

Appendix 2

Value test of new public service broadcasting services

DR shall subject new public service broadcasting services, including on-demand services, to an internal test ("value test") to ensure that the services meet cultural, democratic and social needs in society.

A new service means a major coherent, concrete initiative on a given platform which has not already been imposed on DR under this contract as at the time of formation.

In assessing which services to subject to the value test and submit to the Board for their opinion, DR shall consider the following criteria:

1. The effect of the service: how many persons are expected to use the service and how often?
2. The financial scope of the service: what is the financial resource requirement of the service?
3. The novelty of the service in terms of DR's activities and public service obligations: to what extent is the service new to DR, and to what extent is it in direct continuation of DR's existing services and the public service obligations under the contract?
4. Duration: does DR expect to continue this initiative or is it of limited duration¹?

The assessment of whether a new service meets cultural, democratic or social needs in the Danish society must be based on whether:

1. The service provides added value to society and/or the individual by meeting cultural, democratic or social needs; and
2. The service is generally accessible to the Danish public.

Cultural needs may, for example, be met through services – addressed to all users notwithstanding their preferences – intended to give users an insight into the cultural past, present and future in Denmark and abroad, as well as experiences with a cultural content.

The relevant services may, for example, deal with sports events and sports (including information about performers, spectators, sponsors and topical subjects), music (including, for example, broadcasting of music, information about the creation of music, authors, performers and listeners), drama productions, feature films etc., theatre and

¹ Short-term trials are not to be submitted to the board for their opinion.

entertainment. Also services associated with DR's ensembles may satisfy cultural needs.

Democratic needs may, for example, be satisfied by services reflecting the various aspects of the Danish or international community or foreign states and contributing to enable users to relate to matters of importance to such communities or foreign states, including home or foreign affairs, the social structure and conditions for decision-makers, as well as general news. Services permitting users to express their views in discussion fora may also satisfy democratic needs.

Social needs may, for example, be satisfied by way of services promoting cohesion and universality in the Danish society.

"Generally accessible to Danes" means that DR does not restrict access to the service, but typically assumes that the individual recipient has acquired the necessary reception equipment or is present on the platform in question.

DR shall present the value tests for the new services and their results to the Radio and Television Board for their opinion before the activities commence. DR must await the opinion of the Board before implementing the new activities, as the final decision on implementation will be made by DR's management.

The specific procedure for DR's presentation of the completed value tests to the board, and the time limits etc. for proceedings before the board in connection with the opinions on the value test are set out in the rules of procedure for the Radio and Television Board.

The value tests for the new services and their results must be included in DR's dialogue with, e.g., listener and viewer organisations.