



BROADCASTING FEE ASSOCIATION

Ways to Collect the Broadcasting Licence Fee - an international Overview

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What influences people paying a licence fee? (1)



- **Moral – „it´s fair to pay“**
- **Threat – consequences by not paying**
- **The law - „it´s the law, therefore I have to pay“**
- **The concept of public service broadcaster – Public value**
- **Effectiveness of collection organisation**
- **Information and arguments – why/how/ etc. do we have to pay?**
- **Sales channels (availability) – in which ways do we reach people?**
- **Quality of data – e.g. are names/addresses correct?**

What influences people paying a licence fee? (2)



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- **Perception of quality of programs**
- **Image of both organisations - broadcaster and collection body**
- **Price - are the costs justified for what is offered**
- **Trust in the system - of collection and of public broadcasting**
- **Quality of service – of the collection body and the broadcaster**
- **Personal experience with agents/field force etc.**
- **In general: Perception of the TV licence system**

Ways of collection (1)



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- **The mode of collection of licence fees is as varied as the motivation of paying**
- **Organisational structure of collection bodies and the instruments they use are based on the different legal situations in the countries**
- **Ways of collection range from tax systems to collection through independent legal bodies**

Ways of collection (2)



- **Licence fee as a tax or a parafiscal tax (e.g. in Netherlands, France)**
- **Collection through electricity companies (e.g. in Greece, Cyprus, Turkey)**
- **Collection through telephone companies (e.g. in Bosnia, Montenegro)**
- **Collection through post offices (e.g. Ireland)**
- **Collection through an independent legal body/company in way of an open competitive bidding (e.g. in Switzerland)**
- **Collection through an independent legal body/company owned by the national broadcaster (e.g. Austria)**
- **Collection through a department of the national broadcaster (e.g. Norway, Denmark, Italy)**

Ways of collection (3)



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- **Collection through an organisation being a part of the national broadcasting stations, but without legal form and non profit oriented (e.g. Germany)**
- **Collection through a department of the national broadcaster, but all activities are outsourced to partner companies independent of the broadcaster; only management is executed by the broadcasting company (e.g. UK)**

- **Collection is not only about enforcing the law**
- **Collection is also about communication**
- **Communication means to get across when, under what circumstances and how licence fees are to be paid**
 - **Question: what is a receiver of broadcasts (TV set, radio, Computer? Mobile phone? Car stereo?.....)**



- **Question: does building up pressure by applying different communication/marketing/ enforcing instruments help to bring people to accepting and paying the licence fee and at the same time decrease the number of evaders?**
- **Answer: Experience shows that continuity helps**



- **Marketing instruments might be**
 - **Telemarketing (e.g. Sweden, Finland, Austria)**
 - **Direct Mails (in almost every country)**
 - **TV and radio advertising (in almost every country)**
 - **Cooperation with different outlets (like post offices, bank institutes – in some countries)**
 - **Website (in almost all countries)**
 - **Field force (in almost all countries)**

Synopsis: 1. What influences people paying a licence fee?



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 - **The law**
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 - **Effectiveness of collection organisation**
 - **Information and arguments**
 - **Sales channels**
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- **Perception of quality of programs**
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2. What are we faced with in the future?



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- **Digitalization (DVB-T, DVB-S, DVB-H),**
- **Individualism: single households, size of families, selfishness (what's in it for me?); self presentation**
- **Technology – new media/Internet**
- **Globalization: access to a wide range of programs from other countries, being part of a global society**
- **Demand for value for money – I pay for what I use/want**
- **Economic downturn**
- **Political debate – necessity of public broadcasting as such**
- **New communication technologies change customers demands from organisations**

Each country should understand the impact of 2 on 1

It is likely that in most countries the main actions will fall into one of the following categories:

- **insuring the law is appropriate to regulate new technology**
 - **insuring public service broadcasting is valued**
 - **insuring collection system is considered effective and appropriate**
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Questions to consider



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- **What distance should the collecting organisation have to the broadcaster?**
- **Relationship between the broadcaster and the collection organisation**
- **How to use new technology to communicate?**
- **Can/should you use different messages to different target groups – can you use the same message for different target groups – PSB is a good thing – but why is different to different target groups**



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... THANK YOU FOR YOUR
ATTENTION !

