

In search of citizen engagement: PSM and Culture in Andalusia and Catalonia

Lola Costa Gálvez

Independent researcher

doloresgalvez@gmail.com

Gloria Hoyos

Universidad de Málaga

gloria.hoyos@uma.es



Antwerp 21-24 September

PSM: theory → practice

- Complex context
- Crisis
- Make a difference = Stand out
- Culture

Research Question

How is culture considered as an asset or strategy to citizen engagement in PSM initiatives of Andalusian (RTVA) and Catalan (CCMA) Spanish regional corporations?



Canal Sur
RADIO Y TELEVISIÓN



Corporació Catalana
de **Mitjans Audiovisuals**, SA

Why this sample?

1. Created in the 80s

2. Cutbacks in culture

- **CCMA:** loss of the FM music station iCat.cat (2012) & merged procedure of infantile Super3 with cultural channel Canal 33 (2012)
- **RTVA:** closure of cultural channel Canal Sur 2 (2008)

3. Workforce

- **CCMA:** 2.671
- **RTVA:** 1.499

4. High audience share

- **CCMA:** 21,1% (TV)/ 509.000 listeners/day (radio)
- **RTVA:** 9,5% (TV)/ 17% (radio)

5. Academic attention

6. Regulatory authorities

- Consell de l'Audiovisual de Catalunya (CAC)
- Consejo Audiovisual de Andalucía (CAA)

Methodology

1. **Academic literature on PSM:** relevant industry stakeholders (EBU), European Commission, etc.
2. **Document analysis of Spanish legal and corporate documents** related to **PSM**
3. **Noteworthy PSM cultural initiatives** in 2015 and other historical relevant periods
4. **Semi-structured personal in-depth interviews**
 - **Questions:** overall digital cultural strategy & noteworthy Internet cultural initiatives related to audience engagement
 - Managers:
 - 2 CCMA
 - 4 RTVA

Results: CCMA

- TV + Radio + **Website** + **Mobile phones**
- Inside Catalonia (engagement)
- ccma.cat = VOD/Podcasts + live streaming
- [iCat.cat](#) + thematic channels
- **APPS** (financial struggle): iCat.cat
- Catalan audiovisual industry support (**interactive documentaries**)

CCMA: Culture as a mkt strategy

‘Making culture contents doesn’t attract attention and even repels. However, if you suit as a smart brand like iCat or 33 you feel similarity’

(Ferran Clavell)

iCat.cat

CCMA: iCat.cat or the belle of the ball

iCat.cat

- Cross-media cultural project (2005)
- Catalan scene
- Live streaming cultural campaigns



VIU UNA EXPERIÈNCIA ÚNICA
AL **SÓNAR** AMB

iCat.cat



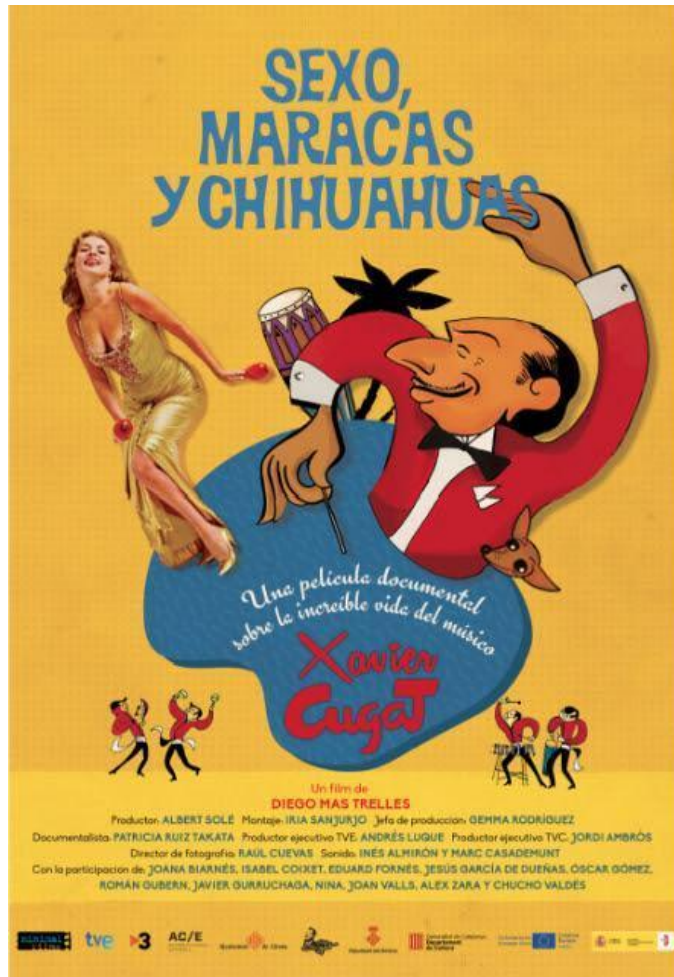
iCat.cat



VIU UNA
EXPERIÈNCIA ÚNICA
PRIMAVERA
SOUND
EXPERIENCE



CCMA: the audiovisual or 'the project'



