

Research Report

2006/2007



HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

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THE YEAR'S RESEARCH 2006/2007

The Hans Bredow Institute has seldom been so much at the centre of debate in society at large as it has with the current investigation into the Law for the Protection of Minors.

Begun in October 2006, the project evaluates the current federal system of protection of minors against harmful media content, which was established by the federal Youth Protection Act and the Interstate Treaty on the Protection of Minors. Alongside many academic challenges, which find expression in the interdisciplinary cooperation between the Institute's experts in media education, researchers into reception and the Institute's academic lawyers, the Institute can also here prove its worth vis-à-vis politics and society: a neutral adviser producing research-based grounds for decisions and with that remaining fully aware of its responsibilities but avoiding instrumentalisation of itself within conflicts of media politics.

In terms of research, sponsoring for this intended evaluation is opportune, because the Institute can link directly to insights from the European project on co-regulation, which was concluded at the beginning of 2007 with a press conference in Brussels. In this investigation, the Institute could prove that co-regulation, that is: the combination of state and non-state elements in the protection of young people, for instance, is fundamentally suited to application by the member states when they convert European guidelines. The study does, however, make clear that co-regulation requires certain conditions to function.

The project „Youth Protection and Video Games“, produced in the framework of evaluating the Law for the Protection of the Minors in the Media, also serves as a basis for a research and transfer centre, which the Institute is currently establishing to address the topic of „Games“. A general lecture series – well received by the general public – on the subject of „Games“, which the Institute offered in the summer Semester 2007

together with the University of Hamburg, represents a further initiative in this direction.

European and international perspectives mark the research work of the Institute. This is currently also illustrated by increased requests from foreign academics wishing to conduct research work at the Institute. However, the Institute unfortunately cannot meet these requests as often, as would be desirable, because provisions of space do not currently permit suitable working conditions for guest researchers.

At the same time, the Institute is engaged in international cooperative projects. Alongside a current project on Internet use among children and minors, in cooperation with partners from 18 European countries, the Institute is taking various roles in preparing applications to the 7th Framework Programme of the European Union.

The research and transfer performance of the Institute has also figured in the current report of the Wissenschaftsrat, an advisory body to the Federal Government and the state (Länder) governments. Its function is to draw up recommendations on the development of higher education institutions, science and the research sector as regards content and structure. In the „Recommendations on further Development of Communications and Media Study in Germany“ the Wissenschaftsrat has made a first attempt at structuring this area. It expressly named the Hans Bredow Institute in connection with the proposal to equip an academic institution with sufficient financial and staffing resources to realise the task of continuous and in-depth consultation with a trans-regional perspective. At the same time, the Wissenschaftsrat also recalled the evaluation of the Institute in 1999, which already advocated assessing whether financing by the federal government should be considered. At that time, this was not feasible. The Institute sees the new report as reason to establish the Institute's funding on a federal level and to stabilise the overall financial situa-

tion. In this connection, the completely unsatisfactory situation with space, which has gone on for some years now, needs to be alleviated.

The Institute's greatest potential is, as always, its highly qualified and motivated staff. In the course of last year, Claudia Lampert and Thorsten Held were able to complete their doctorates; Till Kreutzer represents a further ex-staff member with a completed doctorate, who is today connected to the Institute as associate staff member. That higher qualifications are valued elsewhere is demonstrated by the fact that PD Dr. Christiane Eilders was offered a chair at the University of Augsburg. The Institute owes her above all important insights in the areas of political communications and the structure of the public space. We hope to be able to keep up contact with her in her new position.

Equally indispensable for the Institute's work is the commitment of its institutional sponsors. We are particularly grateful that all institutions

have maintained their support at its usual level in the last research year, even though consideration of the financial situation both with the state media institutions as well as with the public broadcasters is being constantly reviewed. Ongoing sponsors of the Institute are: the Free and Hanseatic City of Hamburg, the German public broadcasters NDR, WDR, ARD, ZDF, and Deutsche Welle, the Consortium of the state media authorities as well as the Foundation Medienstiftung Hamburg / Schleswig-Holstein. We thank them all particularly.

This research report gives an overview of the activities of the Institute in the last year – above all in the core area of its work, research, but also with regard to the transfer of knowledge and the service provision, which the Institute offers to those active in the area of media and of society at large.

Hamburg, June 2007

Uwe Hasebrink, Wolfgang Schulz

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A. THE FIELDS OF ACTIVITY OF THE HANS BREDOW INSTITUTE

The research of the Hans Bredow Institute concerns public communication as conducted via the media. Understanding the influence of the various media on everyday life, on politics, business and culture, gauging the opportunities and risks of further developments and developing options for action: that is the core mission of the Institute's research.

The Hans Bredow Institute proceeds on the assumption that the current questions of media development require an interdisciplinary perspective. In its research, social, jurisprudential, economic, pedagogical, historical perspectives are combined together with those from media studies. To consolidate its activities and to develop its particular profile, the Institute structures its research into the following five fields of activity. These do not reflect organisational structures according to disciplines, but structure the research spectrum of the Institute along classical approaches to the subject area of „Public Communication“.

The research proceeds in the main according to projects; alongside classical research proposals, forms of monitoring or coaching also have, however, gained in significance. In its primary projects, the Institute tries to develop theoretical and conceptual insights or methodological competencies, which are then applied in subsequent projects to varying subject areas and, in this way, devel-

oped. Alongside these stand individual projects, which are often stimulated by current media developments. Through periodically recurring projects, the Institute is accumulating a basis of information not only for third parties, but also for itself.

Understood in this way, research into the media presumes cooperation and, in the light of media developments, must be also oriented internationally. Alongside a close network in its region and at national level, the Institute, therefore, maintains a wide range of contacts to partners in other countries, with whom it undertakes internationally comparative investigations. The Institute seeks constant exchanges and concrete cooperation with the various agents in the media field. Also incorporated in this is expressly the transfer of research results into praxis, into politics and in the public arena via responding to (journalists') enquiries, various forums for events and publication, consultancy and expertise, as well as participation in hearings and conferences etc. The Research and Transfer Centres currently in construction serve this transfer of knowledge to a particular degree.

In the network of varying interests in the media field, the Institute emphasises the independence of its position. It sees its responsibility lying in approaching new questions according to the formal criteria of research and in making its basic assumptions and methods transparent.

I. THE SYSTEM OF THE MEDIA AND POLITICS

In this area the relationship between the system of the media and that of politics is illuminated: on the one hand, it concerns the framework set by politics for the media, and on the other, how politics reflects in the media is investigated.

With respect to the first perspective, media politics, the Institute has been commissioned by

the Federal Government to undertake a survey of the media landscape for the research-based section of a „Report on Communications and the Media“, which describes the offerings, the use, the economic structures and the legal framework of all the media from the viewpoint of various disciplines. In addition, the status of research regarding

selected problem areas is presented and with that an informed appraisal of differing options for action is put at the disposal of political decision-making. Work on this was actually concluded already in 2005, but the federal election delayed the publication of the report. An updated version of the report will, therefore, be submitted to its commissioning agency at the end of 2007.

A new edition of the *International Handbook Media*, as published by the Institute for over 50 years, will appear in Spring 2008. Work in this context has already begun, after a lengthy lapse in time due to the precarious financing situation following the last edition for 2004/2005. Despite widely declared appreciation for the volume, the future of the project continues to be uncertain and the search for sponsors goes on. Alternatives, like a pure English-language publication, are also being considered. The Institute has, however, decided not to wait with a current edition so that the gap between it and its predecessor will not become yet larger.

Media work in a network of politics, economics and society. In this situation, the possibility for people acting from within society to influence the media is the least pronounced. If the interests of viewers, for instance, receive any consideration at all, then it is mostly only indirectly through the

economy. In the framework of a cooperative project with partners from several European countries and sponsored by the EU Commission, the Institute has investigated which instruments have been developed in 29 European countries for promoting and securing the interests of viewers and which models and initiatives have proved particularly durable.

The perspective of the medial communication of politics is the subject of the project „Staging Politics in Television“. At the behest of the Federal Agency for Political Education (Bundeszentrale für Politische Bildung), the Institute has contributed a qualitative analysis to an empirical study on the staging of politics in German television. Research took place into how far the image of politics is formed by the specific strategies for staging used by the medium of television. Here it became clear that the presentation of politics focuses strongly on decisions, largely blanking out various alternatives.

For a description of the research projects from the area of the system of the media and politics, see pp. 15 ff.

Researchers: Hardy Dreier, Dr. habil. Christiane Eilders, Kathleen Grund, Prof. Dr. Uwe Hasebrink (contact person), Anja Herzog, Christiane Matzen, Dr. Wolfgang Schulz

II. MEDIA AND TELECOMMUNICATIONS LAW

As far as „large scale projects“ are concerned, a continuity has been evident over the last few years in the field of media and telecommunications law. After work on the study „Co-regulation Measures in the Media Sector“, as contracted by the European Commission, claimed a particular importance for a year and a half, the Institute's academic lawyers have been working over the last few months above all on the evaluation of the Law for the Youth Protection System in Germany, as sponsored by the Federal Government and the States. The German model for the protection of Minors in the field of media also has strong co-

regulative elements, so that's why links could be made to the experience of the European project.

The evaluation project is not only interesting from a methodological point of view, as it undertakes a retrospective assessment of legal consequences and hence follows not only jurisprudential lines, e.g. relating to constitutional law. It has also led the Institute into the midst of an intensive debate within media politics, which surrounds the – unfortunately designated – term: „killer games“. In order to make information available to the political decision-makers in good time, the evaluation of the area of computer and video games was brought forward. Nevertheless, in this aspect of its

work the Institute has to struggle with the problem of, as far as possible, synchronising meticulous research work and idiosyncratic political processes.

With this evaluation in the area of „Games”, the Institute is, in the legal area as well, approaching questions, which are to be tackled in future in the „Games” Research and Transfer Centre.

This leads the Institute’s academic lawyers on to questions, which may appear abstruse at first sight but will in future gain in relevance, for instance, the regulation in and of virtual worlds. In conformity with this line of development, members of the Institute are continuing to engage with the legal questions of user-generated content and to analyse the copyright questions associated with search engines.

Alongside this, questions about the traditional media have also determined the Institute’s work,

for instance, with regard to the function and the financing of public broadcasting. The question as to how dominant forces of opinion can be determined in future and, as the case may be, constrained, has figured in projects in this area of its work. Here, the Institute has equally looked at other countries comparatively. On the whole, it appears necessary to take the interaction of various media more strongly into account.

For descriptions of the research projects in the area of media and telecommunications law, see pp. 22 ff.

Researchers: Inka Brunn, Stephan Dreyer, Stefan Heilmann, RA Dr. Thorsten Held, Dr. Wolfgang Schulz (contact person), Felix Zimmermann.

Associate Staff in this area: Arne Laudien, RA Dr. Till Kreutzer, Malte Ziewitz

III. MEDIA ORGANISATION AND MEDIA BUSINESS

The multidisciplinary work of the Hans Bredow Institute includes observing economic connections, mechanisms and organisational structures.

Media organisation and media business are one of the emphases in the lexicon „Media from A to Z”, with which the transfer of research insights to a wider public is to be accomplished and which is distributed by the federal and state offices for political education in addition to booksellers. The lexicon also contains subject areas which belong to other areas of our work; accordingly, a wide circle of the Institute’s staff and cooperative partners have had a hand in it.

Developments in the system of the media affect individual branches and sites in different ways.

Changes in its structure can show up through the development of new providers and offerings, as in the case of screen-based games, or through a comprehensive change in structure, as in the case of the music branch. In many cases, the attempt is

made to gain a positive result from the process by changing the general framework – or at least to avoid particularly negative effects. This general framework includes, for example, sponsoring particular branches, as with television production in Austria. The Institute is concerned to provide various agencies with bases for possible changes in the general framework.

Alongside the development of traditional media offerings, new, or rather, young media offerings, like screen-based games or offerings from the area of mobile communication and the Internet, are investigated in their role as adjunct to or competition for the traditional media. The market for computer and video games is a particular emphasis here. The development of this relatively new media offering is running very dynamically; since 2000 the branch’s turnover has outstripped that of the major studios at the box office. The rapid distribution of hard-and software has led to digital games meanwhile becoming a permanent

component in the media ensemble of children and minors.

In the light of their growing importance, screen-based games will in future become the subject of a new Research and Transfer Centre in the Hans Bredow Institute. Here it will be a matter not solely of the economic importance, but also of content, the use and the regulation of the screen-based games. In preparation for this, a general

lecture series has already taken place in the summer Semester 2007 at the University of Hamburg. For description of the research projects from the area of Media organisation and media business, see pp. 32 ff.

Researchers: Hardy Dreier, Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Jutta Popp, Hermann-Dieter Schröder (contact person)

IV. MEDIA OFFERINGS AND MEDIA CULTURE

The Hans Bredow Institute investigates what it is that media offer to their users. Media content is significant, because the media steer our perception. Whether it is local elections or war in distant lands – the media put us "in the picture" and in this way they determine perceptual attitudes and our ways of looking at things. That also goes for the stories, through which the media provide for our entertainment. Hence, entertainment offerings are also investigated as to orientations to the everyday world they communicate.

The Institute's studies relating to offerings are distinguished by observing the qualities of the offerings in conjunction with the institutional contexts that form them and by investigating them as to their significance for users. This approach to research is sensitive to contexts and was realised, for instance, in the study on the radio landscape in Schleswig-Holstein, where analyses of programming were combined with investigations of the general, legal and economic framework and of the way the offerings were used and perceived. It serves to render the significance of media offerings empirically describable and thus open to public debate.

The Institute has for some time devoted particular attention to the area of communication in health matters, an area of research which has been previously underdeveloped in the German-speaking sphere, but which is gaining increasingly in relevance in the light of the upheavals in the

health service and of the demographic shifts. On various levels, the Institute is participating in the development of this research area and is planning to establish a „research and transfer centre" for it, in order to coordinate the pertinent activities and to construct stable cooperative relations.

In addition, the Institute's research is tracking actual trends in the development of offerings; currently the programming-strategies of television as well as the Internet's aesthetics and the structures of its offerings, occupy the foreground.

For several year now, the Institute has moreover had the opportunity, via support from the public service broadcaster Norddeutscher Rundfunk NDR (North German Broadcasting), Westdeutscher Rundfunk WDR (West German Broadcasting) and the University of Hamburg, for the „Research Centre for the History of Broadcasting in North Germany", to extend its research to the historical aspects of media development as well. The NWDR (North West German Broadcasting), the primary subject of the research centre, took a considerable part in shaping the construction of post-war democracy in Germany. The project of delineating its history makes clear how this important „cultural factor" was able to set itself up.

This pronounced historical emphasis has meanwhile been fruitful in a further direction. In cooperation with researchers from Israel, the Institute has developed a concept for a project, which

will reconstruct the role witnesses to the holocaust play in commemorating these events.

For descriptions of the research projects from the area of media offerings and media culture, see pp. 35 ff.

Researchers: Prof. Dr. Joan Bleicher, Janina Fuge, Prof. Dr. Uwe Hasebrink, Anja Herzog, Christoph Hilgert, Dr. Claudia Lampert (contact person), Mark Lührs, Jutta Popp, Dr. Hans-Ulrich Wagner

V. MEDIA USE AND MEDIA EFFECTS

In the area of research into use and effects at the Institute, particular interest has been directed in the last few months – among other things, in connection with the evaluation of the Law on the Protection of Minors – towards media use among children and minors, particularly with regard to their dealings with screen-based games. Beyond establishing the status of research in the Federal Republic synoptically, the Institute has also participated in a research network, begun in 2005 and promoted by the EU in the framework of the „Safer Internet“-programme, with participants from 18 European countries. This project aims to present a comprehensive survey of the international status of research on the dealings of children and minors with the new digital media and of questions related to this over protecting media for minors and to develop from this research recommendations for action directed towards European policies.

In the last few years, the Institute has dealt with the question of how the „new“ media and communications services combine with the „old“ media and how they are embedded in the everyday life of various population groups, above all in the everyday life of children and minors. In this context, the Institute will be able, in the next few years to extend conceptually and empirically the perspectives on research into use as developed and oriented towards repertoires; since the beginning of 2007, the German Research Foundation (DFG) has been supporting a project, through which the way various population groups combine the media, which media repertoires they construct for themselves, will be investigated. The assessment are intended to cover the period from 1980 to 2005 and to document in this way how the media

repertoires of the German populace have changed in the course of the shifts in media.

The interaction of old and new media is also the point of departure for a further initiative in the area of media use and effects: in the light of the obvious difficulty researchers have (as do media providers) where media environments are converging technically still further, when they seek to defining tendencies in media use though the use of particular individual media, the concept of the communication mode was developed. The thesis is that the boundaries between technical media services are indeed blurring, but that the boundaries between various communications modes and their psychic, social and cultural significance are preserved. Integrating old and new media does not mean that the specific ways of use and everyday routines bound up with various media level out and merge into an unspecific general communicative activity.

Rather more, it can be observed that very specific demarcations result between the various media services. The Institute will in future systematically investigate these, and the communication modes bound up with them; in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach on a service-specific and diversified information regime.

Whereas the above-mentioned activities do tend to aim at research on use and reception, the Institute will in future also turn once again more firmly to questions related to effects. Points of departure for this emerge in the area of communication in health matters, for example with regard to the effectiveness of Entertainment Education. And beyond that, the Institute has developed two

project concepts for internationally comparative investigations, with which it intends to research the role of the media in forming images of Europe. It intends to find out how people – particularly population groups in difficult circumstances, which are well known to prove particularly sceptical over Europe – perceive Europe and how these

perceptions coincide with medially communicated images of Europe.

For descriptions of the research projects from the area of media uses and media effects, see p.p. 41 ff.

Researchers: Prof. Dr. Uwe Hasebrink (contact person), Anja Herzog, Talke Klara Hoppmann, Dr. Claudia Lampert, Jutta Popp

B. RESEARCH PROJECTS 2006/2007

I. THE SYSTEM OF THE MEDIA AND POLITICS

1. Federal Government Report on Communications and Media

The Hans Bredow Institute was commissioned by the federal government to write the research-based section of its report on communications and media. The German Bundestag (elected parliament) had requested the federal government to produce an appropriate report on the situation of the media, which was to link into the tradition of the federal government's media reports, the previous one of which having been published in 1998. The federal government declared its intent to furnish a database on the development of the system of communications and the media by publishing a report in future every two years. In addition, the report is intended to offer the basis for identifying developmental problems in the areas of communications and the media early and for presenting various possibilities of solving them. In accordance with the federal government's stipulation, compiling and collating the material must, therefore, be performed by an independent academic institution.

The aim of the research-based section of the report on communications and the media is to provide a well-structured source of information, as comprehensive and neutral as possible, on the basis of which political requirements and options for action and a general framework become visible. It is conceived of as the appendix to the report itself, which will be produced by the federal government and in which political consequences will already be drawn from the research-based section, as and when.

In summer 2004, the Institute mounted four workshops staffed by experts, in order to discuss with participants in particular current media developments and any necessities for action maybe appearing from them. The insights from the work-

shop have fed into furnishing the text for the research-based section.

The presentation of the research-based section of the report to the federal Minister of State for Culture took place in summer 2005. Because of new elections in September, the previous federal government could no longer publish the report. The new federal Minister of State Bernd Neumann, Federal Government Commissioner for Culture and the Media, has, however, declared his intention of presenting a report on communications and the media as planned by the previous government. An updated version of the report will, therefore, be sent to the commissioner at the end of 2007; a concrete date for publication has so far not been determined.

Researchers: H. Dreier, S. Dreyer, U. Hasebrink, H.-D. Schröder, W. Schulz

Funding: Federal Government Commissioner for Culture and the Media

2. The International Media Handbook

After the 27th edition of the International Media Handbook had appeared in May 2004, this major project, which the Institute has designed for continuity in the long-term, has been forced into abeyance: as the Nomos Verlag only carries the cost of production as well as a portion of the authors' fees and costs for translation, the main burden of conceptual and, above all, editorial work also rests in financial terms with the Institute. This service is, however, no longer tenable for the Institute alone, so that various possibilities for attracting supporting sponsorship and also the possibility of a pure English-language publication have been, and are still being, considered and pursued. In order to prevent the gap since the last edition from becoming too great and to avoid cancelling the globally

unique project without notice, the Institute has decided to begin work on a new edition despite the still unclear state of finances.

The new edition of the International Handbook, as usual, provides information on the most important current developments in the areas of print, broadcasting and online-services worldwide. In Part A, across the board contributions and general surveys and analyses will present transnational developments and general lines of development, in which individual aspects of legal and economic development and in offerings in the areas of press, broadcasting and online media will be more closely examined.

In parts B and C (Media in Europe, Media outside of Europe) the developments of media in individual states will be described and will involve efforts to extend the reporting to countries as yet not covered, above all in Africa and Asia.

The authors of the reports on countries, experts from the pertinent countries or persons knowledgeable about the local media systems will describe for each of the three areas of print, broadcasting and online the following dimensions: legal and historical bases, organisation and financing of providers, offerings and use, recent developments. The reports on countries will be augmented by an analysis on the status of developments in convergence with their consequences for the three areas named, through citing of contact addresses for the most important media institutions and agencies, references to literature and interesting links to further information.

To improve the comparability of the information on individual countries, it is intended to also include in the new edition standardised tables in the individual reports.

A selected bibliography (Part D) will round off the handbook and will enable users to engage more deeply with individual themes.

The new IHM is planned to appear in May 2008.

Researchers: C. Matzen, A. Herzog, K. Grund,
with contributions from N. Landeck et al.

Publication:

Hans Bredow Institute (Ed.) (2004): Internationales Handbuch Medien 2004/2005. Baden-Baden.

3. The Staging of Politics in Television

Most people do not learn about political events directly but have them communicated by the information formats of television. In this process, an image of politics arises which is shaped by this medium's specific strategies for staging it.

The Institute has participated, with a qualitative analysis, in an empirical study on the staging of politics in German television for the Federal Agency for Political Education. Here, the qualitative analysis complemented a quantifying study, for which cooperating partners from the Munich Institute for Communications Studies and Media Research were responsible.

