical cooperation and exchange of experience aimed at reducing the cost of required investments;
- an archiving initiative putting historical audiovisual archives from South East Europe online to demonstrate the value of preserving the region's audio-visual heritage digitally;
- support to cooperation on regional news, current affairs, magazine and documentaries, including co-productions;
- training, including seminars, online learning, and possibly a joint training centre.

The mid-term goal for 2015 is:

- to assure that all public service broadcasters are on track for the envisaged sustainability;
- that all envisaged joint initiatives are demonstrating measurable results.

In conclusion, the conference participants agreed that the region's public service media should become the engines of technological, economic, political, and cultural development of the countries of South East Europe and of the region as a whole, supporting integration in the European Union.

The participants agree that a working group should be established as soon as possible under the umbrella of the European Broadcasting Union, with support from the RCC, to take forward the above initiatives, guide the activities, and convene a timely follow-up conference aimed at agreeing a detailed strategy and action plan.

The participants ask the RCC and the EBU to address a joint letter to the European Commission introducing this plan and soliciting its support.

On behalf of the Conference participants,



Hido Biscevic

Secretary General

Regional Cooperation Council



Claudio Cappon

Vice-President

European Broadcasting Union