Sexe, maraques i chihuahuas (Sex,
maracas and chihuahuas) (2016)

20/09/2016 (TV)

Interactive documentary: end of 2016
(forecast)

CCMA: the audiovisual or 'the project'



Ariadna (2015)

Teaching resource (Catalan Government support)

CCMA: culture or the invisible man

'No way back bet' (Ferran Clavell)

iCat.cat → 'It was conceived in a really specific and optimistic economic circumstances' (Ferran Clavell)

'We haven't got about digital sphere as far as about information. Maybe because it is more beneficial to control information than culture' (Jordi Salvat)

'They trust us' (Ferran Clavell)

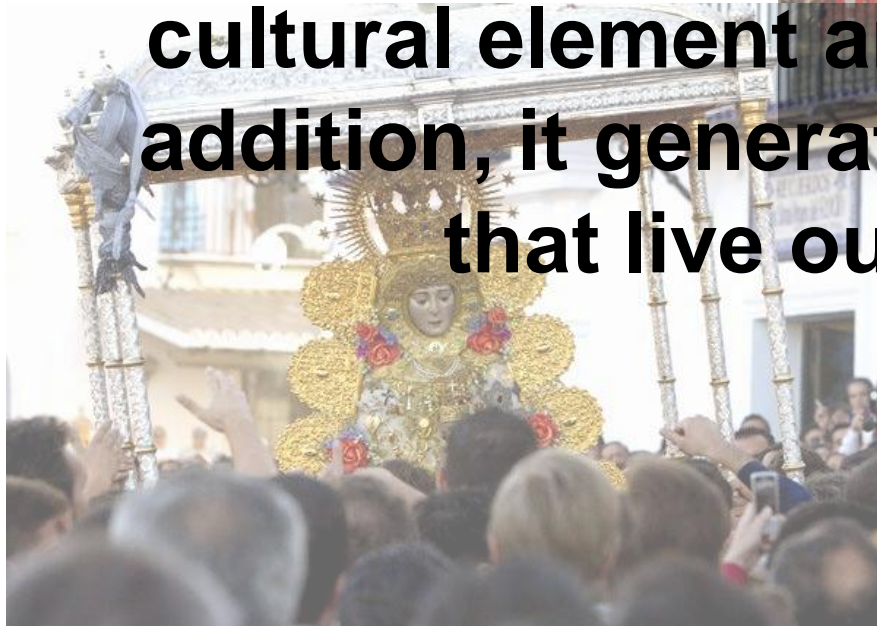
Interactive documentaries → 'Because TV3 has always bet on them'
(Ferran Clavell)

Results: RTVA

- TV + Radio + Website
- Outside of Andalusia
- canalsur.es = VOD/Podcasts + live streaming
- flamencoradio.com + thematic channels
- Apps (on and off trends): [Semana Santa](#), Rocío
- Social Media: Canal Fiesta Radio on Twitter

RTVA: Culture is it all but...

‘festivities are very popular, due to the cultural element and the touristic one too; in addition, it generates huge interest in people that live outside of Andalusia’



RTVA: Theme and Variations

- [Canal Andalucía Flamenco](#)
- [Canal Andalucía Turismo](#)
- [Canal Andalucía Cocina](#)



FlamencoRadio
.com

RTVA: CFR, an exception



Tendencias: Global · Cambiar

#BRITONEDIRECTION

#YungFeelingNa

#MMKSoundOfDreams

#sorteotcmania

#N1CanalFiesta3

Lansbury

TürkiyeSevdalısi AkGençlik

Venus Raj

Jamie Ward

Dashing DARREN Invades WaterfrontCebu

- Voting system
- Promotional tool
- Public Service Campaigns

RTVA: the party is not over (yet)

‘It is a matter of audience ratings’

‘Canal Sur website is not used as a testing laboratory’

‘Really, we have no capacity to invest’

‘We are partners with YouTube and that is a source of funding’

Conclusions

- Cultural identity: traditional broadcast → online
- Engagement <> Audience (ratings)
- Promotional tool
- Political / Financial struggle
- No risks = No innovation
- PSM???

Thank you!

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