The qualitative study examined the question as to which strategies for staging were used by the television stations in reporting on politics, and it discusses the possible consequences for the public's image of politics. From the perspective of content, the news factors – here personalisation and focussing on elites – appeared, above all, as effective criteria for selection. The presentation of politics showed itself to be strongly focussed on decision-making phases (vs development and implementation) and blanked the existing multiplicity of political alternatives almost completely out. In this way, the complexity of the political process becomes invisible. Stylistic devices, such as, for instance, ritualisation or the use of metaphors and symbols were used frequently but relatively uniformly. Creative elements in staging, such as special effects, language and cross-sectional diagrammes, were used sparingly, yet displayed an enormous variety.

There appeared to be little difference between public service and private stations. What was more decisive was the time available in the particular news formats. Overall, the analysis shows that staging in the media follows, above all, the pressure of concentration.

On the basis of the project's findings a multi-medial educational format is to be developed in 2007 and will make the strategies of staging specific to television accessible for schoolchildren at secondary level. The intention is to enable them to „read“ political reporting in television and to filter out from the typical television presentation the important information on what is happening in politics to form a comprehensive opinion. The Institute is participating in developing this educational format.

Researchers: C. Eilders, A. Burmester, C. Lampert

Report:

Brosius, H.-B.; Schwer, K.; Eilders, C.; Burmester, A.; Hofmann, O. (2005): Analyse der Inszenierung von Politik im deutschen Fernsehen. Forschungsbericht für die Bundeszentrale für politische Bildung. Hamburg/Munich, December 2005.

Lectures:

„Reflections on applying the experience and findings from the Project ‚Staging Politics in German Television‘ in the Framework of Developing a multimedial Learning Format‘ (Überlegungen zu einer Umsetzung der Erfahrungen und Befunde aus dem Projekt „Inszenierung von Politik im deutschen Fernsehen“ im Rahmen der Entwicklung eines multimedialen Lern-Formats), lecture by C. Eilders at 2 April 2007 in Berlin.

„Staging in special Programmes in German Television (Inszenierung in Sondersendungen des deutschen Fernsehens)“, lecture by A. Burmester at 2 April 2007 in Berlin.

4. European Association for Viewers' Interests

Television and media users in general belong to the groups who are only weakly organised and who find it difficult to make themselves heard vis-à-vis media companies and media politics and to have their interests included in debates on media politics and programme offers. In the framework of a cooperative project supported by the EU Commission, the Institute, together with partners from several European countries, has investigated which are the instruments that have been developed for promoting and securing of viewers' interests in 29 European countries and which models and initiatives have been particularly effective.

Following on from the project, the Institute is participating in attempts to strengthen the repre-

sentation of viewers' interests at the European level.

Researchers: U. Hasebrink, C. Eilders, A. Herzog, assisted by V. Herrero und T. Hoppmann

Funding: European Commission, E-Learning Programme

Publications:

- Baldi, P. (Ed.) (2005): Broadcasting and Citizens. Viewers' Participation and Media Accountability in Europe. Rom. Therein:
Hasebrink, U.; Herzog, A.: Country report Austria.
Herzog, A.: Country Reports Bulgaria, Czech Republic, Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Poland, Slovakia, Sweden, Switzerland.
- Baldi, P.; Hasebrink, U. (Eds.) (2006): Broadcasters and Citizens in Europe. Trends in media accountability and viewer participation. Bristol: Intellect.
Therein:
Hasebrink, U.; Herzog, A.; Eilders, C.: Media users' participation in Europe from a civil society perspective.
- Eilders, C.; Hasebrink, U.; Herzog, A. (2006): Das aktive Publikum. Institutionalisierung zivilgesellschaftlicher Kontrolle des Fernsehens auf europäischer Ebene. In: W. R. Langenbacher; M. Latzer (Ed.): Europäische Öffentlichkeit und medialer Wandel. Wiesbaden, pp. 330-351.
- Hasebrink, U. (2007): „Public Value“: Leitbegriff oder Nebelkerze in der Diskussion um den öffentlich-rechtlichen Rundfunk? In: Rundfunk und Geschichte, pp. 38-42
- Hasebrink, U. (2007): Mediennutzer als Akteure der Medienpolitik. In: O. Jarren; P. Donges (Ed.): Ordnung durch Medienpolitik? Konstanz: UVK, pp. 303-324.
- Herzog, A.; Hasebrink, U.; Eilders, C. (2006): Medien-Qualitäten aus der Sicht des Publikums. Europas Mediennutzer zwischen Konsum, Kritik und Partizipation. In: S. Weischenberg; W. Loosen; M. Beuthner (Ed.): Medien-Qualitäten. Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 399-414.

Presentations and Lectures:

„Accountability of broadcasters. Current Issues of European Public Service Broadcasting“, lecture by U. Hasebrink at the Public Service Broadcasting Workshop of the Centre for Research on Socio-Cultural Change (CRESC) in London at 9 March 2007.

„Public Value – im Dienst der Bürger. Der Beitrag des öffentlich-rechtlichen Rundfunks zur gesellschaftlichen Wertschöpfung in Europa“ (Public Value – at the Service of the Citizen. The Contribution of Public Broadcasting to the Formation of Public Values in Europe), lecture by U. Hasebrink at the Munich Media Days, 18 October 2006.

„Accountability of Broadcasters in Central and Eastern Europe“, lecture by A. Herzog and U. Hasebrink at the IREN-Konferenz at 9 June 2006 in Lublin, Poland.

„Media Quality from the Audience's Viewpoint. Europe's Media Users between Consumption, Criticism and Participation“, lecture by U. Hasebrink and A. Herzog at the annual conference of the DGPK on „Media Qualities. Public Com-

munication between economic Rationale and social Responsibility. 5 May 2005 in Hamburg.

„Public Broadcasting in the Information Society“, Participation of U. Hasebrink at a hearing of an expert group at the Council of Europe at 2./3 May 2005 in Straßburg.

„The active Audience. Institutionalisation of a Civic Society's Control on a European Level“, Lecture of C. Eilders, U. Hasebrink and A. Herzog at the 10. Kommunikationswissenschaftliche Tage on the topic of „Change in the Media and the European Public“, 11./12 November 2004 in Vienna.

„Television Viewers' Participation in Europe“, lecture by U. Hasebrink at the Founding Conference of the European Association for Viewers' Interests (EAVI) at 22 October 2004 in Lucca, Italy.

„Feedback from Public Broadcasting to its Audience.“ Lecture by U. Hasebrink at a workshop of the AG Publikumskontakte of the WDR-Rundfunkrat, 9 July 2004 in Cologne.

5. International Radio Research Network (IREN)

In comparison to other media, radio enjoys little attention among researchers; it appears that the most-used medium is such a routine accompaniment to the day that there is no need to bother about it. Together with 13 partner organisations from ten European countries, the Institute wants to promote interest in research into radio and to draw more attention to it through the international networking of researchers into radio. At the same time, a basis was to be created for intensifying comparative research into radio.

To this end, an „International Radio Research Network“ was founded, which is trying by various means to enliven radio research in Europe: summer schools and international conferences on radio have been organised – in April 2004 in Bordeaux, in 2005 in Seville, in 2006 in Bilbao, Lublin and Brussels. In addition, a database was constructed, which is searchable online and provides information about European radio systems as well as about the publications of European researchers into radio (<http://iren-info.org>).

Funding from the EU for the 6th Framework Programme ran out at the end of 2006. In the 7th Framework Programme, the partner organisations have applied for funding for a comparative research project under the title „Creativity, Culture, and Democracy: the Role of Radio“.

Researchers: U. Hasebrink, A. Herzog

Funding: Commission 6th Framework Programme, Coordination Action

Presentations and Lectures:

„Accountability of Broadcasters in Central and Eastern Europe“, lecture by A. Herzog und U. Hasebrink at the IREN-Conference, 9 June 2006 in Lublin, Poland.

„Radio Research in Europe. Experiences and prospects for the future“, lecture by U. Hasebrink at the First European Communication Conference, 25./26 November 2005 in Amsterdam (together with R. Day, S. Jedrzejewski, P. Lewis).

„Radio audiences within converging media environments“, lecture by U. Hasebrink at the egta [association of television and radio sales houses] Fall Radio Meeting 2005 on the theme: „How to make Radio an unavoidable element in an advertising campaign?“ in Hamburg, 23 November 2005.

„Changes in lifestyles and listening habits“, lecture by U. Hasebrink at the 11th EBU Radio Assembly in Copenhagen at 28 April 2005.

6. DocuWatch Digitales Fernsehen

From 1996 until the end of 2006, the Institute published the journal „DocuWatch Digitales Fernsehen – eine Sichtung ausgewählter Dokumente und wissenschaftlicher Studien“ (Docuwatch Digital Television – a Survey of selected Documents and Research Studies). Issue 4/2006 marks the last appearance of „Docu-Watch“ for the time being, as the financial support for the series has ceased. The editorial team at the Hans Bredow Institute is currently assessing various concepts as to how in future information on new developments can continue to be made available to researchers and other parties active in this area.

For „DocuWatch Digitales Fernsehen“, the Hans Bredow Institute was commissioned by the ALM (Association of States Media Authorities in the Federal Republic of Germany) to survey documents from regulating authorities, from within Germany and from foreign as well supranational organisations and the research area and to produce summaries, which were focussed on the questions relevant to the states' media authorities. Central to this were documents from the USA, Canada, Great Britain and France alongside internal German institutions. In conjunction, the research literature collected at the Institute was assessed.

Researchers: H. Dreier, S. Dreyer, U. Hasebrink,
A. Laudien, H.-D. Schröder, W. Schulz, M.
Ziewitz, C. Hilgert und S. Thiele

Funding: ALM (Association of States Media
Authorities in the Federal Republic of
Germany)

Lectures:

“The Development of digital Television in Germany”, lecture by H. Dreier in the context of the Executive and Expert Training Programme, “Cultural and Media Studies of the German and European Market. Policies, Industries and Management“ at the China Education & Training Center, 20 and 21 July 2006 in Hamburg.

“Digital Switch-Over in Europe and Germany“, lecture by S. Dreyer in the context of the Executive and Expert Training Programme, “Cultural and Media Studies of the German and European Market. Policies, Industries and Management“ at the China Education & Training Center, 20 July 2007 in Hamburg.

“Legal Aspects of Digital Television in Europe and Germany“, lecture by S. Dreyer in the context of the Executive and Expert Training Programmes, “Structure and Process of Opinion Formation in the Genre of Commentary, Cultural and Media Studies of the German and European Market. Policies, Industries and Management” at the China Education & Training Center, 21 July 2007 in Hamburg.

7. Structure and Process of Opinion Formation in the Genre of Commentary

Commentaries attract particular attention as the signboard for newspapers. By commenting, newspapers position themselves where opinions are marketed and set themselves apart from their competitors. It is in the genre of commentary, so far largely ignored by researchers, that a society’s stock of topics with potentially political relevance finds expression. Here, the structures and processes of this discourse might well be discernable with particular clarity.

These considerations formed the point of departure for a DFG (German Research Foundation) project on the discourse of commentary in the transregional daily press between 1994 and 1998. In cooperation with several other authors (including U. Hasebrink) the applicants (C. Eilders, F. Neidhardt and B. Pfetsch) published the volume „Die Stimme der Medien. Pressekommentare und politische Öffentlichkeit in der Bundesrepublik“ (The Voices of the Media. Press Commentaries

and Public Politics in the Federal Republic) and presented the results of substantial contents analysis of influential German daily newspapers as well as of a questionnaire submitted to the relevant commentators.

These findings were incorporated into the postdoctoral thesis of C. Eilders and related to a basis in theory on the public sphere. Commentaries were conceptualised as a specific expression of public opinion, and commentators discussed as a type of voice within the public sphere as communications system.

In further publications and talks, what theory on the public sphere sees as the significance of commentaries as expression of the status of media as agents and also what it sees as its fundamental principles were related to questions of research into reception and effects.

Researcher: C. Eilders

Publications:

- Eilders, C. (2000): Die Stimme der Medien im politischen Prozess: Zur Rolle von Konsonanz und Dissonanz in den Kommentaren überregionaler Tageszeitungen. In: A. Schorr, M. Raht (Ed.), *Ergebnisse der Publikums- und Wirkungsforschung*. Wiesbaden, pp. 277-291.
- Eilders, C. (2000): Media as Political Actors? Issue Focusing and Selective Emphases in the German Quality Press. In: *German Politics*, Vol. 9 (3), pp. 181-206.
- Eilders, C. (2001): Media as political actors: The role of consonance in „policy-agenda-setting“ in Germany. In: S. Splichal (Ed.), *Vox Populi – Vox Dei?* Cresskill NJ, pp. 381-397.
- Eilders, C. (2002): Conflict and Consonance in Media Opinion: Political Positions of five German Quality Newspapers. In: *European Journal of Communication*, Vol. 17, Issue 01, pp. 25-64.
- Eilders, C.; Voltmer, K. (2003): Zwischen Deutschland und Europa. Eine empirische Untersuchung zum Grad von Europäisierung und Europa-Unterstützung der meinungsführenden deutschen Tageszeitungen. In: *Medien & Kommunikationswissenschaft*, 2 (51), pp. 250-270.
- Voltmer, K.; Eilders, C. (2003): The Media Agenda: The Marginalization and Domestication of Europe. In: K. Dyson, K. Götz (Ed.), *Germany and Europe: A ‘Europeanized’ Germany?* (Proceedings of the British Academy, 119). Oxford, pp. 173-197.
- Eilders, C.; Neidhardt, F.; Pfetsch, B. (2004): Die Stimme der Medien. Pressekommentare und politische Öffentlichkeit in der Bundesrepublik. Wiesbaden.
Therein:
Eilders, C.: Fokussierung und Konsonanz im Mediensystem.
Eilders, C.: Von Links bis Rechts – Interpretation und Meinung in Pressekommentaren.
Eilders, C.; Voltmer, K.: Zwischen Marginalisierung und Konsens: Europäische Öffentlichkeit in Deutschland.
Neidhardt, F.; Eilders, C.; Pfetsch, B.: Einleitung: Die Stimme der Medien.

- Pfetsch, B.; Eilders, C.; Neidhardt, F.: Das „Kommentariat“. Rolle und Status einer Öffentlichkeitselite.
- Eilders, C. (2007, in print): Medien als Produzenten öffentlicher Meinungen. In: B. Pfetsch, S. Adams (Ed.), *Medien als politische Akteure*. Wiesbaden: VS-Verlag.
- Eilders, C. (2007): Politische Kommunikation in dynamisch-transaktionaler Perspektive. In: W. Wirth, H. J. Stiehler, C. Wünsch (Ed.), *Dynamisch-Transaktional Denken. Theorie und Empirie der Kommunikationswissenschaft*. Herbert-von-Halem-Verlag: Köln, pp. 59-83.

Lectures:

„Qualitätspresse im Meinungskorridor – Zur Erfassung von Deutungen und Positionen im Kommentardiskurs“ (*The Quality Press in the Opinion Corridor- On Defining Interpretations and Positions in Commentary as Discourse*), lecture by C. Eilders in the appointments procedure at the Westphalian Wilhelms-University Münster, Institute for Communication Studies, 5 July 2005 in Münster.

„Die Stimme(n) der Medien. Kommentare in deutschen Tageszeitungen“ (*The Voice[s] of the Media in Commentaries from German Dailies*), lecture by C. Eilders in the series „Wie (un)parteilich sind die deutschen Medien?“ (*How biased are the German Media?*) at the Saxon State Institute for political Education and the Technical University Dresden, Institute for Communication Studies, 13 June 2005 in Dresden.

„Politische Öffentlichkeit im Meinungskorridor. Zum Grad der Übereinstimmung in den Frames und Positionen der überregionalen Tagespresse“ (*The Political Public Sphere in the Opinion Corridor. On the Degree of Correlation in the Frames and Positions of the transregional Dailies*), lecture by C. Eilders at the University of Augsburg, 24 November 2006 in Augsburg.

FURTHER ACTIVITIES

Further Projects

Possibilities for Securing the Public Service internally and externally

In the face of social changes, the question as to the securing of channels which maintain, alongside the purely commercial feedback („quotas“), production in broadcasting sensitive to social demands, is one closely linked with that as to the future of „Public Service“. The topic shapes the research of the Institute in individual projects, but it also constantly runs parallel to them as an independent question. Currently involved in it are considerations on models aiming to strengthen the corpus of public institutions or to seek additions to them.

Researchers: W. Schulz, U. Hasebrink, T. Held

Publication:

Hasebrink, U. (2007): „Public Value“: Leitbegriff oder Nebelkerze in der Diskussion um den öffentlich-rechtlichen Rundfunk? In: *Rundfunk und Geschichte*, pp. 38-42.

Lectures / Events:

„Accountability of broadcasters. Current issues of European Public Service Broadcasting“, lecture by U. Hasebrink at the Public Service Broadcasting Workshop of the Centre for Research on Socio-Cultural Change (CRESC) in London, 9 March 2007.

„Public Value – im Dienst der Bürger. Der Beitrag des öffentlich-rechtlichen Rundfunks zur gesellschaftlichen Wertschöpfung in Europa“ (*Public Value – at the Service of the citizen. The Contribution of Public Broadcasting to the Formation of Public Values in Europe*), lecture by U. Hasebrink at the Münchener Medientage at 18 October 2006.

„Public Service Broadcasters and strategies for democratic participation“, hearing with W. Schulz in the context of the hearing of the European Council on strategies of Public Service Broadcasting in the information society. 3 November 2005 in Strasbourg.

„Public Broadcasting in the Information Society“, hearing with U. Hasebrink in the context of the eponymous expert group of the European Council, 2./3 May 2005 in Strasbourg.

„Gremien – gesellschaftliche Kontrolleure mit Biss?“ (*Committees – Public Watchdogs with Teeth?*), participation by U. Hasebrink in a podium discussion in the context of the conference „50 Years of the Broadcasting Council –dedicated to the Public“ of the WDR Broadcasting, 2 March 2005 in Düsseldorf.

Research Centre“European Media and Public Spheres“ (EuroMaPS) Working Group?

Several staff members of the Hans Bredow Institute are participating in the Research Centre „European Media and Public Spheres“ (EuroMaPS), founded in 2001 at the University of Hamburg. The aim of EuroMaPS is to enhance cooperation between the researchers from the University of Hamburg, who are dealing with the urgent questions of the process of European unification and the role of the media within it.

The Centre coordinates the activities of its members as they relate to Europe, promotes exchanges between different research disciplines and also with media practitioners and seeks stronger international cooperation with foreign colleagues. Since the Winter term 2002/2003, the Centre has mounted the series „Discussions about Europe“,

which caters for students from all disciplines and interested members of the public. Here researchers and media practitioners from Europe are invited as the opportunity arises. Current meetings and further information are accessible at www1.uni-hamburg.de/euromaps/. In the Summer term 2004, a joint workshop took place with the Press Research Centre of the University of Krakow to exchange notes on current projects relating to Europe.

The Centre currently has two emphases for its activities:

On one hand, the Centre is participating in the construction of an MA programme of study entitled „Journalism and Media within Globalization: The European Perspective“, which will be offered jointly with the Universities of Århus, Amsterdam, London and Swansea (www.mundusjournalism.com).

On the other, EuroMaPS is placing emphasis on the topic areas of „communicating risks“.

Researchers: C. Eilders, U. Hasebrink, A. Herzog

European and International Networks

The current technical and social developments in the area of media and telecommunications present a transnational challenge for those regulating this area. Engaging with it will only succeed through transnational cooperation.

For the project on co-regulation (see project no. 11), the Institute has recourse, for example, – aided by the EMR Institut für Europäisches Medienrecht (Institute for European Media Law) – to a network of experts in all EU states. At the same time, the Institute is keen to establish and extend long-term contacts. In this context, a European network called „Regulation of Media and Information in European Societies“ (REMEDIES) is also to be seen and the Institute is seeking finance for it.

In addition, the Institute is participating in loosely-structured networks, such as the „Collaborative and Networked Approaches to Communications Policy Research and Reform“ (COMO Alliance), which was founded on the initiative of Monroe E. Price, Director Project for Global Communications Studies, Annenberg School for Communication University of Pennsylvania, together with other experts on the topic of Global Media Governance, in the Spring of 2006.

Researchers: W. Schulz, S. Dreyer, T. Held

Further Lectures

„Zwischen Präsentieren, Vorführen und Ausblenden: Zum medialen Umgang mit der NPD“ (Between Presenting, Explaining and Fading out: on the Media's Treatment of the NPD), lecture and chair by U. Hasebrink at a discussion staged by the Friedrich Ebert Foundation, 17 April 2007 in Rostock.

„Kontinuität durch Veränderung. Lokal- und Regionalmedien in globalisierten Medienumgebungen“ (Continuity via Change. Local and Regional Media in a globalised Media Environment), keynote address by U. Hasebrink at NLM-Media conversations in cooperation with dem Landesverband Bürgermedien (State Association of Civic Media), 25 September 2006 in Hannover.

„Zur Lage der Medien- und Kommunikationswissenschaften“ (On the State of Media and Communication Studies), hearing by U. Hasebrink at the eponymous working group of the scientific council, 19 September 2006 in Bonn.

„Journalistische Selbstbeobachtung als Instrument der Qualitätskontrolle: Befunde zur Medienkritik in der Golfkriegsberichterstattung“ (Journalistic Self-Monitoring as an Instrument for Quality Control: Findings of Media Criticism in Reporting on the Gulf War), postdoctoral lecture by C. Eilders at the Free University Berlin, 3 May 2006.

Further Publications

Matzen, C. (2006): Overviews about the media systems in Brasil, France, Great Britain, Italy, Japan, Austria, Poland, Russia, Switzerland, Spain, Turkey, and the USA (in German). In: Hans Bredow Institute (Ed.), *Medien von A-Z*. Wiesbaden.

MEDIA AND TELECOMMUNICATIONS LAW

8. Analysis of the System for the Protection of Minors from Harmful Media – Youth Protection Act and the Interstate Treaty on the Protection of Minors

Begun in October 2006, this project analyses the current system for the protection of minors from harmful Media as established by the Federal Youth Protection Act and the Interstate Treaty on the Protection of Minors from harmful media.

Above all with the increased inclusion of systems of co-regulation, the protection of minors from harmful media was altered in such a manner that the laws foreshadowed an evaluation of the system's effectiveness. The research results from this project are intended to provide bases for comprehensively evaluating the laws in question.

The project's design aims at assessing the functioning of the processes and organisations established by the laws. The analysis proceeds via two steps, an analysis of function and an analysis of enforcement.

In the analysis of function, the processes reformed in the law's stipulations are to be examined with a view to the extent to which they are adequate for achieving the particular regulatory goal in question – that is, the specific regulatory purpose with due regard to constitutional law. In the areas of particular reference, the analysis of function is intended to demonstrate inherent weaknesses in the system for the protection of minors and to assess the assignment of regulatory competencies, the areas of application of the legal frameworks and the inclusion of regimes for self-regulation. Alongside this, findings on acceptability on the part of relevant agents and addressees are to be determined through workshops, group and individual interviews with parents, minors and disseminating agencies in media-pedagogy as well as through interviews with experts. The qualitative enquiry with parents, minors and pedagogical addressees is performed by the JFF – Institute for Media Pedagogy in Research and Practice (JFF –

Institut für Medienpädagogik in Forschung und Praxis, München). Alongside this stands cooperation with the South-Western Association for Research into Media Pedagogy, in the context of which data relevant to the project from the JIM and the KIM (Minors, Information and [Multi] Media, Children and the Media) studies will be assessed.

The analysis of enforcement which builds on these results, is intended to assess how far the proposed regulations stand up in practice and to establish what weaknesses result in practice, also regarding how suitable the criteria for the protection of minors are in praxis and how well supervision performs. Reasons for possible weaknesses are to be established via case studies and openings for improvements identified.

The duration of the project is twelve months.

Researchers: I. Brunn, S. Dreyer, U. Hasebrink, T. Held, C. Lampert, C. Scheunert, W. Schulz,

Funding: Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) (Federal Ministry for Family Affairs, Senior Citizens, Women and Youth) in consultation with the Federal States.

Event:

Analysis of Protection of Media for Minors-the Law and the States' Treaty“, Practitioners' Workshop, 1 and 2 February 2007 in Hamburg.

Lectures:

„Analyse des Jugendschutzsystems – Eine problemorientierte Projektvorstellung“ (Analysis of the System for the Protection of Minors – A Project Concept orientated towards Problems), lecture by W. Schulz in the context of the joint annual meeting of specialists in protection of minors of the higher authority for protection of minors at the Freiwillige Selbstkontrolle der Filmwirtschaft (FSK) and of the assessors of the Freiwillige Selbstkontrolle Fernsehen (FSF) „Childrens' Film – Childrens' Television“, 26 April 2007 in Stuttgart.

9. The German system for the protection of minors in the area of video and computer games – general framework, application and options for action

The Hans Bredow Institute is currently analysing the German system of protection of minors (JMStV and JuSchG; compare project No. 8). On the basis of the current relevance of the topic, the Hans Bredow Institute has brought forward the analytical procedures it intended in the area of screen-based games and has widened the scope of the investigation. With that, the investigation will proceed via four steps:

- Analysis of the general framework for the protection of minors in the area of video and computer games,
- Analysis of function and enforcement,
- Depiction of the general framework according to constitutional law,
- Analysis of deficits, analysis of suggestions for reform and development of options for action for optimising the protection for minors in the case of video and computer games.

On the basis of the existing results, the deficits established in the protection of minors in the case of video and computer games and their possible causes were collated.

Following on from that, options for action were developed, which could be considered in the case of legal or factual deficits, or of those related to execution, in achieving effective protection for minors.

Researchers: W. Schulz, U. Hasebrink, C. Lampert, T. Held, H. Dreier, S. Dreyer, I. Brunn

Funding: Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) (Federal Ministry for Family Affairs, Senior Citizens, Women and Youth)

Publication:

Brunn, I.; Dreier, H.; Dreyer, S.; Hasebrink, U.; Held, T.; Lampert, C.; Schulz, W. (2007): Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele. (<http://www.hans-bredow-institut.de/presse/070628Endbericht.pdf>, in German only)

10. Decisions in Cases of Uncertainty in the Protection of Media for Minors

The effects of violence in the media on the behaviour of minors are the subject of many investigations in the social sciences and in psychology. These regularly come to the conclusion that violence in the media cannot be determined as the sole trigger for corresponding ways of behaving among minors, e.g. increasing potential for violence. On the basis of this causal dilemma and of the insight from research into regulation as to how important knowledge is for legislative governance processes, the legislature find itself faced increasingly by the question of how far regulation can and must react to uncertainty in this area.

The project takes up this enquiry and sets out concretely the latitude for assessment and prognosis, which the various agents have in the face of uncertainty by dint of decisions, verifiable legally only to a certain extent, at the levels of the legislature, of the responsible authorities and of the institutions of voluntary self-regulation.

Work on this aims to establish more closely the criteria, selection, boundaries, preconditions and characteristics of the individual categories among the areas of latitude – for instance, normative-factual, those related to agents or assessments interpreting real situations – and their integration with each other. Alongside this will come investigation of the extent to which, with uncertain decisions, the uncertainty can, however, be used to the advantage of the decision process, for instance, through mechanism of delegation, of establishing procedures and flexibility.

Researcher: S. Dreyer

11. Co-Regulation in the Area of Media in the EU

New technologies and progressive internationalisation have led to widespread and profound changes in the European Union. This development presents a challenge for the State as regulator. Various studies have already warned about the risk of traditional concepts of regulation failing

and have formulate a need for new concepts and instruments, in order to augment the existing and – in part as well to replace them.

The concept of „co-regulation”, a new form of regulation (as the EU Commission’s Governance White Paper said), has already been applied in the member states and on the European level and has gained access to the current draft on amending the „Television Directive” (in future: Audiovisual Media Services Directive).

The study concentrates on the media offerings (press, broadcasting, online-services and interactive games), as these represent fields of application for new instruments of regulation and at the same time claim generally a cutting-edge role. In this way particular legal conditions, on one hand, exist in this area, which require that special public interests are considered (for instance, protection of minors, ensuring of quality in journalism, ensuring free and non-discriminatory access). On the other hand, the risk exists that traditional instruments and concepts will cause unnecessary regulatory costs for the industry and – in the light of the changing social environment – will increasingly lose impact and effectiveness. Consequently, the area of media services can serve as a test case for a general investigation of the new instruments of regulation.

The project provides an overview of existing research studies on the topic. In addition, means for co-regulation already in force in the media sector of all 25 member states and in three selected non-EU countries were investigated on the basis of a definition of co-regulation. Co-regulatory initiatives are above all to be found in the protection of minors and in regulation of advertising. This concerns essentially media of electronic communication, film and computer games. Alongside insights into the effectiveness of measures for co-regulation to gain public goals, the correlation of such measures with stipulations of European law was analysed.

The conclusion deems co-regulation fundamentally suitable for applying European guidelines. As, however, the effectiveness depends

greatly on the concrete design, it needs evaluating regularly. The study provides models for further developing existing and for introducing new initiatives. Above all in questions of transparency and of participation there are dangers, to which the concrete design of co-regulatory concepts has to react. In performing this project, the Institute could link into its own theoretical investigations on „regulated self-regulation” and on analyses of the system of protection for minors in Germany. In the study, „Regulated Self-Regulation as a Form of modern Government” instruments for regulating self-regulation were developed and analysed using the example of communications and media law. Alongside a theoretical investigation, which developed the bases of this model for regulation and assesses options for regulated self-regulation legally, experience in selected states (among them, Australia and Great Britain) was included. The study on „regulated self-regulation” was published in English at the beginning of 2005. The results of the study on co-regulation in the media sector were presented at the beginning of 2006. The investigation was carried out in cooperation with the Institute for European Media Law (EMR) in Saarbrücken. Current information on the project is available at www.hans-bredow-institut.de/forschung/recht/co-reg

Researchers: W. Schulz, T. Held, A. Laudien, S. Heilmann

Funding: European Commission, Information and Media Directorate-General

Publications:

- Schulz, W.; Held, T. (2006): Together they are strong? – Co-Regulatory Approaches for the Protection of Minors within the European Union. In: C. von Feilitzen, U. Carlsson (Ed.), In the Service of Minors. Yearbook 2005/2006 from the International Clearinghouse on Children, Youth and Media. Göteborg: Nordicom.
- Schulz, W. et al. (2006): Final Report: Study on Co-Regulation Measures in the Media Sector, commissioned by the European Commission. http://ec.europa.eu/comm/avpolicy/info_centre/library/studies/index_en.htm.

Events:

Technical briefing on the final report of the study on: „Co-Regulation Measures in the Media Sector” at 6 February 2007 in Brussels.

Presentation of the draft final report of the study on Co-Regulation Measures in the Media Sector, 19 January 2006 in Brussels.

„Seminar 2: Presentation of the draft final report of the study on Co-Regulation Measures in the Media Sector“, 19 January 2006 in Brussels.

Lectures:

„Co-Regulation as a Magic Wand to Guarantee Security and Safety in the Internet?“, lecture by W. Schulz at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

„Governance als demokratietheoretisches Problem?“ (Governance as a Problem in the Theory of Democracy), lecture by W. Schulz and T. Held at the Institute for Mass Communication and Media Research (IPMZ) at the University of Zürich for the joint annual meeting of the DGPK-specialist group „Communication and Politics“ and of the DVPW-working group Politics and Communication“ on the topic of „From Media Politics to Media Governance?“, 17 February 2006 in Zürich.

12. The Future Control of Media Concentration

It is not just since the publishing house Axel-Springer-Verlag was refused a majority shareholding in ProSieben SAT.1 Media AG that the regulation and the processes of controlling concentration in the media field have been the subject of jurisprudential and juridical policy-making discussions. Ambiguities exist above all, when so-called cross-media connections are included (that is, for instance, broadcasting and the press): is the current focus on broadcasting still appropriate? What significance accrues to online and mobile offerings in this context? How can the interaction of the antitrust law with that on media be optimised?

In a survey commissioned by the Friedrich-Ebert-Foundation, these questions were investigated and, with reference to models dealt with in research and applied in other countries, suggestions were offered for developing the control of concentration further.

In addition, the Institute has made an analysis for the Commission on Concentration in the Media (Kommission zur Ermittlung der Konzentration im Medienbereich KEK) on the legislative reaction in other countries to cross-media connections.

Researchers: W. Schulz, T. Held

Commissioned by: Friedrich-Ebert-Foundation

Publication:

Schulz, W.; Held, T. (2006): Kontrolle vorherrschender Meinungsmacht in der Informationsgesellschaft. Berlin.

Die Landesmedienanstalten (Ed.) (2007): Crossmediale Verflechtungen als Herausforderung für die Konzentrationskontrolle. Bericht der Kommission zur Ermittlung der Konzentration im Medienbereich (KEK). Berlin.

Lectures:

„Meinungsmacht im Rundfunk – Konzentrationskontrolle am Beispiel Springer/Sat.1“ (The Power of Opinion in Broadcasting – Monitoring Concentration via the Example of Springer/Sat.1), lecture by T. Held at 2. Harburger Conversations of the SPD „Media, Power, Opinion“, 1 March 2006 in Hamburg.

„Wie erhalten wir die Medienvielfalt?“ (How are we going to maintain the Plurality of the Media?), Closing remarks by W. Schulz at the public specialist conversations on media concentration of the Green Party MP's, 20 February 2006 in Berlin. Online- Offerings of public service broadcasters.

13. Online Offerings from Public Broadcasters

In this project, public broadcaster' area of remit was elucidated using the example of their offerings online. The primary goal was to work out whether the Constitution permits public broadcasters to offer online services, or respectively whether it actually encourages them to do that. To this end, the definition of the concept of broadcasting in Article 5, paragraph 1, Section 2 of the Federal Basic Constitutional Law was defined, in order to investigate on this basis the significance of individual services in the formation of public and personal opinions. It appeared that the significance of new services cannot be established only by seeing if they adopt the functions of classical broadcasting. In addition, the question was investigated as to how far public broadcasting appears suited, on the basis of its structural peculiarities to ensure that stipulations of constitutional law such as the equity in communications. Instead of characterising them by looking at the contents either on offer or possible, these peculiarities were, much rather, characterised by the way contents were produced. Further to that, the extent was investigated to which the decision on what new services are to be offered by the broadcasting institutions can, or even must, be made by the

legislature. Finally, the existing laws were surveyed and the resulting possibilities and limits for broadcasting institutions in offering online services were demonstrated, in the course of which the preceding investigation in terms of the constitutional law shaped the interpretation of the legal stipulations.

Researcher: T. Held

Publication:

Held, T. (in print): Online-Angebote öffentlich-rechtlicher Rundfunkanstalten – Eine Untersuchung des verfassungsrechtlich geprägten und einfachgesetzlich ausgestalteten Funktionsauftrags öffentlich-rechtlichen Rundfunks im Hinblick auf Internet-Dienste. Baden-Baden.

14. Preventative State Intervention in Mass Media Internet Communication

As they apply to mass communication, exercising fundamental freedoms under the Basic Constitutional Law is subject to a particular protection under constitutional law, according to which the state is forbidden to intervene preventatively in processes of creativity and publication. This is, on one hand, guaranteed by the prohibition on censorship according to Article 5, paragraph 1 section 3 of the Basic Constitutional Law. On the other hand, particular principles under constitutional law apply, such as the „Press Immunity from Police Action“

The project tackles the question as to how far these principles prohibiting preventative influence by the state are transferable to Internet communication in the media. A point of departure for these considerations is the blocking decree of the Düsseldorf regional government against various access providers in Northrhine-Westfalia. After unsuccessful action against the content providers of an illegal Internet offering, there exists as a second step the possibility of obliging the access provider to block the content in question. This measure, merely reactive – and with that to be regarded as permissible censorship after the fact – could, however, be possibly considered as improper censorship or as a measure tantamount to censorship, on the basis of the particular circum-

stances existing in the internet, for instance, as regards the process of reception and publication. In the literature, initiatives are discernable, which support correspondingly extending the concept of censorship and accommodating it to new media offerings.

Researcher: A. Laudien

15. Search Engines as Gatekeepers in the Internet

Alongside the traditional media, online services are becoming more important in forming public and individual opinion. As the commitment to protection, deriving from Article 5, paragraph 1, section 2 of the Basic Constitutional Law, refers to the entire field of public communications, not only the potential but also the dangers of these services must be considered in designing communications policy.

Search engines as aids in the area of providing access to contents in the Internet take a central position here. Through their sway over selection and sorting of the pages displayed and through the associated canalisation of the information flow, search engines gain communicational and economic power. Here, the user can only rarely discern the principles by which the information processing has proceeded. The survey examines the general legal framework in the four areas it identifies in this context: the way providers permit access to search engines, the prevention of a dominant influence on public opinion in the face of a provider with considerable market power and the transparency of commercial communications (keyword: procured hits)

As a first step, the Institute produced a survey against the background of the stipulations of constitutional law and investigated how far the hitherto existing regulations under the law on broadcasting and telecommunications, but also those on competition and antitrust are already appropriate for meeting these problem areas.

In a following investigation, it was a question of the protection of search engine indexes from

copyright, and of doing that through self- and co-regulation too. As search engines represent a centralised access, they are prone also open to control measures – from understandable but also unjustified motives – so that this question is by no means only of a theoretical nature.

Researchers: W. Schulz, T. Held, A. Laudien

Funding: Landesanstalt für Medien Nordrhein-Westfalen LfM (Media authority of Northrhine-Westfalia)

Publications:

Schulz, W.; Held, T.; Laudien, A. (2005): Suchmaschinen als Gatekeeper der öffentlichen Kommunikation – Rechtliche Anforderungen an Zugänglichkeit und Transparenz bei Suchmaschinen im WWW. Berlin (LfM-Schriftenreihe Nr. 49).

Schulz, W.; Held, T. (2007): Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen. In: M. Machill, M. Beiler (Ed.), Die Macht der Suchmaschinen – The Power of Search Engines. Köln, pp. 71-86.

Lecture:

„Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen“ (Self-censorship and censorship at search engines), lecture by T. Held and W. Schulz at the Workshop „The Rising Power of Search-Engines on the Internet: Impacts on Users, Media Policy, and Media Business“, 26 June 2006 in Berlin.

16. Copyright in the Information Society - Breaches of Copyright by Search Engines

Using the incommensurable quantity of information in the World Wide Web effectively is almost impossible without calling on search services. Search engine providers have a central function in the structuring of existing knowledge, and for many Internet users a search engine is indeed the starting point every time they look into the Internet.

The way search engines function technically involves an automatic search of all websites. Examining the websites for content is impossible in that process. The content found is held in a buffer and, when they are called up by the user, so-called hit lists are displayed, which contain short extracts from the contents found as well as links to the respective websites.

This technical functioning could breach copyright in multiple ways. On the one hand, one notes

the participation in third-party breaches of copyright committed by the owners of the websites, on the other, there are their own breaches by a search engine, where it stores what it has found in buffers and displays it in summaries on the hit list, as well as in so-called thumbnails. The projects investigate a search engine's own breaches and tries to demonstrate possible new solutions.

Researcher: I. Brunn

17. Obligations to provide Information in Telemedia Law and User-Generated Content

The project deals with the conditions under which providers of user-generated contents in the Internet are subject to certain obligations to provide information. The applicable framework at law has changed according to the revision of the telemedia law on 1 May 2007, so that, with the aid of juridical interpretative methodology, it must be established anew who has to divulge their name, address, email address, telephone number in their service offer, or has to nominate a responsible editor.

This will take place against the background of an investigation under constitutional law, in the framework of which the question will be resolved as to whether, and to what extent; anonymous communication in the Internet is protected under the Basic Constitutional Law. The focus here lies, as also with the entire project, on the rights and duties of „private“ media users, who have become themselves media creators in these times of the Internet as an interactive medium. This latter phenomenon can be seen on video platforms, for instance, as YouTube, recently sold to Google, on collaborative software platforms like Wikipedia, in so-called weblogs or in discussion forums.

The actual provisions of the §§ 5 Telemedia Law, 55 Interstate Treaty on Broadcasting and Telemedia are promulgated in sub-constitutional law. Here, it is initially a question of clarifying in which cases the user of a telemedium can be simultaneously a provider of their own telemedium

offering. And in addition, attention will be paid to the question, which is relevant for European law, that is in terms of the free rendering of services, namely when a telemedium is as a rule offered free of charge. Finally, the project will, in connection with the interpretation of the § 55, paragraph 2 Treaty on Broadcasting and Telemedia, address the problem of the significance to be allotted to journalistic/editorial activity in the information age – a problem as yet only dealt with relatively unsystematically.

Researcher: S. Heilmann

18. Theme-Placement in Broadcasting - The Placement of Themes in Broadcasting, Press, Internet, Film and Computer Games

So-called product placement, where advertisers pay a premium for having their products or services visible within the particular medial context, is mostly the subject of jurisprudential and journalistic discussions. With theme placement, the advertiser pays a premium to have a particular theme or a statement integrated into the medial process or reporting. Theme placement exceeds product placement in as far as in the former the journalistic or dramaturgical content is central, whereas this is mostly not affected with product placement.

At the same time, it can concern product types or services, for instance, when characters in a film talk about the merits of particular groups of goods or services. Political, social themes or particular ways of looking at the world can, however, also be integrated, which the advertiser wants to put forward to recipients.

The so-called principle of separation is considered one of the primary principles of media law. It provides that advertising must be separated from the rest of the programming. Theme-placements can offend against this principle of separation due to their inherent merging of advertising and programmes.

The project will concern itself essentially with the question as to how far theme-placements are

catered for by the sub-constitutional national and European configuration of the principle of separation. In a further step, it is intended to ask how far different regulations in the respective media fields are justified under constitutional law. Finally, proposing a particular suggestion for regulation is envisaged.

Researcher: F. W. Zimmermann

19. „Global Classroom“ – Pilot Project for Distance Education in Media Law.

In cooperation with the Faculty of Law at the University of Hamburg, the Hans Bredow Institute is working on media law projects for education and further education. A central component – alongside the LL.M project presented below – is the E-Learning project „Global Classroom“, in the context of which the Institute has developed an E-Learning tool („Global Classroom“) for using virtual forms of teaching in legal studies. It is based on a software platform specially programmed for it and has been developed further since 2002. Since this time, the seminars: „Internet Regulation and Free Flow of Information“, „Freedom of Expression and Privacy on the Internet“, „Broadcasting Regulation: Market Entry and Licensing“ und zuletzt „Youth Media Protection and Broadcasting: Constitutional Backgrounds and Regulation Concepts“ have offered students from Hamburg, Toronto and Bologna the possibility of becoming acquainted with a new form of computer aided learning.

The Institute received financial support for developing this initiative further and for ongoing development of the didactics in the context of the „Global Classroom“ through the E-Learning Consortium, Hamburg, (ELCH) in 2004 and 2005. Since then, the offering has been financed from our own resources. The transnational teaching form is also intended to be integrated into the LL.M programme „European and Transnational Media and Telecommunications Law“ (see below).

Researchers: W. Schulz, S. Dreyer

Funding (2004/2005): E-Learning Consortium
Hamburg

Publication:

Memmo, D.; Miconi, pp. (Ed.) (2006): Broadcasting Regulation: Market Entry and Licensing. Regolamentazione Dell'Attività Radiotelevisiva: Accesso al Mercato e Sistema di Licenze. Global Classroom Seminar (with an introduction by W. Schulz and S. Dreyer), Mailand.

Lectures:

„Global Classroom“, lecture by W. Schulz at the conference „Principi costituzionali e pluralismo nella regolamentazione dell'attività radiotelevisiva. Prospettive comparatistiche“, 16 July 2006 in Bologna.

„Introduction to Global Classroom – Didactical concept and experiences“, lecture by S. Dreyer at the conference „Principi costituzionali e pluralismo nella regolamentazione dell'attività radiotelevisiva. Prospettive comparatistiche“, 16 July 2006 in Bologna.

FURTHER ACTIVITIES

Further Projects

The Public Space as a Resource for Governance

The proposed research dealing with the use of the public sphere for achieving goals in governance – for instance, in the form of warnings, but also in more complex regulatory initiatives – and setting out the framework at law, had already been completed as a project in 2004.

The text is awaiting revision to equip it for submission as a post-doctoral thesis in law and for eventual publication.

Researcher: W. Schulz

Lecture:

„Corporate Responsibility in the Internet Industry: Of shallows & lighthouses“, lecture by W. Schulz in the context of the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

Media and the legal Protection of Personality

In the area of the legal protection of personality, the European level is gaining in importance, as a decision of the European Court of Human Rights (ECHR) showed in 2004, which found the protec-

tion of images to be insufficient in Germany. Press law as a whole is also undergoing change, a development which the Institute is monitoring, and to the discussion of which it offers contributions. In Spring 2006, the topic was explored in more depth by a talk from Prof. Dr. Dieter Grimm, retired Judge of the Constitutional Court (see events below).

Reform of Communications and Media Policy

The media policy in federal government and states and at the European level continues to strive for the alignment of its framework with the requirements of convergence in the media area. The Institute is supporting this through concrete projects like the research section of the Report on Communications and Media (see above, project no. 1). Alongside this, representatives of the Institute are cooperating in expert groups of the European Commission, are giving the problem area structure through talks or offering contributions at hearings.

Against this background, a systematic research-based depiction of media policy also makes sense. Commentary on important regulations in German broadcasting law will make a contribution to that. With that, the individual problematic of converging digital media landscape will in turn crystallise out. Among these latter, the situation, for instance, of so-called platform providers, now firmly to the fore, figures in the context of digital cable television as well as of television for mobiles. Their example also permits an illustration of challenges to traditional models in broadcasting law, such as that of the broadcasting provider, a concept that is also coming increasingly under pressure in other respects. Finally, there would appear to be some profit in systematically describing media regulation on the European level in the interests of a better understanding of the legal background to media policy.

Researcher: W. Schulz

Publications:

Schulz, W. (work in progress): Kommentierung zu §§ 2, 52, 53 RStV. In: Hahn, W.; Vesting, T. (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Auflage. München.

Schulz, W.; Klumpp, D.; Kubicek, D.; Roßnagel, A. (Ed.)
(2006): Medien, Ordnung und Innovation. Berlin.

Activities in Further Education in Media Law:
Specialist Lawyers' Seminars and the LL.M.
European and Transnational Media and
Telecommunications Law (Hamburg/Toronto)

The Institute has been engaged in the area of basic and further education in media law for several years. In April 2006, the German Federal Bar declared the legal speciality of „Copyright and Media Law“ and with that made a recognised proof of specialisation available to lawyers with the appropriate emphases in their interests or activities. In cooperation with a provider of courses for specialist lawyers, Dr. Grannemann & von Fürstenberg, the Institute is developing curricula and materials for a specialist lawyers' programme, „Copyright and Media Law“, which is to be offered from 2008 onwards in Hamburg, Cologne and Munich. Distinguished lecturers from academic circles, from commercial practice as well as from the judiciary and the Bar have been attracted to contribute to the courses.

The LL.M. programme in Media and Telecommunications Law as developed by the Institute in 2005/2006 at the University of Hamburg and at the Osgoode Hall Law School of York University (Toronto) will have its composition reconstituted conceptually in the coming months due to insufficient applications of a qualitatively high standard. In this process, the Hans Bredow Institute is acting as an official partner in cooperation and is responsible for the development of the academic curriculum as well as the course planning. Distinguished experts and practitioners from internationally active practices and research centres have been attracted to teach in the courses. The Institute has received start-up financing for the conceptual phase from June 2005 to June 2006 from the Media Foundation Hamburg-Schleswig-Holstein.

Researchers: S. Dreyer, W. Schulz

Events

„More Trust in Content –The Potential of Co-and Self-Regulation in the Digital Media“

In the context of the German presidency of the Council of the EU, the Minister of State for Culture and the Media organised an experts' seminar on European media policy in Leipzig from 9-11 May 2007, with the support of the European Commission.

The Hans Bredow Institute and the Institute for European Media Law supported the preparation and management of the event. Its subject was the basic question as to how the confidence of users in the contents of digital media can be reinforced. In four working parties, around 250 media experts investigated the following topics: (1) Confidence and competence in the media through contents appropriate to children: how can more offerings for children be created? (2) Dependable providers: who offers reliable and varied information in the digital world and how can users get access to this information? (3) Confidence in the industry: what instruments of self-regulation have proved effective? (4) Confidence in the cooperation between state and society: what is the potential for co-regulation with digital contents?

For further information, see www.leipzig-eu2007.de/en/index.asp.

Conference „Divergent Order in Convergence?“

On 8 June 2006, the Hans Bredow Institute cooperated with the Alcatel Lucent Foundation in organising a conference on the topic „Divergent Order in Convergence?“ at the University of Hamburg. The conference's point of departure was the circumstance that digitalisation of the media has come a long way and that provides in principle the opportunity to distribute content by almost all channels and platforms. Concepts like Triple-Play, which were not much more than phantoms at conferences over the last few years have become products for purchase or, as with mobile television, at least technically realisable options. Already in 1997, the EU Commission had

posed the question in its Green Paper on „Convergence” as to what the merging of previously separate media and telecommunications markets means for the policy frameworks in the member states. The conference made an interim assessment of the German situation: following an overview of law, economy and technology „after the convergence” came talks and panels with researchers and practitioners on the changes to content production and distribution. Finally, experts described the consequences for the affected areas in the law. As the management of convergence also represents a regulatory task, a panel on the topic of coordinating commerce and the regulatory authorities formed the last part of the event.

Lecture Series: „Hamburg Colloquia on Media and Telecommunications Law”

With the lecture series „Hamburg Colloquia on Media and Telecommunications Law“, the Institute would like above all to extend and institutionalise its contacts to practitioners. Regular discussions on current legal questions take place with the Faculty of Law at the University of Hamburg, with the working party on law at Hamburg@work and with a range of private partners.

The overture event on 26 January 2004 concerned the revision of telecommunications law and offered a particularly well-qualified speaker in

the person of the President of the Regulatory Authority for Telecommunications and Post, Matthias Kurth. The international commercial and corporate law practice Allen & Overy was joint organiser. In cooperation with the practice Taylor Wessing, a further event on 18 April 2005 concerned „New Developments in the Area of Data Protection in the Media” with a talk by Peter Schaar, the Federal Commissioner for Data Protection and Freedom of Information and chairperson of the EU Data Protection Working Party, on Article 29 of the European Community Data Protection Directive. „Protection of Personality and Media Freedom between the European Convention on Human Rights and the Basic Constitutional Law” was the title of an event run together with the law practice Lovells on 23 March 2006, in the context of which Prof. Dr. Dieter Grimm, retired judge of the Federal Constitutional Court, Professor of Public Law at the Humboldt University Berlin and Rector of the Wissenschaftskolleg Berlin (College for Advanced Studies, Berlin), gave a talk.

Further Lecture

„European Research Centres“, lecture by W. Schulz on „Collaborative and Networked Approaches to Global Communications Policy Research and Reform” at the Bellagio Study and Conference Center, 27 February to 4 March 2006 in Lago di Como, Italy.

III. MEDIA ORGANISATION AND MEDIA BUSINESS

20. Evaluation of the Austrian Television Fund

Since 2004 the production of television films in Austria has been supported through the Austrian Television Fund, in as far as it is not a matter of commissioned productions but of co-productions or in-house productions by independent television producers. After the first three years of this means of support, the Austrian Regulatory Authority for Broadcasting and Telecommunications (RTR-GmbH), which controls the fund in question, has commissioned an evaluation from the Hans Bredow Institute. This aims at showing what effects the support for the Austrian production landscape has had by comparing the years 2001 and 2003, drawing on qualitative indicators too. To this end, Austrian television producers are being sent a written questionnaire.

Researchers: H.-D. Schröder, H. Dreier

Funding: RTR Rundfunk und Telekom
Regulierungs GmbH (Austrian Regulatory
Authority for Broadcasting and
Telecommunications)

21. Media from A to Z

One of the tasks of the Hans Bredow Institute is also to transfer knowledge from research to a wider public via publications. Such a project is the lexicon „Medien von A bis Z“ (“Media from A to Z”), which offers research based information on the developments in the media system. The volume is divided into a survey article and 160 keywords altogether. That makes possible reference both through the alphabetical order of the individual articles and via topic areas like journalism, media contents, media business, media effects, and media politics and media law. Accounts of the media systems in selected countries and of important media companies are also offered.

The project relies to a great extent on the multi-disciplinary qualifications of staff at the

Hans Bredow Institute, many of whom have contributed to the volume.

The lexicon addresses itself to non-specialist readers also interested in its topics. It appeared in Autumn 2006 in the publishing house VS Verlag für Sozialwissenschaften and is in addition widely distributed by the federal and the states’ agencies for civic education.

Editors: H.-D. Schröder, U. Hasebrink

Authors: J. K. Bleicher, M. Brichta, H. Dreier, S. Dreyer, C. Eilders, K. Engels, U. Hasebrink, T. Held, A. Herzog, T. Kreutzer, H. J. Kleinsteuber, C. Lampert, A. Laudien, W. Loosen, C. Matzen, J. Popp, C. Rybarczyk, A. Schneider, H.-D. Schröder, W. Schulz, K. Voss, H.-U. Wagner

Funding: State Office of Civic Education NRW

Publication:

Hans Bredow Institute (Ed.) (2006): Medien von A bis Z.
Wiesbaden.

22. The Music Business in Hamburg – Profiles, Trends and Development Opportunities

The motivation for this investigation, conducted from 2005 to 2006, is the increasingly sharp competition between the locations of the music business in Germany. A strongly localised focus in a few regions of Germany is evident in many sectors of the media. This also applies to the music business, for which Hamburg counts among the three most important locations in Germany.

This competition between localities is driven above all by a comprehensive structural change in the media and communications branches, which is also having a considerable impact on the structure of the music business. As the dissolution of traditional demarcations from other branches is characteristic of this structural change, it seemed reason-

able to bring related markets into the analysis as well. At the centre of the investigation stands the question as to which conditions could contribute to securing and extending Hamburg as a location for music, so that it remains one of the most important locations in Germany.

In the framework of this project is the attempt to develop a concept for strengthening Hamburg as a location for music on the basis of a survey of developments in the city and in cooperation with those active in the branch. Alongside researching data and administering a questionnaire among the music companies in Hamburg, three workshops were conducted with representatives of the branch. One result of the investigation is that the current structural changes must be viewed very differently for the various sectors of the music business. Accordingly, the course of the development means there are winners as well as losers, who have to decide their new roles among themselves.

Researchers: H. Dreier, U. Hasebrink, W. Schulz

Funding: Behörde für Wirtschaft und Arbeit der Freien und Hansestadt Hamburg (The Ministry of Economic and Labour Affairs of the Free and Hanseatic City of Hamburg)

23. The Market for Video and Computer Games

Since the 70's, video and computer games as entertainment have established themselves firmly in some social groups. The turnover earned with computer and video games around the world since the year 2000 has exceeded what the film branch managed from cinemas. The growing spread of the technical infrastructure as a requirement for playing them – whether owning a games console or a PC – and the connecting of this hardware to the Internet is changing the traditional structures of this area. In addition, there is the constantly growing significance of mobile games platforms – from the traditional GameBoy to the multimedia mobile.

The development of this comparatively young branch, with its beginnings in the 1950's and 1960's, is observed and analysed against the background of its significance for the entire system of the media and using the aspects of competition and complementarity from the perspective of business, communications research and the law. The lecture series, „Games – Future Perspectives for interactive Offerings in the Media“, was held in the Summer Semester of 2007 in cooperation with the Ministry for Economic and Labour Affairs, the Working Party on Games and the University of Hamburg and offered an overview of the various areas of this dynamic branch.

Researchers: H. Dreier, S. Dreyer, U. Hasebrink, W. Schulz

Publications:

Dreier, H. (2007): Keyword: „Electronic Games, History“. In: J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. London.

Dreier, H. (2005): *Games made @ Hamburg*. Projektbericht im Auftrag des Arbeitskreises Games der Initiative Hamburg@Work (unpublished).

Event:

„Games – Zukunftsperspektiven interaktiver Medienangebote“ (Games – Future Perspectives for interactive media Offerings“), lecture series at the University of Hamburg, Summer Semester 2007.

Lectures:

„Digitale Spiele und ihre Plattformen I: PC“ (Digital Games and their Platforms I: PC), lecture by H. Dreier in the context of the team lecture series „Games – Future Perspectives for interactive Media Offerings“, Summer Semester 2007 at the University of Hamburg, 25 April 2007.

„Games – ein kulturelles, gesellschaftliches und ökonomisches Phänomen“ (Games – a cultural, social and economic Phenomenon“), lecture by U. Hasebrink and H. Dreier to introduce the team lecture series „Games – Future Perspectives for interactive Media Offerings“, Summer Semester 2007 at the University of Hamburg, 4 April 2007.

„In-Game Advertising und die rechtlichen Implikationen“ (In-Game Advertising and the legal Implications), contribution from the podium by S. Dreyer in the context of the GfM (eGame Marketing) World Congress, 28 March 2007 in Berlin.

24. Possible cross-media Effects of Allowing Product Placement in Television

The coming changes in criteria in the EU television directive „Television without Frontiers“ from

1989, which were presented in December 2005 by the European Commission under the title „Audio-visual Media Services Directive“, also contain new regulations for the area of advertising. Changes in the opportunities for advertising for one media provider are viewed particularly critically by competing providers. For this reason, the Federal Association of German Newspaper Publishers commissioned an assessment of possible cross-media effects from permitting product placement in television, which was presented in 2006. The assessment discusses the general framework and the possible effect of allowing product placements also against the background of international developments.

Researcher: H. Dreier

Funding: Federal Association of German Newspaper Publishers

Report:

Dreier, H. (2006): Mögliche crossmediale Effekte der Zulassung von Product Placement im Fernsehen. (unpublished).

25. Multimedial Exploitation of Brands

Children grow up today in a commercialised and mediatised world, in which heroes from comics and TV stars play an increasingly important role due to the various merchandising strategies. The concept of the multimedia systems and of media-specific products, together with their significance for children, stood at the centre of this cooperative project.

Production and marketing alliances in the environment of offerings for children were analysed from the perspective of media economics to form the framework. Building on this, specially selected regimes of symbolism in the media and brands, as offered in the context of television entertainment, were analysed. The product analyses were augmented by both quantitative and qualitative reception studies. The results formed the basis for conceptual considerations on the creation of materials for media teaching. The investigation was finished in Spring 2004 and the results were published in the journal series of the LPR Hessen (The Regula-

tory Authority for Commercial Broadcasting in Hessen: (www.lpr-hessen.de/markenzeichen/index.htm). Alongside further assessments and talks from this study, the Institute is currently preparing further investigations, which will engage particularly with the strong growth in the significance of online communication in cross-media marketing.

Researchers: H. Dreier, U. Hasebrink, C. Lampert

Cooperating Partners: University of Hamburg: S.

Aufenanger (now University of Mainz)

University of Koblenz-Landau: K. Neumann-

Braun (now University of Basel), University

of Salzburg: I. Paus-Hasebrink, M. Bichler, A.

Pluschkowitz

Funding: Landesanstalt für privaten Rundfunk in Hessen (LPR Hessen), Landesanstalt für Medien Nordrhein-Westfalen (LfM), Landeszentrale für private Rundfunkveranstalter Rheinland-Pfalz (LPR) (Media Authorities of Hessen, Northrhine-Westfalia, an Rhineland-Pfalz)

Publications:

Paus-Hasebrink, I.; Neumann-Braun, K.; Hasebrink, U.; Aufenanger, pp. (Ed.) (2004): Medienkindheit – Markenkindheit: Untersuchungen zur multimedialen Verwertung von Markenzeichen für Kinder. München: KoPäd.

Dreier, H. (2005): Kinder im Netz der Medienmarken? In: proJugend 1/2005, pp. 10-14.

Dreier, H.; Lampert, C. (2005): Kinder im Netz der Marken: Zur Rolle der Medienmarken im Alltag von Kindern. In: merz 1/2005, pp. 24-30.

Lectures:

„Marken als multimediales Brandzeichen“(The Company Name as multimedia Branding), lecture by C. Lampert at the conference „Limitless Advertising? Cross medial Marketing Strategies as a Challenge for the Protection of Minors“, 25 May 2007 in Berlin.

„Faszinierend verführerisch. Medien in den Lebenswelten von Kindern“(Fascinatingly seductive. Media in Children’s Life-Worlds“), lecture by C. Lampert and U. Hasebrink in the context of Due Consideration – Humanities in Hamburg, 23 April 2007 in Hamburg.

„Zappen, surfen, simsen – Jugendmedienschutz im Mediendschungel“ (Zapping, Surfing, Texting – The Protection of Media for Minors in the Media Jungle), lecture by U. Hasebrink at the conference „Media Competence. Magic Word or Hollow Tone in the Law for the Protection of Minors“, 27/28 April 2006 in Mainz

IV. MEDIA OFFERINGS AND MEDIA CULTURE

26. The Network of Media and Health Communication

In the last few years, the topic of „Health Communication“ has gained in significance in German Communications research, as is reflected in numerous projects and initiatives. Nevertheless, a discussion on the relevance of the research area, particularly from the viewpoint of research into media and communications, is still outstanding. The Institute is taking up the topic of Health Communication and is trying to stimulate the discussion on it as it relates to media by means of projects, events and publications.

In this context, one long-term project is the „Netzwerk Medien und Gesundheitskommunikation“ (Network for Media and Health Communication), a joint initiative by Eva Baumann (ecmc, Marl), Dr. Claudia Lampert (Hans Bredow Institute) and Constanze Rossmann (IfKW, München, Institute for Communications Studies and Media Research), which would like to contribute to the interdisciplinary networking of participants particularly engaged in media-related health communication. Alongside the provision of information on an information platform in the Internet and a regular newsletter, the network organises conferences on various themes. In 2006, for example, the topic of „Aging – Beauty – Ethics: Transitional Images between Aesthetics and Health“ was foregrounded and a conference held on it in Hanover on 2 May 2006 in cooperation with the Lower Saxony State Association for Health (LVG), the Henriettenstiftung and the Stiftung Leben und Umwelt.

The linkages between communications and health research stood at the centre of the most recent specialist conference that the network ran in April this year in cooperation with the Faculty of Health Studies at the University of Bielefeld. Under the title of „Health Communications – how

and for whom?“ the topic area of, on the one hand, health communication was elucidated from an interdisciplinary viewpoint and, on the other, communication strategies aimed at specific groups were discussed. Further information on the network and on past conferences is available on: www.netzwerk-gesundheitskommunikation.de.

Researcher: C. Lampert

27. The Radio Landscape of Schleswig-Holstein

The 20th anniversary of private radio in Schleswig-Holstein provided the impetus for a comprehensive stocktaking of the dual radio landscape and was combined with the goal of providing a basis in research for stimulating public discourse on the performance and quality of radio stations.

At the core of this stock take was a comprehensive analysis of the programme offering of the six stations most listened to in Schleswig-Holstein, Radio Schleswig-Holstein (R.SH), Delta Radio, Radio Nora as well as the NDR programmes: NDR 1, Welle Nord, NDR 2 and N-Joy. The proportions of various offerings like information, spoken items and music were investigated. On the level of concrete contents, the interest lay in the variety of offerings in respect of topics, practitioners and regional connections. The offerings of various regional newspapers were included in the analysis as a basis for comparison in the area of information.

To gain an overall picture of the radio landscape in Schleswig-Holstein, the results of the programme-analysis were combined with three other parts of the investigation: the provider analysis looked at the strategies of the stations in the radio market and in other markets relevant to the media. It served as a basis for organising the

results of the programme analysis. In the framework of an audience analysis indicators were established on the basis of the range data from the media analysis and showed for what audiences and in what situations of using them the individual programmes proved attractive. These quantitative data were augmented by the results of a questionnaire for representatives of relevant social groups with regard to their perception of the radio offerings in Schleswig-Holstein.

The legal, economic and technical framework influences the strategies of the radio stations and with that the future development of the radio offerings. Determining this framework in the context of the analysis of documents and of interviews with experts represented a further component of the investigation.

A comprehensive picture of the radio landscape of Schleswig-Holstein emerged in the subsequent discussions of the results, which linked the four separate parts and also dealt with the perspectives for radio in times of change in the media.

Researchers: H. Dreier, S. Dreyer, C. Eilders, U. Hasebrink, J. Popp

Student Assistants: E. Boller, A. Burmester, K. Behrens, A. Conrad, L. Dmitrieva, L. Külper, K. Schade, pp. Voß, F. Yildirim, M. Zingg

Commissioned by: Unabhängige Landesanstalt für Rundfunk und Neue Medien (ULR, now Media Institution Hamburg/Schleswig-Holstein)

Publication:

Hasebrink, U.; Dreier, H.; Dreyer, S.; Eilders, C.; Popp, J. (2006): Hörfunklandschaft Schleswig-Holstein. Bestandsaufnahme 20 Jahre nach Einführung der dualen Rundfunkordnung. Unabhängige Landesanstalt für das Rundfunkwesen (Ed.). Kiel (Themen, Thesen, Theorien; 25).

Lecture:

„Die Hörfunklandschaft Schleswig-Holstein“ (The Radio Landscape of Schleswig-Holstein“), lecture by U. Hasebrink at the annual reception of the Independent State's Office for Broadcasting and the New Media, 14 June 2005 in Kiel.

28. Television in Media Competition

Video exchanges like YouTube and MyVideo.de propagate „Broadcast Yourself“. Established television stations are forced to compete still more

strongly than ever before for that limited resource, the attention of media users. Investigations tracking programmes are intended to show how the economics of attention has changed the spectrum of offerings from television. In the publications planned, basic strategies of competitive behaviour will be presented as they influence the dramaturgy and the aesthetics of television programmes. At the same time, established programme areas will be considered equally with the innovations only offered since the 90's by the television stations. As here described, the strategies for securing their existence can also be applied to other media, their competitive circumstances and their strategies.

Researcher: J. K. Bleicher

Publications:

- Bleicher, J. K. (2006): Skurrilitäten und Tabubrüche im Fernsehen. Ein Streifzug durch die Programmgeschichte. In: S. Ganguin; U. Sander (Ed.), *Sensation, Skurrilität und Tabus in den Medien*. Wiesbaden, pp. 79-92.
- Bleicher, J. K. (2006): „We Love To Entertain You“. Beobachtungen zur aktuellen Entwicklung von Fernsehformaten. Hamburg.
- Bleicher, J. K. (2006): Television as Myth: Poetics of a Narrative Epistemological System. In: W. Uricchio, pp. Kinnebroek (Ed.), *Media Cultures*. Heidelberg, pp. 113-124.
- Bleicher, J. K. (2006): Der Zuschauer als Spielleiter. Formen der Interaktivität in aktuellen Unterhaltungskonzepten des Deutschen Fernsehens. In: B. Neitzel; R. Nohr (Ed.), *Das Spiel mit dem Medium. Partizipation – Immersion – Interaktion. Zur Teilhabe an den Medien von Kunst bis Computerspiel*. Marburg, pp. 80-91.

29. Fundamentals of the Internet

To do justice to the process of change in the Internet, we have to determine the basic theories, forms and contents of the spread of offerings and the varying potential for influence of the new medium and, at the same time, to present the analytical process of various disciplines. The analysis of the medium's aesthetics and structure of offerings is to appear in 2007.

Researcher: J. K. Bleicher

Publication

- Bleicher, J. K. (2005): Vom Programm durch das Portal in den Cyberspace. Ordnungsmodelle von Internetangeboten. In: L. Fischer (Ed.), *Programm und Programmatik. Kultur- und medienwissenschaftliche Analysen*. Konstanz, pp. 357-370.

30. History of Broadcasting in North Germany 1945-1955.

The „Centre for Research into the History of Broadcasting in North Germany“ is a cooperative project between the Hans Bredow Institute with the NDR (North German Broadcasting Service), the WDR (West German Broadcasting Service) and the University of Hamburg (Department of Languages, Literature and Media/Media Culture). Established in 2000, the centre systematically investigates the way the history of the media was fundamentally transformed in the years immediately following the end of the Second World War.

In the case of the history of the NWDR, North-west German Broadcasting, research is going on into a broadcasting institution, which started as a radio station of the British military government in May 1945 and was established on 1 January 1948 as the first public broadcasting institution in Germany. As a first step, selected aspects of its organisational and institutional development were analysed, which have received no, or only insufficient, notice in the research literature to date. They trace the struggle between the British and the Germans over a new broadcasting model in northwest Germany and examine how this was asserted against various forms of resistance and subjected to severe supervision when Germans took over responsibility. They follow the various forces to which the NWDR was, as the central broadcasting service for the entire British occupation zone, from the beginning subject and which led to broadcasting stations being founded in Cologne and Hanover as well as studios in Düsseldorf, Dortmund, Oldenburg and Flensburg; and in this way they finally throw new light on the reasons leading to the dissolution of Northwest German Broadcasting and permitted the founding of the North German and West German broadcasting on 1 January, 1956. At the same time, the researchers interviewed representative communicators and presented the various political influences to which the broadcaster, as an influential instrument of public communication, was subject.

As a second step, the research centre is currently working on the NWDR in the area of post-war media history, on its various programme of-

ferings as well as on the historical use of the media. Comprehensive studies regarding programming history are being made into the informative, educational, cultural and entertainment programmes of the NWDR. In addition, the history of television, as it began in Hamburg, Berlin and Cologne after the end of the Second World War, is being set out.

The first of two volumes containing the results of the research centre's work was published in December 2005 by the publishing house Hoffmann und Campe under the title „Die Geschichte des Nordwestdeutschen Rundfunks“ (The History of the Northwest German Broadcasting Service). The second volume will be available in spring 2008. In addition, the research centre has been publishing work from students' theses, studies, documentations and interviews with people involved in the subjects of its research since 2003 in the ad hoc series „Nordwestdeutsche Hefte zur Rundfunkgeschichte“ (Northwest German Papers on Broadcasting History”, accessible online at: www.nwdr-geschichte.de).

The situation regarding sources for the research centre's studies has certainly improved in comparison to earlier investigations. The North German Broadcasting Service, for example, has handed over almost complete sets of files to the Staatsarchiv Hamburg (Hamburg State Archive) in the last few years. Comprehensive historical holdings can now be rapidly accessed and documented thanks to the support of the research centre, of the NDR press archive as well as of the Hans Bredow Institute. A searching guide published in the internet gives research access to the files of these NDR holdings; all files have since been accessible for research subject to the rules for users of the Staatsarchiv Hamburg.

The project's researchers are including the results of their work into courses at the University of Hamburg and are presenting them at (specialist) conferences in Germany and as well as internationally, among them the German Studies Association, DGPuK Fachgruppe Kommunikationsgeschichte, Studienkreis Rundfunk und Geschichte, Gesellschaft für Medienwissenschaft, Gesellschaft für Unternehmensgeschichte (the special subject-group on the history of communi-

cation of the German Communication Association, the Study Group on Broadcasting and History, The Society for Media Studies, the Society for Business History).

Researchers: J. Fuge, C. Hilgert, H.-U. Wagner

Publications:

- Fuge, J. (2006): Der „Wellen-Detektiv“ und das „Gute in dem Herrn Schwarzhörer“: Die Schwarzhörerreaktionen des Nordwestdeutschen Rundfunks 1951-1954. In: *Rundfunk und Geschichte* 32 (2006), Nr. 1/2, pp. 18-33.
- Fuge, J. (2006): Schwupp die wupp! da hat man sie! Mit dem Wellendetektiv gegen Schwarzhörer. In: *Fernseh-Informationen* 57 (2006), Nr. 8, pp. 26-30.
- Fuge, J. (2006): „Die rechte Hand“ – Wie Helga Boddin von der Regieassistentin zur stellvertretenden Hauptabteilungsleiterin Unterhaltung wurde. <http://www.hans-bredow-institut.de/nwdr/zz/Boddin/artikel.htm>.
- Hilgert, C. (2006): Rezension zu Christian Sonntag, Medienkarrieren. Biografische Studien über Hamburger Nachkriegsjournalisten 1945-1949. In: *Rundfunk und Geschichte* 32, Nr. 3/4, pp. 80-82.
- Hilgert, C. (2006): Rezension zu Thomas Völkner (Ed.), Internationales Radio in Europa. Situation und Zukunftsperspektiven. In: *Rundfunk und Geschichte* 32, Nr. 3/4, pp. 91-92.
- Hilgert, C. (2006): Zu Wasser, zu Lande und in der Luft für die Hörer – Der „Allround“-Reporter Günter Schwermer <http://www.hans-bredow-institut.de/nwdr/zz/Schwermer/artikel.htm>.
- Hilgert, C. (2007): Rezension zu Clas Dammann, Stimme aus dem Äther – Fenster zur Welt. Die Anfänge von Radio und Fernsehen in Deutschland. In: *M&K* 55 (2), pp. 271-273.
- Wagner, H.-U. (2007): NWDR-Rundfunkschule für den Neuanfang. In: *Wir im NDR*, H. 76, pp. 17.
- Wagner, H.-U. (2006): Keyword „Hörfunk“. In: Hans Bredow Institute (Ed.), *Medien von A bis Z*. Wiesbaden.
- Wagner, H.-U. (2006): Hermann (Harry) Spitz; Albin Stuebs. In: *Hamburgische Biografie. Personenlexikon*. Bd. 3. (Ed.) von F. Kopitzsch und D. Brietzke. Göttingen, pp. 366f.; 374ff.
- Wagner, H.-U. (2006): Mehr-Wert-Fragen: Reflexionen auf eine Unternehmensgeschichte des öffentlich-rechtlichen Rundfunks. In: K. Hickethier (Ed.), *Mediengeschichte als Unternehmensgeschichte. Überlegungen zu einem neuen Paradigma*. Hamburg (hamburger hefte zur medienkultur; 3), pp. 39-59.
- Wagner, H.-U. (2006): Max Burghardt – Der erste Intendant des NWDR. http://www.wdr.de/unternehmen/50jahre/intendanten_neu/burghardt.jhtml.
- Wagner, H.-U. (2006) Rezension zu Hans Jürgen Koch / Hermann Glaser, Ganz Ohr. Eine Kulturgeschichte des Radios in Deutschland. In: *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte*, 93. Bd., H. 3, pp. 364f.
- Wagner, H.-U. (2006) Rezension zu Heiner Boehncke / Michael Crone (Ed.), *Radio Radio. Studien zum Verhältnis von Literatur und Rundfunk*. In: *Publizistik* 51 (1), pp. 133.
- Wagner, H.-U.; Rüden, P. von (Ed.) (2006): Florian Huber: Re-education durch Rundfunk. Die Umerziehungspolitik der britischen Besatzungsmacht am Beispiel des NWDR 1945-1948. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; Sonderheft).
- Wagner, H.-U. (2007): Über den „Sitzplatz eines Autors“. Inszenierung von Autorschaft und Werk als Medienereignis bei Siegfried Lenz. In: C. Künzel, J. Schöner (Ed.), *Autorinszenierungen. Autorschaft und literarisches Werk im Kontext der Medien*. Würzburg, pp. 111-128.

Wagner, H.-U.; Rüden, P. von (Ed.) (2007): Gyde Clausen: Walter Hilperts Rundfunkarbeit – Kontinuitäten und Brüche von der Weimarer Republik bis zur jungen BRD. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 5).

Wagner, H.-U. (Ed.) (2007): Dietrich Schwarzkopf: Ausbildung und Vertrauensbildung. Die Rundfunkschule des NWDR. (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 6), Hamburg.

Wagner, H.-U. (2007): Werbung für den guten Zweck? Heftige Debatte um „Reklamefunk“ in den Nachkriegsjahren. In: *Fernseh-Informationen*, H. 1, pp. 31-35.

Wendt, I. (2007): „Zukunftsmusik damals! Heute schon Geschichte“ – Der Musikredakteur Herbert Hübner und sein Nachlass. <http://www.hans-bredow-institut.de/nwdr/zz/huebner/artikel.htm>.

Lectures:

„Auf der Suche nach der konkreten geschichtlichen Stunde. Die „Rundfunkarbeit von Christen“ – am Beispiel des NWDR-Köln“ (Looking for the concrete historical point in time. Christian Use of Broadcasting), lecture by H.-U. Wagner at the conference „Perception and Interpretation of the History of literary and academic Publication by the German Catholic Church“, 13 May 2007 in Dresden.

„Rundfunk und Region – Diskussion um die Gestaltung des Rundfunks in Nordwestdeutschland 1945-1955“ (Broadcasting and Religion – a Discussion on the Format of Broadcasting in Northwest Germany 1945-1955), lecture by J. Fuge and C. Hilgert at the conference „Dealing with the Consequences of Nazism and War in Lower Saxony after 1945“ (17. Meeting of the Working Group of 19th and 20th c. History at the Historical Commission for Lower Saxony and Bremen), 17 February 2007 in Hannover.

„Günter Eichs ‚Träume‘“, H.-U. Wagner in a public conversation in the Literary Workshop at the Media Foundation of the City of Leipzig, 3 February 2007 in Leipzig.

„Von der Politisierung der Medien zur Medialisierung des Politischen“ (From the Politisation of Media to the Mediatization of Politics), H.-U. Wagner as co-organiser and panel chair at the eponymous conference conducted by the specialist group on communication history at the DGPK, by the study group on broadcasting and history and the Centre for Contemporary Historical Research in the German Parliament from 18 to 20 January 2007 in Berlin.

„Zwischen Qualität und Wettbewerb – ‚Freiräume‘ im öffentlich-rechtlichen Rundfunk“ (Between Quality and Competition – ‚Room to Manoeuvre‘ in Public Broadcasting), lecture by H.-U. Wagner at the conference „Relating Radio“, 5 October 2006 in Halle an der Saale.

31. Minors and the Radio in West Germany in the „long“ 1950's

In the first decade after the Second World War, radio maintained a „dominating position as a site for communicating information and entertainment in West German living rooms“ (A. Schildt). On the relationship between radio and particular groups of listeners, for example, young people, very little of substance has been known up to now. This

project, then, with its cognitive interest in the media and cultural history, is moving forward into a research area widely neglected hitherto. In addition, the programming offerings of the so-called „youth radio“, that is, the offers of relevant areas in the broadcasters' departments for spoken items, was scarcely researched to date.

What it was like to be young and how people perceived that both came in for considerable change in the „long 1950's" (W. Abelshauser). After the hardship of the post-war years, young people in West Germany were quickly able to become emancipated in the 1950's; at the end of the decade, the „beginnings of modern youth cultures" (A. Schildt) had taken shape. That also had effects on the medium of radio, which need investigating as regards their content, their forms and their organisation.

The project looks at, on the one hand, the changing offerings of selected radio programmes in West Germany in the second half of the 1940's to the end of the 1950's as these were directed at young people or might potentially have interested them. On the other, discourses on young people, on being young, on youth culture and educational ideals, as the programme offerings identified communicated them, form the focus of the investigation. That involves adults' discourses on „youth", but also young people's discourses about and for themselves.

Researcher: C. Hilgert

32. The „Civil War of the Memories“. Political Days of Remembrance in the Free and Hanseatic City of Hamburg during the Weimar Republic

In cultural research contexts, attention is variously devoted to Days of Remembrance and discourses of memory in the media as a factor of political culture and of political communication. In this, a focus on the time after the Second World War is apparent, whilst attending to commemorations in the Germany of the Weimar Republic still represents a gap in research. Studies already available proceed from the as yet uncontested paradigms, according to which the society and political cul-

ture of the Weimar Republic suffered from a strong fragmentation into the most varied secondary cultures. Various milieus – from national socialist to communist – are said to have together shaped irreconcilable cultures of memory, which had found no common thread or even a generally accepted „National Day of Celebration" capable of any consensus.

Referring to various remembrance days, this project sets out to investigate the modalities and possibilities of political communication as well as various practitioners and their communicative (inter)activity. Its goal is both to examine the fragmentation thesis more closely and to make consensual dynamics visible. The centre of its deliberations is the debate about the relationship of „Unity" and „Variety" in the context of a social order, as already conducted by contemporaries in the area of constitutional law: how much „difference" is possible in a pluralistic framework and where does the „excess", that threatens the system, arise in this structural principle? The project connects with the investigation of phenomena in presenting, communicating and perceiving politics in modern societies and investigates the mechanisms of public remembrance as communicative process against the background of its specific configuration in the first German democracy.

Researcher: J. Fuge

33. The Genre of Witnessing: Media, History and the Holocaust

Narratives in newspapers today play a central role in the social memory of contemporary history. At the same time, individual and private memories are transformed into collective and public remembrance in a communicative process increasingly channelled through the media, as research on cultures of memory and memorial has demonstrated. This applies particularly to the memory of the persecution of European Jews during National Socialism.

In cooperation with researchers from Bochum and Jerusalem at the German Israeli Foundation for Scientific Research and Development (G.I.F.), this project, as proposed in November 2006, in-

tends to use approaches from media history and the theory of media-cultivated perception to investigate the forms, contexts and effects of the „contemporary witness“ on the Holocaust, as the media communicates this. The proposal envisages two closely interlinked modules, work on which will be conducted both in Israel and in Germany. It foresees shedding light on the shifting „functions“ of contemporary witnesses in the museal as well as the mass media context and particularly on the interpretative formations/discourses/media frames on the Holocaust, which serve as a ground for it.

Researchers: U. Hasebrink, H.-U. Wagner, C. Hilgert

Cooperating Partners: G. Thomas (University of Bochum); A. Pinchevski, T. Liebes-Plesner (University of Jerusalem)

FURTHER ACTIVITIES

Event

Lecture Series „Fascination with Media“

Media pervade and accompany everyday life in various ways and exert a great fascination over (not only) children. Many adults feel themselves, however, overtaxed by the almost incomprehensible range of offering in the media and look for concrete concepts for educating about the media and for applicable guidelines, both for their own

family life and for (extra) school life. Here is where the event offered as „Fascination with Media“ comes in. It has been organised since 2003 by the LI, State Institute for Teacher Training and school Development in cooperation with the SPZ, Bureau for the Prevention of Addiction and the Centre for the Prevention of Addiction, the JIZ, the Information Centre for Young People, GMK, Society for Media Education and Communications Culture and the Hans Bredow Institute (C. Lampert). Events on the fascination of computer games, media and consumption in everyday education, media competence and the prevention of addiction etc. are offered. The events are particularly aimed at parents, teachers and disseminators working with children and young people.

Further Publication:

Eilders, C. (2006): Medienkritik als politische Ausdrucksform? Eine Analyse zum Einfluss der redaktionellen Linien der Presse auf die Beurteilung der Medienleistung am Beispiel der Irakkriegsberichterstattung. In: S. Weischenberg, M. Beuthner, W. Loosen (Ed.), Medien-Qualitäten – Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 111-127.

Further Lectures:

„Journalismus durch die westliche Brille? Ostdeutschland im Fernsehen“ (Journalism through the Western Spectacles? East Germany on Television“), lecture by U. Hasebrink in the context of the team lecture series „Intercultural Alienation“ at the University of Hamburg , 24 April 2007.

„Faszinierend verführerisch. Medien in den Lebenswelten von Kindern“ (Fascinatingly seductive. Media in Children's Life-Worlds“), lecture by C. Lampert and U. Hasebrink in the context of „Due Consideration – Humanities in Hamburg“ , 23 April 2007 in Hamburg.

V. USE AND EFFECTS OF THE MEDIA

34. Media Repertoires

The landscape of the media has changed radically over the last decades. Alongside the „old“, partially modified media, users also have a multiplicity of new offers at their disposal. The DFG-supported project „Media Repertoires of Social Milieus as subject to medial Change – towards a conceptual and empirical Establishment of a Repertoire-oriented Approach to Research into Media Usage“ concerns the question of how users assemble their personal repertoires from the entire offering in the media and how the gradually accreting media were integrated into existing repertoires.

In the context of the project, selected studies on media use (mass communication, media analysis, typology of wishes) are re-analysed as regards patterns of use across all media. The project's central aim lies in acquiring and describing media repertoires: the nature of a repertoire reveals how the particular types of new and old media are combined and what functional differentiations can be observed. In the course of the project, the pertinent analyses are undertaken with three selected data-sources, in order to obtain in this way an insight into stable patterns of repertoire formation on the one hand, and to reveal individual results arising from the method of collection, on the other. Not only the current composition of media repertoires is noted but also their development over time.

The project is designed to link readily into further research directions. A linkage exists with research into the role of media in the everyday life of various population groups and is already to be addressed in the framework of a qualitative investigation within the planned project.

Researchers: U. Hasebrink, J. Popp

Publication:

Hasebrink, U.; Popp, J. (2006): Media Repertoires as a result of selective media use. A conceptual approach to the analysis of patterns of exposure. In: *Communications* 31 (2), pp. 369-387.

Lectures:

„Mediennutzung im Wandel“(Changes in Media Use“), lecture by U. Hasebrink and J. Popp at the Körber Stiftung, 4 October 2006 in Hamburg.

„TV repertoires as a result of selective exposure. Analyses on the basis of people meter data“, lecture by U. Hasebrink at ICA Conference at 22 June 2006 in Dresden.

„Medienvergangenheit – Mediengegenwart – Medienzukunft. 40 Jahre Langzeitstudie Massenkommunikation“ (Media Past-Media Present – Media Future. 40 Years of a longterm Study on Mass Communication“, chaired by U. Hasebrink at a specialist meeting, 17 June 2006 in Frankfurt.

„Media Repertoires as a result of selective media use. A conceptual approach to the analysis of patterns of exposure“, lecture by U. Hasebrink and J. Popp at the conference „Media use and selectivity – new approaches to explaining and analysing audiences“, 27./28 January 2006 in Erfurt

35. Perspectives of Television Use in the Digital Media Environment

The numerous technical possibilities in the digitalisation of production, of distribution and storage of media content, the increasing significance of computer-based applications and services accompanying, and the interplay between various media and communication services, as yet only discernable in its beginnings, are all opening up scope for quite different scenarios in future television. In the public discussion, the television set is partly treated somewhat as a fossil, which will be replaced very soon by computers, mobiles and other multifunctional terminals. Then again, other people prophecy a great future for the television set – if it can integrate the essential computer functions and simultaneously enable access to online offerings and to the Internet.

The new technical options and, not least, a social change are making it difficult to judge users' behaviour in the future. This results in particular problems of orientation for television providers, who depend on adapting smartly to apparent changes in users' behaviour.

Against this background, the Hans Bredow Institute has been commissioned by the ZDF (Second German Broadcasting Service) to provide an expert opinion, which deals comprehensively with

the current developments in the television market. Various aspects of users' behaviour have been compiled on the basis of corresponding findings from previous studies and have been collated so that an overall picture of the current development emerges and of the trends becoming apparent in it.

Researchers: U. Hasebrink, J. Popp, H.-D. Schröder

Report:

Hasebrink, U.; Popp, J.; Schröder, H.-D.; in cooperation with N. Müller (2006): Perspektiven der Fernsehnutzung in digitalen Medienumgebungen. Hamburg, November 2006 (unpublished).

Lectures:

„Internationale Erfahrungen mit der Nutzung von DVB-H und DMB“ (International Experience with the Use of DVB-H and DMB), lecture by U. Hasebrink at the meeting of the MDR working group Mobile Television, 17 April 2007 in Leipzig.

„Fernsehnutzung in digitalen Medienumgebungen“ (Use of Television in digital Media Environments“), lecture by U. Hasebrink on the panel „Reception Research: what does the Viewer really want?“ in the context of COGNITIVE VAL-UES, Bremen Forum on academic and scientific Journalism on TV, 15/16 November 2006 in Bremen.

„Perspektiven der Fernsehnutzung in digitalen Medienumgebungen“ (Perspectives on Television Use in digital media Environments), lecture by U. Hasebrink and J. Popp, 30 October 2006 at ZDF in Mainz.

36. Convergence from the User's Perspective – the Concept of the Communication Modes

With this in-house project, the Institute is extending early work on the future of television use. In the face of the anticipated difficulty for researchers (as well as for media providers) in determining the tendencies of media use from the use of the respective individual media, given an environment where circumstances in the media are further converging technically, the concept of the communication mode is being put forward. This merits particular attention, for the very reason that it will become increasingly difficult to recognise from the use of a particular technical gadget what its users are doing. Using gadgets, which – to put it simply – can do „it all“, only the users themselves know in the last analysis, what they are doing in concrete terms, that is, in what communication

mode they are at any time. The thesis is here that the boundaries between technical media services are indeed blurring, but the boundaries between various communication modes and their psychic, social and cultural significance are preserved. Integrating old and new media does not mean that the specific ways of use and everyday routines bound up with various media level out and merge into an unspecific general communicative activity. On the contrary, available empirical findings, particularly those which look expressly for trans-media patterns of individual media use, point to the formation of very specific demarcations between the various media services.

Rather more, it can be observed that very specific demarcations result between the various media services. The Institute will in future investigate these, and the communication modes bound up with them, systematically; in this way, this initiative presents a counterpart from the social sciences to work, motivated by a jurisprudential approach, on a service-specific and diversified information regime.

Researcher: U. Hasebrink

Publication:

Hasebrink, U. (2004): Konvergenz aus Nutzerperspektive: Das Konzept der Kommunikationsmodi. In: U. Hasebrink, L. Mikos, E. Prommer (Ed.), Mediennutzung in konvergierenden Medienumgebungen. München (Reihe Rezeptionsforschung; Bd. 1), pp. 67-86.

Lectures:

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in converging Media Environments), lecture by U. Hasebrink at the conference “Between Hype, Reassessment and Initiative. 10 Years ARD/ZDF-Online study“, 10 May 2007 in Frankfurt/Main.

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in converging Media Environments), lecture by U. Hasebrink for the curators of the Academy of Publishing, 1 November 2006 in Hamburg.

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in converging Media Environments), lecture by U. Hasebrink in the context of an event by the Hamburg Group on Technology, 4 July 2006 in Hamburg.

„Radio audiences within converging media environments“, lecture by U. Hasebrink at the egta [association of television and radio sales houses] Fall Radio Meeting 2005 on the topic „How to make Radio an unavoidable element in an advertising campaign?“, 23 November 2005 in Hamburg.

37. Labelling of new Forms of Advertising and Viewer's Receptions

The rule on separating advertising from programmes is under discussion. The advertising crisis and the financing problems have reinforced the tendency to merge programme and advertising components more or less creatively, so that the question arises as to whether the separation rule might be regarded as the „yesterday's model“ (B. Baerns).

In an exploratory study, the Institute has, in cooperation with the State Media Authority of Hamburg, taken up some considerations aimed at maintaining the goals and values connected with the separation rule, or, as the case may be, at reassert their relevance and simultaneously creating a general framework also appropriate to the changed financial conditions. The point of departure lies in defining one or more additional categories with which hybrids could be designated, in order to furnish for viewers the proper transparency in the character of offerings.

Using concrete programme examples from Hamburg 1, the local commercial broadcasting station in Hamburg, several group interviews were carried out. The interviews were to provide insight into how far viewers regard new forms of advertising (programmes produced in cooperation with third parties) as editorial or advertising content, by what characteristics such assessments are made and what consequences this has for the perception of the programmes in question. The results show that various viewer groups can be distinguished according to perceptions of and attitudes to advertising messages. Overall, the sensibility towards advertising messages not clearly labelled is not very pronounced; specifically in the area of local and regional reporting there exists an extreme readiness to believe the respective offers. When asked directly about the cooperation between the television provider and third parties, most viewers showed views from sceptical to critical. To enable transparency for viewers in this respect, widely communicated and unequivocal labelling seems necessary.

Researchers: U. Hasebrink, A. Herzog, T. Hoppmann

Commissioned by: Hamburgische Anstalt für neue Medien HAM (State Media Authority of Hamburg)

Project Report:

Hasebrink, U.; Herzog, A.; Hoppmann, T. (2005): Zur Kennzeichnung verschiedener Werbeformen aus der Sicht der Zuschauer. Endbericht für die Hamburgische Anstalt für neue Medien (HAM) August 2005, Hamburg.

Presentations:

„Zur Kennzeichnung verschiedener Werbeformen lokalen Fernsehens aus der Sicht der Zuschauer“ (Designating various forms of Advertising in local Television from the Viewpoint of the Viewers), Presentation by U. Hasebrink at the Local Broadcasting Conference, 12 July 2006 in Nuremberg.

„Zur Kennzeichnung verschiedener Werbeformen aus der Sicht der Zuschauer“ (Designating various forms of Advertising in local Television from the Viewpoint of the Viewers), Presentation by U. Hasebrink at the Media Council of the Saxonian Media Authority (SLM) at 7 July 2006 in Grimma.

38. The Role of the Media in the EU's Integration of socially-disadvantaged Groups

Whilst the European Union had, since it was founded, a lot of success with regard to harmonisation on an economic and political level, citizens' social integration and identity-formation as Europeans still displays great deficits. Identification with the idea of Europe and of the EU is essentially an elite perspective. Socially-disadvantaged groups in the populace have a rather sceptical attitude towards the EU and feel less connected to it. Since the media play an important role in communicating information about the EU as well as in the formation of images of Europe, this project analyses the connections of personal experiences, media offers and media use with the attitudes towards Europe. At present, the project is in its proposal phase.

The project is intended to contain the following modules: a re-analysis of existing European opinion surveys will produce a socio-demographically more differentiated picture of citizens' attitudes towards the EU and their use of the media than is at present the case. In addition, an international comparison is to be conducted within this module. Two further modules are planned: firstly, a long-term monitoring of the media offers that are particularly relevant to lower

social levels and their presentation of Europe. Secondly, the formation of attitudes in less privileged groups will be identified through qualitative interviews.

The research proposal is to be carried out comparatively with the Department of Communication Studies at the University of Salzburg.

Researchers: A. Herzog, U. Hasebrink

Presentation:

„Knowledge of Europe and crossmedia environments. Conceptual and methodological challenges for audience and reception studies“, Presentation of a poster by U. Hasebrink and I. Paus-Hasebrink at the First European Communication Conference at 25/26 November 2005 in Amsterdam.

39. Mapping Europe: Identities, historical relations, media representations – The Case of the Baltic Sea Region

The notions people in Europe have of their own cultural identity, of the European culture and of the relations between them and finally of Europe as a whole belong to the essential preconditions for an enlarged Europe. We deem these notions altogether „Mental Maps“. These are the subject of a research project, which is currently at the stage of application to the 7th Research Framework Programme of the EU.

The project is to contain the following modules: Firstly, a re-analysis of data on the economic, political and cultural relations of European countries is to be carried out in order to describe the objective background for mental maps. Secondly, the development of relations in the European and particularly in the Baltic region is to be traced in its historical perspective. Thirdly, to explore subjective and social mental maps, the following steps are anticipated: the re-analysis of existing European opinion surveys, a representative questionnaire as well as interviews with focus groups for extending the analysis of mental maps. Fourthly, to describe the role of the media in forming mental maps, various steps are planned: a historical analysis of maps of Europe in the media (weather maps, etc.), a content analysis of European reporting in the participating countries, an analysis of the presentation of key historical events in the reporting as well as an observation of

programmes in the entertainment offerings with regards to references to Europe and ways of depicting it.

The comparative research proposal is to be conducted with partner institutes in the following countries: Denmark, Estonia, Finland, Latvia, Poland, Russia and Sweden.

Researchers: A. Herzog, U. Hasebrink, C. Hilgert, H.-U. Wagner, N. Landeck

40. Promoting Health in the Entertainment Format? How Minors perceive and evaluate Health-related Messages in Television Entertainment Programmes

Health topics gain in significance in teenage years: physical and psychic changes come about and the first experiences are made with narcotics. Young people are often difficult to reach with health-promoting or preventative messages, as they seek health information for themselves only comparatively rarely – unless they are directly or indirectly affected by a topic. Communication strategies specific to target groups are needed, which take account of the interest in the topic, the need for information as well as habits of media use.

In the USA, entertainment-education was already developed at the end of the 1960's as a concept, which exploited the attractiveness of entertainment offerings, in order to sensitise difficult to access target groups to topics related to health, among other things. To do this, a message promoting health integrated into an attractive offering in the media or a specialised offer was developed on the basis of the entertainment-education concept. Various studies testify to the concept's effectiveness to the extent that it could be shown that these pedagogically motivated offers could contribute to sensitising people to the topics and in a few cases to a change in attitude or behaviour as well. At the same time, however, comparatively little attention was paid to the placing of specifically directed media messages in a heterogeneous, partially contradictory programme environment (for example, advertising for alcohol, sweets [candy] etc.) and

also to the competition with other socialising influences.

In the context of a qualitative study, the question was, therefore, investigated as to whether and in what way young people do notice health-related messages at all in fictional programme offerings in the context of their general use of the media and how they judge them. The results show that health-related fictional offers certainly leave traces and can contribute to sensitising people to health-related topics, but they also point to the limits of the entertainment-education initiative.

The study was accepted as a dissertation in the Department of Education in the Faculty of Education, Psychology and Human Movement at the University of Hamburg.

Researcher: C. Lampert

Publications:

- Lampert, C. (2003): Gesundheitsförderung durch Unterhaltung? Zum Potenzial des Entertainment-Education-Ansatzes für die Förderung des Gesundheitsbewusstseins. In: Medien & Kommunikationswissenschaft, Jg. 51 (3-4), pp. 461-477.
- Lampert, C. (2005): Gezielte Lebenshilfe durch Entertainment-Education? In: medien + erziehung, Jg. 49 (5), pp. 33-37.
- Lampert, C. (2007): Gesundheitsförderung im Unterhaltungsförmat. Wie Jugendliche gesundheitsbezogene Darstellungen in fiktionalen Fernsehangeboten wahrnehmen und bewerten. Baden-Baden.

Lectures:

„Entertainment-Education Theory and Research: An Overview“, lecture by C. Lampert in the context of the ICA-conference, 20 June 2006 in Dresden.

„Zwischen Information und Entertainment – Suchtprävention in und mit Medien“ (Between Information and Entertainment – Preventing Addiction in and with the Media), Keynote address by C. Lampert in the context of the annual meeting of the Specialist Committee on Preventing Addiction, 7 September 2005 in Hamburg.

„Gesundheitskommunikation durch Entertainment Education. Zur Wahrnehmung und Bewertung von gesundheitsrelevanten Botschaften im Kontext von Unterhaltungsangeboten“ (Health communication through Entertainment Education. On the Perception and Evaluation of Messages relevant to Health in the Context of Entertainment Offerings), lecture by C. Lampert in the context of the specialist conference “Media and Health Communication”, 24 and 25 October 2003 in Loccum.

41. EUKidsOnline

Children’s use of new media forms the core of this project proposal, which was accepted at the beginning of 2006 by the European Commission in the context of the Safer Internet Plus Programme.

This is an international networking initiative, which brings together the available data from across Europe on children’s use of media, makes it available to internationally cooperating partners and identifies research needs on this basis. The focus was directed on, among other things, the following questions:

- What sort of research projects and data exist and what questions need empirical data?
- What problem areas and risks were identified the use of new media with particular reference to children?
- What significance do social factors (eg. communal, cultural or legal frameworks) have in this context?
- What questions and demands arise for (future) internationally comparative research?

Institutions from 18 countries in all are participating in the project group. Prof. Dr. Sonia Livingstone and Dr. Leslie Haddon from the London School of Economics and Political Science (LSE) are coordinating the network.

The entire project divides up into various priority topics, which concern, among other things, data access, questions of methodology, the demands of internationally comparative research etc. In the last analysis, recommendations for action in future research projects and measures for dealing safely with the Internet and other online services are to be worked out on this basis. The Hans Bredow Institute is undertaking to survey the data available in Germany and is coordinating a work package, in which a comparative analysis of the international findings is to be produced.

The project will last for 36 months. More detailed information is available at: www.eukidsonline.de.

Researchers: U. Hasebrink, C. Lampert

Student Assistants: E. Boller, N. Dargel

Funding: European Commission

Lectures:

„Kinder und Internet in Deutschland“ (Children and the Internet in Germany), lecture by C. Lampert in the context of the conference of the DGPK specialist group – Media Pedagogy, 20 October 2006 in Salzburg.

„Heranwachsen mit dem Internet in Europa. Konzept einer internationalen Studie und konzeptionelle Herausforderungen

vergleichender Forschung“ (Growing up with the Internet in Europe. The Concept for an international Study on the conceptual challenges of comparative Research), lecture by U. Hasebrink at the conference of the specialist group for media pedagogy of the DGPK, 20 October 2006 in Salzburg (together with I. Paus-Hasebrink).

42. User Perception of EU Institutions – an Investigation into the EU Website

In the consciousness of European citizens, Brussels and the institutions of the EU are still distant. This shows, not least, in the French and Dutch refusal of the „European Constitution“. The European institutions do indeed try to make their work more transparent and to bring it closer to citizens by constantly renewing initiatives and improving their communications policies, yet many of these attempts apparently run into the sand.

This comparative study examines how the EU institutions are perceived by Internet users in Germany, Denmark and England. The results will be augmented by qualitative interviews with office-holders in EU institutions.

The official website of the EU (www.europa.eu) forms the subject for this study on the basis that the internet is constantly growing in importance, both for finding information and for distributing it and for public relations. Our assumption is that the users' experience of this website effect their attitude to the EU negatively. Faced with this, the study is trying to develop recommendations for improving the interaction between institutions and citizens.

The theoretical intent behind this work lies in creating a frame of reference through the combination of „sense-making theory“ and uses and gratifications, where both users and communicators can be investigated. The study will be completed in Spring 2008.

Researcher: T. Hoppmann

Funding: University of Hamburg, DAAD
(German Academic Exchange Service)

Lectures:

„Examining the ‘point of frustration’ – The think-aloud method applied to online search tasks“, Presentation by T. Hoppmann at the European Communication Conference, 25 November 2005 in Amsterdam, Netherlands.

„Seeking and providing information online: Revisiting the dynamic-transactional approach“, Paper Presentation by T. Hoppmann at the ICA (International Communication Association), 25 May 2007 in San Francisco, USA.

Publication:

Hoppmann, T. (in print): Examining the ‘point of frustration’. The think-aloud method applied to online search tasks. In: International Journal of Methodology. Quality & Quantity.

FURTHER ACTIVITIES

Further Lectures

„Changes in lifestyles and listening habits“, lecture by U. Hasebrink at the 11th EBU Radio Assembly, 28 April 2005 in Copenhagen.

„Lifelong Media Use: A Key to Lifelong Learning?“, lecture by U. Hasebrink at the Jacobs Center for Lifelong Learning and Institutional Development an der International University Bremen, 8 March 2005 in Bremen.

Further Publications

- Berns, M.; de Bot, K.; Hasebrink, U. (Eds.) (2006): In the Presence of English. Media and European Youth. New York.
herein:
Berns, M.; Claes, M.-T.; de Bot, K.; Evers, R.; Hasebrink, U.; Huibregtse, I.; Truchot, C.; van de Wijst, P.: English in Europe, pp. 111-120;
Hasebrink, U. (2006): English, youth and media environments, pp. 89-110.
Hasebrink, U.; Berns, M.; de Bot, K. (2006): In the presence of English: A resume after step one of an international study, pp. 111-120.
Hasebrink, U. (in print): Medienrezeption. In: B. Thomaß (Ed.), Mediensysteme im internationalen Vergleich. Konstanz.
Hasebrink, U. (2006): The Audiences' Perspective on Global Media Landscapes. In: W. Urricchio; S. Kinnebrock (Ed.), Media Cultures. Heidelberg, pp. 49-60.
Hasebrink, U. (2007): Beiträge „Computer Use, International“ (S. 207-210), „Europe, Media Use in“ (pp. 304-308), „European Broadcasting Union (EBU)“ (pp. 308-309), „Radio, International“ (pp. 686-688), „Television, International Viewing Patterns“ (pp. 808-810). In: J. J. Arnett (Ed.), Encyclopedia of Children, Adolescents and the Media. Thousand Oaks.
Paus-Hasebrink, I.; Hasebrink, U. (2006): Rezeptionsanalyse. In: L. R. Tsvasman (Ed.), Das große Lexikon Medien und Kommunikation. Kompendium interdisziplinärer Konzepte. Würzburg, pp. 310-313.

C. KNOWLEDGE TRANSFER AND SERVICES OFFERED

The Hans Bredow Institute directs its work towards three target groups: to the research community, to institutions concerned with media and to socially active participants in business, politics and the general community, as well as to the (media aware) public at large.

One primary concern for the Institute's work is mediating between research and praxis. In communicating research results, it, therefore, uses the entire range of media for communicating research as well as forms of address tailored to wider or more specialised audiences. To these belong events (discussions, short seminars or workshops etc.) as well as short reports and expert commentaries.

The Institute's permanent services include the library and the research journal „Medien & Kommunikationswissenschaft“ (Media and Communication Research). The Institute's website (www.hans-bredow-institut.de) forms a portal to the most recent information on current research activity, publications and events.

The scientific community is the decisive yardstick for quality and quality assurance in the area of research. Indicators can also be found, however, for the quality of the Institute's work in the area of praxis. Its performance in transferring knowledge is apparent from the recognisable relevance of the Institute's work for its „stakeholders“.

Transfer to Media Politics and Praxis

The following specifies a few topics for which the Institute has delivered comprehensive transfers of knowledge and services in the period 2006/2007:

Research and Transfer Centre „Games“

„Games“, as people nowadays like to call this screen-based entertainment, are being widely talked about since they have overtaken other media with regard to the turnover they earn as well as to the length of time they are used among some sectors of the populace. Where the fascination is so great, fears about them are also present: the

discussion on the possible effects of computer games on their users is definitely current in the public sphere.

The Hans Bredow Institute is at present engaged in constructing a research and transfer centre on the subject of „Games“. It will generate expertise in this research area from various research disciplines and transmit it to interested parties. Its basis lies in the projects with relevant topics, for instance, on the evaluation of the protection of media for young people, particularly in the area of games (see projects nos. 8+9), as well as on the market for video and computer games (see project no. 23). A lecture series staged in the Summer Semester 2007 with the University of Hamburg has tackled this still little-known area of the media (the event was supported by the The Ministry of Economic and Labour Affairs of the Free and Hanseatic City of Hamburg). Beyond that, the Institute has contributed to a better understanding of the new „medium“ via:

- Wolfgang Schulz's participation in the „Expertengespräch zu Vollzugs- und Normsetzungsdefiziten im Umgang mit Gewalt in Computerspielen“ (Experts discuss deficits in enforcing and setting norms in dealing with violence in computer games) organised by the working party on internal affairs of the SPD (Social Democratic Party of Germany) members of parliament on 15 December 2006 in Berlin;

- Stephan Dreyer's participation in a panel in the context of the 4th Gfm (eGame marketing) World Congress on „In-Game Advertising and its legal Implications“ on 28 March 2007 in Berlin;

- The lecture by Uwe Hasenbrink and Hardy Dreier on „Games – ein kulturelles, gesellschaftliches und ökonomisches Phänomen“ (Games – an intercultural, social and economic Phenomenon) introducing the lecture series Games – Zukunftsperspektiven interaktiver Medienangebote“ (Games – Future Perspectives for interactive offerings in the Media) in the summer Semester at the University of Hamburg on 4 April 2007.

– The lecture of Hardy Dreier „Digitale Spiele und ihre Plattformen I: PC“ („Digital Games and their Platforms I: PC“), in the context of the lecture series Games – Zukunftsperspektiven interaktiver Medienangebote“ („Games - Future Perspectives for interactive offerings in the Media“) in the Summer Semester at the University of Hamburg on 25 April 2007.

EU Conference „More Faith in Contents“

The conference on European media politics, „Mehr Vertrauen in Inhalte“ (More Faith in Contents), took place on 11 May 2007 in Leipzig and was organised by the German presidency of the Council of Europe in cooperation with the European Commission. The Hans Bredow Institute was commissioned by the Federal Government Commissioner for Culture and the Media (BKM) to provide its conceptual and research groundwork, together with the EMR (Institute for European Media Law). 250 media experts from all EU member states discussed ways of strengthening confidence in the contents of digital media. More detailed information is available at: www.vertrauen-in-inhalte.de.

Revision of the European Community Directive on Television

The revision of the EC Directive on Television has dominated media politics on the European level and is being monitored intensively by the Institute. The Commission had presented a draft for a subsequent directive in December 2005 and in May 2007 the Council and the Parliament reached a political consensus on audiovisual media services.

– The Institute won the EU Commission’s call for tenders on the project „Co-Regulatory Measures in the Media Sector“, which delivers data towards implementing the directive (see above, project no. 11).

– Wolfgang Schulz accompanied the reform process as a consultant, as in the „Focus Group 1“ on the directive’s area of application; in addition, he served as an expert on the panel, „Rules applicable to audio-visual content services“, Audiovisual Conference – ‘Between Culture and Com-

merce’ at the invitation of the British presidency of the Council of the EU; in the Expert Group on Cultural Diversity and the Promotion of European and Independent Audiovisual Production; at the hearing of the Ausschuss für Kultur und Medien des Deutschen Bundestages (parliamentary committee on cultural and media affairs) into the reform of the Directive on Television as well as at the hearing in the European parliament.

– The discussion on the revision of the directive was also accompanied by talks and publications in specialist media, above all on the topic of the planned regulation of product placement. A contribution to the interpretation of the new directive is being prepared.

The Control of Media Concentration – The Fusion of Springer/ProSiebenSat.1

Following the failed fusion of Springer/ProSiebenSat.1, the Institute has contributed to underpinning the discussion on the control of media concentration with research results:

– Uwe Hasebrink’s lecture at the KEK (Commission on Concentration in the Media) conference „Medienrelevante Märkte in der rundfunkrechtlichen Konzentrationskontrolle“ (Media-relevant Markets in the Control of Concentration under Broadcasting Law“) on 17 October 2005 in Potsdam;

– „Wie erhalten wir die Medienvielfalt?“ (How do we maintain Diversity in the Media?), Wolfgang Schulz’s closing address at the public discussion on the topic of media concentration held by the Green Party members of parliament on 20 February 2006 in Berlin.

– Wolfgang Schulz’s participation in a panel discussion held by the BLM (Bavarian Regulatory Authority for Commercial Broadcasting) on „Die Meinungsmacht der Medien – Modelle zur Gewichtung von Medienmärkten“ (The Media’s Power to shape Opinions – Models for Evaluating Media Markets) on 17 May 2006;

– „Anregungen zur Weiterentwicklung des Konzentrationsrechts im Mediensektor“ (Suggestions for further Development of the Law on Concentration in the Media Sector), an opinion from Wolfgang Schulz at the hearing of the Ausschuss

für Wissenschaft und Hochschule, Kultur und Medien des Sächsischen Landtages (Parliament of Saxony Committee for Science and Education, Culture and the Media) on 24 May 2007.

Separation of Advertising and Programmes

The intensive debate on „covert advertising“ shifted the question of the separation of advertising and programmes into the focus of attention again in 2005. Faced with technical convergence but also with the specific conditions on financing, particularly in the area of local and regional broadcasting, regulators see themselves confronted by the demand to create a general framework to secure the rule of separation also under changed conditions.

- The Institute has investigated the viewer’s perception of various mixed forms of advertising and programmes for the HAM (Hamburg Institute for New Media) and developed suggestions for labelling rules (see project no. 37).

- Uwe Hasebrink presented the experience gained from this study on 7 July 2006 at a closed conference of the SLM (the Media Council of the State Institute for Media, Saxony) in Grimma and on 12 July 2006 at the Local Broadcasting Days in Nuremberg.

Reform of Federalism

For the discussion on a reform of the federal structure of Germany, the Institute has contributed:

- The hearing of Wolfgang Schulz as expert opinion by the Committee on Legal Affairs of the German Federal Parliament in June 2006.

Functional Commitment of Public Institutions

The possibilities for public broadcasters to offer programmes oriented towards public service also in areas beyond classical broadcasting, depend on the national and European legal framework. Staff of the Institute have here contributed know-how, among other things, namely with

- The hearing of Uwe Hasebrink on the topic „Public Broadcasting in the Information Society“; in the context of an experts’ group of the Council of Europe on 2/3 May 2005 in Strasbourg;

- Wolfgang Schulz’s research-based advice to the German federal States in proceedings on subsidies E 3/2005 (Financing of Public Broadcasting Services – Germany) at the European Commission Directorate General for Competition;

- Uwe Hasebrink’s lecture on the topic of „Public Value – im Dienst der Bürger. Der Beitrag des öffentlich-rechtlichen Rundfunks zur gesellschaftlichen Wertschöpfung in Europa“ (Public Value – in the Service of the Citizen. The Contribution of Public Broadcasting to Adding Value to Society in Europe) at the Munich Media Days on 18 October 2006;

- The written opinion from Wolfgang Schulz for the hearing „Keine Rundfunkgebühr für internetfähige PCs“ (No Broadcasting Fee for Internet-capable PC’s) by the Committee for Federal and European Affairs and Media of the State Parliament of Lower Saxony on 12 December 2006 in Hanover.

States Media Treaty Hamburg/Schleswig-Holstein

In 2005, the State governments of Hamburg and Schleswig-Holstein commenced discussions on a comprehensive cooperation in the area of the media. The core element was a joint media law and the States’ treaty on it was promulgated on 13 June 2006 and came into effect on 1 March 2007. The Institute was involved in the process via the following activities:

- At the request of the Hamburg Mayor’s Office, an opinion on the advisory draft was written.

- On 4 October 2006, Wolfgang Schulz took part in the hearing on the States’ treaty in the parliament of Schleswig-Holstein.

- At the hearing in the Economic Affairs Committee of the Hamburgische Bürgerschaft (Hamburg State parliament), “Entwurf eines Gesetzes zum Staatsvertrag über das Medienrecht in Hamburg und Schleswig-Holstein (Medienstaatsvertrag HSH) (Draft of a Law on the States’ Treaty on Media Law in Hamburg and Schleswig-Holstein [Media States’ Treaty HSH]) on 5 October 2006, Wolfgang Schulz participated by providing an opinion.

Introduction of new Technologies such as DVB-H

The Institute continually monitors the questions thrown up in the context of the introduction of new technologies like DVB-H and at the end of 2006 provided the results of its observations for anyone interested to download free of charge through the journal „DocuWatch –Digitales Fernsehen“ (see also project no. 6); the issue 3/2006 was specially dedicated to the developments in the area of mobile television. It offers an extended contextualisation and a critical structuring of the current developments, points to the problem areas and indicates the regulatory consequences of its findings.

– On this basis, Uwe Hasebrink gave a talk in April 2007 on „Internationale Erfahrungen mit der Nutzung von DVB-H und DMB“ (International Experience with Using DVB-H and DMB) at the meeting of the MDR (Mid-Germany Broadcasting Service) working group on mobile television.

Changes in Media Use

Among the decisive questions for media politics as for media praxis belongs the one as to how people's dealings with the media change in the face of the digitalised media environments. The Institute is developing synopses on the current status international research, in direct cooperation with media companies and other institutions from the media area, and is discussing the perspectives resulting from them. In 2006 the Institute produced a report for the ZDF (Second German Broadcasting Service) on television use in digital media environments (see project no. 35) and presented this in the context of an internal workshop on 30 October 2006 in Mainz. Uwe Hasebrink and Jutta Popp brought considerations on this topic into the conferences and workshops of various institutions, as with the Hamburg Academy for Journalism and the Media, the ARD/ZDF Medienkommission (the media commission of the consortium of German broadcasters and of the Second German Broadcasting Service) in Frankfurt, with the Bertelsmann Foundation and the Körber Foundation.

Transfer to other social Groups

The Hans Bredow Institute would like to make its research results productive not only for media politics and praxis but also for other social groups. It, therefore, addresses a wider public, among other things with the following events and publications:

Event Series „Nachgedacht – Geisteswissenschaften in Hamburg“ (Due Consideration – Humanities in Hamburg)

In the „Year of the Humanities 2007“, the Institute is participating in the event series „Nachgedacht – Geisteswissenschaften in Hamburg“ (Due Consideration – Humanities in Hamburg). Institutions from the Hansa City are looking at central topics in the Humanities and want to prompt curiosity about questions surrounding understanding, morality, text, language and culture. They are displaying examples of what is being considered in their ranks and what they have to offer at monthly meetings in the Springer Verlag's canteen, a protected historical site. The events are free of charge and open to all without any need to register.

Information on the individual topics, dates and lecturers as well as on the participating institutions is available at: www.nachgedacht-hamburg.de. Alongside the Institute, the participating institutions are Bucerius Kunst Forum (the Bucerius Forum for Art), the Forschungsstelle für Zeitgeschichte in Hamburg (The Hamburg Research Centre for Contemporary History), the Hamburger Institut für Sozialforschung (The Hamburg Institute for Social Research), the Institut für die Geschichte der deutschen Juden (The Institute for the History of German Jews), the Körber Foundation, the State and University Library Carl von Ossietzky, the University of Hamburg and die ZEIT Foundation Ebelin und Gerd Bucerius. The series is under the patronage of Senator Jörg Dräger, President of the Authority for Science and Research in Hamburg and is being generously supported by the Spiegel-Verlag.

Under the title „Faszinierend verführerisch – Medien in den Lebenswelten von Kindern“ (Fascinatingly seductive – Media in the World of Children's' Lives) Claudia Lampert and Uwe

Hasebrink gave some 180 visitors an insight, on behalf of the Institute, into their work on 23 April 2007. They also explained how children today grow up in changing media environments, how they adopt the media's offerings and what negative results can ensue from engaging with the media. Using the example of numerous current offerings for children and drawing on various studies, they demonstrated how media research tackles this subject area and, in this way, gives insight into the communicative bases of culture and society.

Lexicon „Medien von A bis Z“ (Media from A to Z)

The lexicon addresses itself also to non-specialist readers interested in its topics. It provides generally comprehensible, yet research-based information on the developments in the system of the media and is divided into a survey article and some 160 keywords. That makes reference possible both through the alphabetical order of the individual articles and via topic areas like journalism, media contents, media business, media effects, media politics and media law. Accounts of the media systems in selected countries and of important media companies are also offered.

The project (see no. 21) depends to a great extent on the multidisciplinary qualifications of the Institute's staff, many of who have had a hand in it.

The lexicon appeared in Autumn 2006 in the publishing house VS Verlag für Sozialwissenschaften and is in addition widely distributed by the federal and the states' agencies for civic education.

Lecture series „Fascination with Media“

The events offered under „Fascination with Media“ has been organised since 2003 by the LI, State Institute for Teacher Training and School Development in cooperation with the SPZ, Bureau for the Prevention of Addiction and the Centre for the Prevention of Addiction, the JIZ, the Information Centre for Young People, GMK, Society for Media Education and Communications Culture and the Hans Bredow Institute (C. Lampert). The events are particularly aimed at parents, teachers

and disseminators working with children and young people. The former feel themselves overtaxed when faced by the almost incomprehensible range of offerings in the media and look for concrete concepts for educating about the media and for applicable guidelines, both for their own family life and for (extra) school life. Events on the fascination of computer games, media and consumption in everyday education, media competence and the prevention of addiction etc. are offered.

Media Enquiries

The staff of the Institute is available to answer enquiries on literature, subject-specific information and expert opinions and to consult on research enquiries. This sort of „informal“ service is often used by interested groups and is also called on intensively by journalists, who turn to the staff of the Institute frequently, and for whom the staff of the Institute represents sought-after partners. Here, it is often a question of specialist assessment of current developments in the media through interviews for television, radio, in online offerings or in the press. Frequently, however it also concerns discussions on the background with editors, news agencies and associations.

Being as far as possible open to these sort of enquires is part of the Institutes self-image, but it does not respond to every question; it often helps by referring on to relevant colleagues or with background information.

The Institute in the WWW

The address, www.Hans-bredow.institut.de, gives the entire spectrum of the Institute's activities: information on the current research projects and on new publications (also for download) and is constantly updated, as are invitations to events or positions vacant. Anyone interested can subscribe to a newsletter giving information about new developments every two months or so.

In addition, this site permits online research in the library catalogue. Materials and courses offered by individual staff can be found here on their personal pages.

Library

The library of the Hans Bredow Institute – one of the most important specialist libraries on the topic of media, media research in North Germany – has today holdings of just on 28,000 volumes. It contains German and foreign-language literature, among other things, on social, legal, pedagogical and economic aspect of radio and television, as well as on the new electronic media, on the development of the telecommunications market and on the possible use or application of multimedia.

The book holdings are augmented by serials department with ca. 180 titles, which contains German-language and foreign specialist journals, as well as press and information services on the subject-area mentioned. One frequently used rare item is the magazine „Hörzu“, which is held from issue 1/1946 onwards.

The library is accessible to everyone. Students of the University of Hamburg and of technical colleges are its main users, but other come from all over Germany. Beyond that are questions on literature from journalists: editorial desks in the publishing houses located in Hamburg and broadcasting providers use the book holdings for research purposes. There are also a large number of advertising agencies or businesses respectively, who need information on the media branch for their work, as well as law firms taking advantage of the specialised offering of literature in the area of media law.

As the library catalogue is completely accessible online (at www.hans-bredow-institut.de/biblio thek, research can also be conducted from outside Hamburg at any time. Here, the comprehensive assessment of specialist journals and of press services as well as individual contributions to collections is a particular service: the journal extracts from „Medien & Kommunikationswissenschaft“ („Media and Communication Studies“, or since 1988 from its predecessor, „Rundfunk und Fernsehen“ [„Broadcasting and Television“]) have been transferred electronically, so that they make available a comprehensive bibliography or articles, which has been added to since 1997 by the inclusion and indexing of the contributions in collections.

Currently ca. 47,000 data items are available to user via computer. Information on the loan status of a book as well as on any reserves can also be accessed online.

Consultant: Dipl. Bibl. Jutta Simon

- Opening hours Mon 14-19, Tues 10-19, Wed/Thurs 10-17, Fri 10-14
- Online research via www.hansbredow-institut.de
- Borrowing is possible with a Hamburg student ID or with a personal ID with a Hamburg address
- Copy facilities available

Publications

Alongside monographs, the Hans Bredow Institute publishes above all the following:

Medien & Kommunikationswissenschaft

The scholarly journal, „Medien & Kommunikationswissenschaft“ (M&K, Media and Communication Studies) has been published and edited since 1953 (up to the end of 1999 under the title „Rundfunk und Fernsehen“ [Broadcasting and Television]) by the Hans Bredow Institute; it appears quarterly in the Nomos-Verlag, Baden-Baden.

M&K offers a forum for discussion of questions related to media and communication, as well as for analysing media development from various perspectives and across all forms, be they „new“ or „old“. M&K is open to various scholarly disciplines and methodological approaches and hence reflects the trends in research and the public discussion surrounding the media.

The spectrum of contents ranges from contributions out of research into use and reception, journalism, media law and regulation, health communication, media economics, out of political communication, research into effects, cultural studies and media culture to media psychology and media ethics.

The journal runs to ca. 600 pages p.a. and contains articles on the development of theory, current reports oriented to results and methodology and contributions to discussions, reviews and reports on literature, a survey of new literature, extracts from the relevant international specialist

journals and an annual chronicle of developments in the media.

Assessment of manuscripts proceeds via an anonymous peer-review procedure, where experts from the scholarly community provide opinions on texts submitted and in this way help to assure a selecting of contributions oriented towards scholarly quality. The editors ensure the greatest possible transparency with an annual report (at www.hans-bredow-institut.de)

The Nomos-Verlag has been offering the issues of „Medien & Kommunikationswissenschaft“ online since June 2007 at the website www.m-und-k.info. Here, all volumes older than three years can be downloaded free of charge as PDF files, that is, currently all volumes from 2000 to 2003 inclusive. From 2004, one contribution and the contents are freely available for each; the issues for 2004 are being released gradually as each new issue appears.

International Media Handbook

The International Media Handbook (see also project no. 2) has been edited and published by the Hans Bredow Institute since 1957 and appears in the Nomos-Verlag, Baden-Baden. The Handbook offers concise information on the legal and organisational bases of the media (print, broadcasting, online offerings), on the most important practitioners, on the media on offer as well as on the development trends in all European countries and in many states around the world.

A new edition of the Handbook is in preparation and is due to appear in Spring 2008.

Publications for Downloading

- In the „Nordwestdeutschen Heften zur Rundfunkgeschichte“ (Northwest German Papers on Broadcasting History), results from the work of the „Forschungsstelle zur Geschichte des Rundfunks in Norddeutschland“ (Research Centre for the History of Broadcasting in North Germany, see. Project no. 30), documents and interviews with contemporary witnesses are published. The papers appear in

loose sequence under the imprint of the Hans Bredow Institute and can be downloaded free of charge from the homepage at www.hans-bredow-institut.de/nwdr/Publications.htm.

- The series „Arbeitspapiere des Hans Bredow Institutes“ (Working Papers of the Hans Bredow Institute) appears in loose sequence and on various topic areas under the imprint of the Hans Bredow Institute at: www.hans-bredow-institut.de/Publications/apapiere/.
- The journal, „DocuWatch Digitales Fernsehen – eine Sichtung ausgewählter Dokumente und wissenschaftlicher Studien im Auftrag der Landesmedienanstalten“ (DocuWatch digital Television – a Survey of selected Documents and research Studies commissioned by the federal States’ Media Institutes.) appeared quarterly until the end of 2004 under the imprint of the Hans Bredow Institute at: www.hans-bredow-institut.de/publikationen/dw/. Financing has currently ceased and a subsequent project is being considered.

Series in the Nomos-Verlag

- The series „Publikationen des Hans Bredow Institutes“ (Publications of the Hans Bredow Institute) appears in the Nomos-Verlag, Baden-Baden.
- The series „Regulierung und Recht“ (Regulation and Law) edited by W. Schulz appears in the Nomos-Verlag, Baden-Baden.

Events

The Hans Bredow Institute offers – according to topic and target group – various forms of events, for instance, discussion series, intensive seminars or workshops etc.

The events for 2006/2007 are described respectively under the individual work areas.

D. HISTORY – GOVERNANCE – ORGANS

History

The Hans Bredow Institute was founded on 30 May 1950 by the then NWDR (Northwest German Broadcasting) and the University of Hamburg as a foundation legally responsible under civil law. The Institute was named after Hans Bredow, who had signally promoted the establishment of German broadcasting as State Secretary and Commissioner for Broadcasting in the Ministry of Posts in the Weimar Republic. After a work-ban at the time of National Socialism, Hans Bredow worked on establishing public broadcasting post war in close contact with the Chief controller of the NWDR, Sir Hugh Greene.

The purpose of the Hans Bredow Institute as an independent, publically-accountable foundation is to conduct research into media, particularly in the areas of broadcasting, as well as of other electronic media, in an interdisciplinary fashion and to make the results available to scholarship, praxis and the public.

The interdisciplinary structure of the Institute's research into media finds expression in the specialist orientation of its respective directors: from 1950-1967 a historian, in the person of Egmont Zechlin, was head of the Institute, from 1968-1970 an educationalist, in the person of Hans Wenke, from 1971-1979 a sociologist, in the person of Jan-peter Kob. From 1979-1995, the Institute was led by academic lawyer Wolfgang Hoffmann-Riem, from 1995-1998 by the political scientist and scholar of journalism and communication, Otfried Jarren. Since the summer of 1998 the academic leadership of the Institute has resided in a directorate, which represents the two main pillars of the Institute's work, research into media law and communications. Initially, Wolfgang Hoffmann-Riem (until December, 1999), Otfried Jarren (until July 2001) and the communications scholar Uwe Hasebrink belonged to it. Since July 2001, the directorate has consisted of Uwe Hasebrink (Chair) and the academic lawyer, Wolfgang Schulz.

Governance

The Institute's finances derive from subsidies and income from research projects, as well as publishing. The Hans Bredow Institute is entitled as a publically-accountable foundation, to authorise sponsorships.

The subsidies come from the resources of: the Free and Hanseatic City of Hamburg, NDR Media GmbH (advertising company of the North German Broadcasting), WDR mediagroup GmbH (advertising company of the West German broadcasting), Deutsche Welle, ARD-Werbung (advertising company of the Consortium of German Broadcasters), Zweites Deutsches Fernsehen (Second German Television), Arbeitsgemeinschaft der Landesmedienanstalten (the Working Party of federal States' Media Institutions), as well as from the Medienstiftung Hamburg/Schleswig-Holstein (Foundation for the Media in Hamburg/Schleswig-Holstein). The subsidy contributions are respectively granted year by year on application by the Institute.

Organs

As a legally responsible foundation, the Institute has three organs: the curatorship, the directorate and the Council. The curatorship meets in formal session at least twice a year. Its members are:

Prof. Dr. Monika **Auweter-Kurtz**, President of the University of Hamburg (Chair), Dr. Erik **Bettermann**, Deutsche Welle, Antje **Blumenthal**, NDR Council, Harald **Datzer**, Hamburg Authority for Science and Research, Prof. Dr. Karl-Werner **Hansmann**, University of Hamburg, Matthias **Harbort**, BKM, Prof. Dr. Jörg **Hennig**, University of Hamburg, Ruben **Herzberg**, NDR Council, Prof. Dr. Knut **Hickethier**, University of Hamburg, N. N., ALM, Susanne **Kayser**, ZDF, Eva-Maria **Michel**, WDR, Prof. Jobst Plog, NDR North German Broadcasting

D. STAFF OF THE INSTITUTE

RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

Prof. Dr. Joan Kristin Bleicher (born 1960) studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no. 240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, "Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt: Fernsehen in der Bundesrepublik Deutschland" (Aesthetics, Pragmatics and History of the screen-based media. Special Emphasis: Television in the Federal Republic of Germany). After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the internet. From the summer Semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. Since spring 2002, she has held a joint professorship in „Media Studies“ at the Hans Bredow Institute and the University of Hamburg.

Projects 2006/2007

- Foundations of the Internet
- Television in Media Competition

Courses offered 2006/2007

„Schreiben über Medien“ (Writing about the Media), a seminar project in the programme on Media and Communication at the University of Hamburg, Summer Semester 2007.

„Einführung in die Medien- und Kommunikationswissenschaft“ (Introduction to Media and Communication Studies), lecture in the programme Media and Communication at the University of Hamburg, Winter Semester 2005/2006 and Winter Semester 2006/2007.

„Mediengeschichte und Mediengegenwart“ (Media and their Presence), lecture in the programme Media and Communication at the University of Hamburg, Summer Semester 2007.

„Examinations Colloquium“ in the programme on Media Culture at the University of Hamburg, Winter Semester 2005/06 und 2006/07.

Seminar on Internship in the programme on Media and Communication at the University of Hamburg, Winter Semester 2006/07.

„Grundlagen Fernsehen“ (Fundamentals of Television), seminar in the programme on Media Culture at the University of Hamburg, Summer Semester 2006.

„Film- und Fernsehkritik“ (Film and Television Criticism), seminar project in the programme on Media Culture at the University of Hamburg, Summer Semester 2006.

„Grundlagen Massenmedien“ (Fundamentals of the Mass Media), lecture in the programme on Media and Communication at the University of Hamburg, Summer Semester 2007.

„Formen des audiovisuellen Erzählens“ (Forms of audiovisual narrative), seminar at the University of Salzburg, Winter Semester 2005/06.

„New Journalism“, seminar at the Hamburg Media School, Winter Semester 2005/06.

„Grundlagen Internet“ (Fundamentals of the Internet), seminar in the programme on Media Culture at the University of Hamburg, Winter Semester 2005/06 and 06/07.

„Fix it in the Post“ – pragmatic TV editing (linear und non-linear)“, seminar project in the programme on Media Culture at the University of Hamburg, Winter Semester 2005/06.

Lectures 2006/2007

„Fernsehen im Wandel? Einblicke in aktuelle Programmentwicklungen“ (Television in Transition? Insights into current Developments in Programming“), Lecture at the conference Current Developments in Television, 30 March 2007 in Berlin.

„Formen und Funktionen selbstreferentieller Fernsehsendungen“ (Forms and functions of self-referential Television Programmes“), Lecture at the University of Bonn, 9 February 2007.

„Emotionalisierungsstrategien in TV Movies und Reality Formaten“ (Strategies of Stimulating Emotion in TV Movies and Reality Formats), Lecture at the conference „Emotions“ at the University of Hamburg, 12 January 2007.

„Fernsehfilm und TV Movie“ (The Film for Television and the Tv Movie), Lecture in the team lecture series on Film History at the University of Hamburg, 9 January 2007.

„Zur Darstellung von Gesundheit im Fernsehen“ (How Health is presented on Television), Lecture at the annual meeting of the GMK, 19 November 2006 in Dresden.

„Die Super Nanny: Ratgeber oder doch nur Quote? (Super Nanny: Counsel or just Ratings?)“, Lecture at the Augsburg Conversations on Media, 14 September 2006.

„Melodramen und TV Movies“ (Melodramas and Tv Movies), Lecture at the conference „Melodramas“, 7 September 2006 in Hamburg.

„Konzepte und Modelle einer Stilgeschichte des Fernsehens“ (Concepts and Models of a History of Television Stylistics), Lecture at the conference „History of Style in Television“, 31 March 2006 in Berlin.

„Abaton – Unternehmensgeschichte eines Kinos“ (Abaton – The History of a Cinema as Business), Lecture at the conference „Media History as Business History“, 27 January 2006 in Hamburg.

Publications 2006/2007

Bleicher, J. K. (2006): „We Love To Entertain You“. In: Beobachtungen zur aktuellen Entwicklung von Fernsehformaten. Hamburg.

Bleicher, J. K. (2006): Abaton – Unternehmensgeschichte eines Kinos. In: K. Hickethier (Ed.), Mediengeschichte als Unternehmensgeschichte. Überlegungen zu einem neuen Paradigma. Hamburger Hefte zur Medienkultur Nr. 3, pp. 80-96.

Bleicher, J. K. (2006): Der Zuschauer als Spielleiter. Formen der Interaktivität in aktuellen Unterhaltungskonzepten des Deutschen Fernsehens. In: B. Neitzel; R. Nohr (Ed.), Das Spiel mit dem Medium. Partizipation – Immersion – Interaktion. Zur Teilhabe an den Medien von Kunst bis Computerspiel. Marburg, pp. 80-91.

Bleicher, J. K. (2006): Skurrilitäten und Tabubrüche im Fernsehen. Ein Streifzug durch die Programmgeschichte. In: S. Ganguin; U. Sander (Ed.), Sensation, Skurrilität und Tabus in den Medien. Wiesbaden, pp. 79-92.

Bleicher, J. K. (2006): Keywords „Feuilleton“, „Programmformate Fernsehen“, „Programmformate Radio“, „Angebotsformen des Internets“, „Medienkritik“. In: Hans Bredow Institut (Ed.), Medien von A-Z. Wiesbaden.

Bleicher, J. K. (2006): Television as Myth: Poetics of a Narrative Epistemological System. In: W. Uricchio, pp. Kinnebrock (Ed.), Media Cultures. Heidelberg, pp. 113-124.

Theses supervised

Barbara Link, HFF Potsdam: Fernsehdesign (completed).

Sigrid Kannengießer: Community Radio in Afrika (ongoing)

Skadi Loist, Universität Hamburg: Geschichte des Queer Cinema (ongoing).

Inka Brunn (born 1981) studied law at the University of Hamburg and at the Norwich Law School, UK. She worked as a student for AOL, Germany. Since September 2006, she has been a member of staff at the Hans Bredow Institute. Her interests emphasise copyright law, particularly with regard to the challenges of the new media, broadcasting law, here above all with regard to the position of the public broadcasting institutions and their financing, as well as questions of the protection of young people. Further to this, she is interested in the protection of personal-

ity rights vis-à-vis intrusions by the press and in the various legal configurations of this protection in Europe.

Projects 2006/2007

- Analysis of the system for the protection of young people – Law on the Protection of Minors and State's Treaty on the Protection of Media for Minors.
- The German system for the protection of young people in the area of video and computer games – general framework, enforcement and options for action.
- Copyright in the information society – breaches of copyright by search engines.

Hardy Dreier, M. A. (born 1965) studied journalism and communications, political science and librarianship at the Free University of Berlin. From 1994 to 1999, he was a staff member in the area of economic and mass communication at the Institute for Journalism and Communications Research at the Free University of Berlin. He has been working as a research consultant at the Hans Bredow Institute since November, 1999 and analyses the effect of the development of multimedia on the structure of the system of the media. His dissertation concerns the effects of online developments on the German newspaper environment. His research interests deal with – also independently of multimedia – the constantly changing structures of the system of the media, above all from an economic perspective. Here, the emphasis in content means, among other things, engaging with the development of the market for screen-based games and the introduction of digital television.

Projects 2006/2007

- Communications and Media Report of the Federal Government
- DocuWatch digital television
- Evaluation of the Austrian Television Fund
- The music business in Hamburg - profiles, trends and development opportunities
- The market for video and computer games
- Possible crossmedial effects of permitting product placement in television
- The German system for the protection of young people in the areas of video and computer games - general framework, enforcement and options for action
- The broadcasting landscape of Schleswig-Holstein

Courses 2006/2007

„Medienökonomie“ (Media Economy), Reflexive course at the Institute for Communication Studies of the Westfälische Wilhelms-University Münster, Summer Semester 2006.

„Das Mediensystems in Deutschland“ (The Media system in Germany), Module in the context „Applied Media Economy“ of the Macromedia Academy in Hamburg, Winter Semester 2005/2006.

„Technikfolgen/Kommunikationstheorie“ (Consequences of Technology / Communication Theory), seminar in the course on Media Technology at the University of Applied Science Hamburg, Summer Semester 2006, Winter Semester 2006/2007 and Summer Semester 2007..

„Vertrieb in der Medienwirtschaft“ (Selling in Media Business), block seminar in the context of the course on Media Management at the Technical College St. Pölten, Winter Semester 2006/2007.

„Games – Zukunftsperspektiven interaktiver Medienangebote“ (Games –future Perspectives for interactive Media Offerings). Preparation and organisation of team lecture series at University of Hamburg, Summer Semester 2007 (with U.Hasebrink).

Lectures 2006/2007

„Digitale Spiele und ihre Plattformen I: PC“ (Digital Games and their Platforms I: PC), lecture in the context of the team lecture series „Games –future Perspectives for interactive Media Offerings, 25 April 2007 in Hamburg.

„Games – ein kulturelles, gesellschaftliches und ökonomisches Phänomen“ (Games – a cultural, social and economic Phenomenon), introductory lecture in the context of the team lecture series „Games –future Perspectives for interactive Media Offerings, Summer Semester, 4 April 2007 (with U. Hasebrink).

„Die Entwicklung des digitalen Fernsehens in Deutschland“ (The Development of digital Television in Germany), lecture in the context of Executive and Expert Training Programs „Cultural and Media Studies of the German and European Market.“ China Education & Training Center, 20. and 21 July 2006 in Hamburg.

„Der deutsche Pressemarkt“ (The German Press Market), lecture in context of Executive and Expert Training Programs „Cultural and Media Studies of the German and European Market.“ China Education & Training Center, 20 and 21 July 2006 in Hamburg.

„Perspektiven der Hamburger Musikwirtschaft“ (Perspective in Hamburg Music Business), lecture in the context of the Workshop on Music Studies, 6 April 2006 in Hamburg.

Publications 2006/2007

Dreier, H. (2006): Keywords „Arbeitsmarkt“, „Aufmerksamkeit“, „Bertelsmann AG“, „Bildschirmspiele“, „Breitbandkabelnetz“, „China“, „Cross Promotion“, „Deutschland“, „Drucktechnik“, „DSL“, „Electronic Commerce (E-Commerce)“, „Film“, „Holtzbrinck-Konzern“, „Konzentration“, „Marktzutrittschranken“, „Mediaset“, „Microsoft“, „Mobilkommunikation“, „Multimedia“, „News Corporation“, „Pressevertrieb“, „ProSiebenSat.1 Media AG“, „Satellit“, „Sony“, „Time Warner“, „Tonträger“, „Verwertungskette“, „Viacom“, „Vivendi“, „Walt Disney Com-

pany. In: Hans Bredow Institute (Ed.), Medien von A bis Z. Wiesbaden.

Dreier, H. (2007): Keywords „Disney“, „Electronic Games, History“, „Licensing and Merchandising“. In: J. J. Arnett (Ed.), Encyclopedia of children, adolescents, and the media. London.

Dreier, H.; Hilgert, C. (2006): Electronic Programme Guides: Ökonomische Aspekte. In: DocuWatch 3/2006, pp. 10-16.

Hasebrink, U.; Dreier, H.; Dreyer, S.; Eilders, C.; Popp, J. (2006): Hörfunklandschaft Schleswig-Holstein. Eine Bestandsaufnahme nach zwanzig Jahren privaten Hörfunks. Kiel.

Stephan Dreyer (born 1975) studied law at the University of Hamburg. He has been a member of staff at the Hans Bredow Institute since February 2002. His research interest concerns the law applicable to the new media as well as the new forms of distribution platform, for instance, DVB-H or IPTV. A further emphasis of interest is legal questions in connection with computer and video games. At the Institute, he manages the didactic concept as well as the organisation of the E-learning offers on the basis of the „Global Classroom“ platform. In the context of his dissertation, he is investigating the problematic of legal decisions on uncertainty within the protection of media for young people.

Projects 2006/2007

- Analysis of the system for the protection of young people – Law on the Protection of Minors and State's Treaty on the Protection of Media for Minors.
- The German system for the protection of young people in the areas of video and computer games - general framework, enforcement and options for action
- Decisions on uncertainty within the protection of media for young people.
- The Market for video and computer Games
- The radio landscape of Schleswig-Holstein
- The Communications and Media Report of the Federal Government
- DocuWatch digital television
- „Global Classroom“ –Pilot project in teaching Media Law
- Activities in further education in Media Law and Professionalisation: specialist lawyers' Seminars unthe LLM. European and Transnational Media and Telecommunications Law (Hamburg/Toronto)

Courses 2006/2007

„Medienrecht“ (Media Law), Lecture in the Department of Information and Communication at the Technical College Hannover, Winter Semester 2006/2007 (together with B. Korte).

Lectures 2006/2007

„In-Game Advertising und die rechtlichen Implikationen“ (In-Game Advertising and the legal Implications), contribution form the podium of the 4. GfM (eGame Marketing) World Congress, 28 March 2007 in Berlin.

„European Media Regulation“, lecture at China Education & Training Center, 20 and 21 July 2006 in Hamburg.

„Legal Aspects of Digital Television in Europe and Germany“, lecture at the China Education & Training Center, 21 July 2006 in Hamburg.

„Digital Switch-Over in Europe and Germany“, lecture at China Education & Training Center, 20 July 2006 in Hamburg.

„Introduction to Global Classroom – Didactical concept and experiences“, lecture at the conference „Principi costituzionali e pluralismo nella regolamentazione dell'attività radiotelevisiva. Prospettive comparatistiche“, 16 July 2006 in Bologna.

„Global Classroom“, lecture at 16 July 2006 in Bologna (together with W. Schulz).

Publications 2006/2007

Memmo, D.; Miconi, S. (Ed.) (2006): Broadcasting Regulation: Market Entry and Licensing. Regolamentazione Dell'Attività Radiotelevisiva: Accesso al Mercato e Sistema di Licenze. Global Classroom Seminar, Mailand 2006 (with an introduction of W. Schulz und S. Dreyer).

Popp, J.; Eilders, C.; Dreier, H.; Dreyer, S.; Hasebrink, U. (2006): Hörfunklandschaft Schleswig Holstein. Eine Bestandsaufnahme nach zwanzig Jahren privaten Hörfunks. Kiel.

Schulz, W.; Dreyer, S. (2006): Mobile Regulierungslöcher nicht nur in Deutschland – Jugendschutz und Mobile Media: Wie sieht der rechtliche Rahmen aus? In: tendenz 2/2006, pp. 16-18.

Dr. habil. Christiane Eilders (born 1962) worked as an academic consultant at the Hans-Bredow-Institute from October 2002 to May 2007. After studying Communications in Munich, she subsequently worked at the German Institute for Young People, where she looked at young people's political attitudes and their use of the media. From 1990 to 1995, she was at the Communications Institute at the Ludwig-Maximilian University Munich, before she moved to the Research Centre for Empirical Social Research in Berlin. Her dissertation examines the role of news factors in reception. At the Research Centre, she led a DFG project oriented towards the sociology of public affairs, „The Voice of the Media in the Political Process“, which investigated the independent contribution of the media in public discourse. In May 2006 she gained post-doctoral qualifications with her thesis, „The public Sphere in Commen-

tary – the Structures of public Opinion Formation in the transregional Quality Press“ at the Free University of Berlin. She has been the spokesperson for the specialist group, „Politics and Communication“, at the DGPK, the German Society for Public Communications, since February 2006. She was Acting Professor for communications at the University of Augsburg from April 2006 onwards and received a professorship there in May 2007.

Projects 2006/2007

- The staging of politics in television
- The structure and process of opinion formation in the genre of commentary
- The „European Media and Public Spheres“ (EuroMaps) desk
- The radio landscape of Schleswig-Holstein

Courses 2006/2007:

„Einführung in die Kommunikationswissenschaft“ (Introduction to Communication Studies), lecture at the University of Augsburg, Winter Semester 2006/07.

„Ansätze der Medienwirkungsforschung“ (Approaches for Researching Media Effects), seminar in basic and major subject at the University of Augsburg, Winter Semester 2006/07.

„Theoretische Ansätze und empirische Studien“ (Theoretical Approaches and empirical Studies), seminar in basic and major subject levels at the University of Augsburg, Winter Semester 2006/07.

„MuK-Aktuell. Seminar für AbschlusskandidatInnen“ (Current Media and Communication Sciences. Seminar for final examination candidates), University of Augsburg, Winter Semester 2006/2007.

„Einführung in die Journalismusforschung“, (Introduction to Journalism Research), lecture at the University of Augsburg, Summer Semester 2007.

„Ansätze zur Nachrichtenauswahl“ (Approaches to Selecting News), seminar in basic study, University of Augsburg, Summer Semester 2007.

„Kultivierung von Politikbildern“ (Cultivating political Images), seminar for Masters students, University of Augsburg, Summer Semester 2007.

„Kandidatenseminar“ (Candidates' Seminar), University of Augsburg, Summer Semester 2007.

Lectures 2006/2007

„Politische Öffentlichkeit im Meinungskorridor. Zum Grad der Übereinstimmung in den Frames und Positionen der überregionalen Tagespresse“ („Political Public Sphere in the Opinion Corridor. Correspondences in the Frames and Positions of the transregional daily Press“), Introductory Lecture at the University of Augsburg, 24 November 2006 in Augsburg.

„Standort Deutschland – Die Konstruktion von Wirtschaft und die Ökonomisierung der Politik in den Kommentaren der überregionalen Tagespresse“ (Location Germany –The Construction of Business and the Economisation of Politics in the Commentaries of the transregional daily Press), Poster presentation at the DGPK-annual conference, 19 June 2006 in Dresden.

„Journalistische Selbstbeobachtung als Instrument der Qualitätskontrolle: Befunde zur Medienkritik in der Golfkriegsberichterstattung“ (Journalistic Self-Observation as an Instrument of Quality control. Findings of Media Criticism in Reporting the Gulf War), postdoctoral lecture at the Free University Berlin, 3 May 2006 in Berlin.

Publications 2006/2007

- Eilders, C. (2006): Medienkritik als politische Ausdrucksform? Eine Analyse zum Einfluss der redaktionellen Linien der Presse auf die Beurteilung der Medienleistung am Beispiel der Irakkriegsberichterstattung. In: S. Weischenberg, M. Beuthner, W. Loosen (Ed.), „Medien-Qualitäten“ – Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 111-127.
- Eilders, C. (2006): News Factors and News Decisions: Theoretical and Empirical Contributions of the German Research Tradition. In: Communications 2, pp. 5-24.
- Eilders, C. (2006): Keywords „Befragung“, „Information“, „Konstruktion von Realität“, „Nachrichtenagenturen“, „Nachrichtenauswahl“, „Öffentlichkeit“, „Politikberichterstattung“, „Politische Kommunikation“. In: Hans Bredow Institute (Ed.), Medien von A bis Z. Wiesbaden.
- Eilders, C. (2007): Politische Kommunikation in dynamisch-transaktionaler Perspektive. In: W. Wirth, H. J. Stiehler, C. Wünsch (Ed.), Dynamisch-Transaktional Denken. Theorie und Empirie der Kommunikationswissenschaft. Köln, pp. 59-83.
- Eilders, C. (in print): Medien als Produzenten öffentlicher Meinungen. In: B. Pfetsch, pp. Adams, (Ed.), Medien als politische Akteure. Wiesbaden.
- Eilders, C. (in print): Keywords „Mediating Factors“, „News as Discourse“. In: W. Donsbach (Ed.), The International Encyclopedia of Communication. Oxford.
- Eilders, C.; Hasebrink, U.; Herzog, A. (2006): Das aktive Publikum. Institutionalisierung zivilgesellschaftlicher Kontrolle des Fernsehens auf europäischer Ebene. In: W. Langenbacher, M. Latzer (Ed.), Europäische Öffentlichkeit und medialer Wandel. Eine transdisziplinäre Perspektive. Wiesbaden, pp. 330-351.
- Hasebrink, U.; Herzog, A.; Eilders, C. (2007): Media Users' Participation in Europe from a Civil Society Perspective. In: P. Baldi, U. Hasebrink (Ed.), Broadcasters and Citizens in Europe. Trends in Media Accountability and Viewer Participation in Europe. Bristol & Chicago, pp. 75-91.
- Herzog, A.; Hasebrink, U.; Eilders, C. (2006): Medien-Qualitäten aus der Sicht des Publikums. Europas Mediennutzer zwischen Konsum, Kritik und Partizipation. In: S. Weischenberg, M. Beuthner, W. Loosen (Ed.), „Medien-Qualitäten“ – Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 399-414.
- Hasebrink, U.; Dreier, H.; Dreyer, S.; Eilders, C.; Popp, J. (2006): Hörfunklandschaft Schleswig-Holstein. Eine Bestandsaufnahme nach zwanzig Jahren privaten Hörfunks. Kiel.

Janina Fuge, M.A., (born 1978) studied history, politics and public law at the University of Hamburg. She has worked at the „Research Centre for the History of Broadcasting in North Germany“ on the question of broadcasting history with regard to broadcasting to schools as well as to the informational and political programming of the NWDR since August 2004. One current research interest concerns the „sneak listeners“. Beyond that, she is engaged on a dissertation project with the working title, „'Civil War of the Memories'. Political Days of Remembrance in the Free and Hanseatic City of Hamburg during the Weimar Republic“.

Projects 2006/2007

- The history of broadcasting in North Germany 1945-1955
- 'Civil War of the Memories'. Political Days of Remembrance in the Free and Hanseatic City of Hamburg during the Weimar Republic.

Lecture 2006/2007

„Rundfunk und Region – Diskussion um die Gestaltung des Rundfunks in Nordwestdeutschland 1945-1955“ (Broadcasting and Region – Discussion about the Structure of Broadcasting in Northwest Germany 1945-1955), lecture at the conference „Dealing with the Consequences of Nazism and War in Lower Saxony after 1945“, (17th Meeting of the Working Group for the History of 19 and 20th Centuries of the Historical Commission for Lower Saxony and Bremen), 17 February 2007 in Hannover (with C. Hilgert).

Publications 2006/2007

- Fuge, J. (2006): Der „Wellen-Detektiv“ und das „Gute in dem Herrn Schwarzhörer“: Die Schwarzhörerreaktionen des Nordwestdeutschen Rundfunks 1951-1954. In: Rundfunk und Geschichte 32 (1/2), pp. 18-33.
- Fuge, J. (2006): Schwupp die wupp! da hat man sie! Mit dem Wellendetektiv gegen Schwarzhörer. In: Fernseh-Informationen 57 (8), pp. 26-30.
- Fuge, J. (2006): „Die rechte Hand“ – Wie Helga Boddin von der Regieassistentin zur stellvertretenden Hauptabteilungsleiterin Unterhaltung wurde. <http://www.hans-bredow-institut.de/nwdr/zz/Boddin/artikel.htm>.

Kathleen Grund, M.A., (born 1982) studied politics and organisational management as well as sociology at the University of Rostock and wrote her master's thesis on the topic of „Media Politics in the Third World – the Effects of Mass Media on the Electors in the Developing Countries of Brazil and India“. Beyond that, she completed internships at the radio station Ostseewelle, the Ostseezeitung, the TV production house Ringcampus

and at the ZDF. She has worked in the area of editing and public relations at the Hans Bredow Institute since May 2007. Her area of work includes primarily the editing of the new edition of the International Media Handbook as well as various other publications and events at the Institute. Her interests emphasise the areas of the systems of the media and their development internationally.

Project 2006/20072007

- International Media Handbook

Prof. Dr. Uwe Hasebrink (born 1958), after studying psychology and German philology in Hamburg, he subsequently worked for three years at the Institute for Social Psychology at the University of Hamburg. He was an academic consultant at the Hans Bredow Institute from 1986 and from 1988 was a managing consultant. In 1988, he was elected to the Institute's directorate. In 1999, he was Acting Professor in Communications at the College of Music and Theatre in Hanover. In Spring 2001, he received a chair in „Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly. Alongside that, he was spokesperson for the specialist group on reception research in the DGPK from 1998 to 2003, co-publisher of the series „Rezeptionsforschung” (reception research) from 2003 to 2007, and a member of the Management Committee des International Radio Research Network (IREN) from 2004-2006. He has been a member of the Executive Board der European Communication Research and Education Association (ECREA) since 2004 and in the curatorship of the Academy for Journalism and Communications in Hamburg since 2001. His research emphasises at the Institute lies in the areas of media use and media contents as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the convergence of the media from the user's perspective, consequences of online media for classical media, media use with children and young people, forms of user interest vis-à-vis the media as well as European media and European audiences.

Projects 2006/2007

- The federalgovernment's report of communications and the media
- DocuWatch digital television
- European Association for Viewers' Interests
- International Radio Research Network (IREN)
- Possibilities for securing public service externally and internally
- The „European Media and Public Spheres“ (EuroMaPS) desk
- The multimedial exploitation of brands
- Media from A to Z
- The radio landscape of Schleswig-Holstein
- Media repertoires
- Convergence from the user's perspective –the concept of communication modes
- Designation of various forms of advertising from the viewer's viewpoint
- the role of the media in the EU's integration of socially disadvantaged population groups
- EUKidsOnline

Courses 2006/2007

„Games – Zukunftsperspektiven interaktiver Unterhaltung“ (Games – Future Perspectives of interactive Entertainment), team lecture series in the context of the public lecture offerings of the University of Hamburg, Summer Semester 2007 (with H. Dreier).

„Europäisches Fernsehen“ (European Television), lecture in context of an advanced module at the Institute for Media and Communication at the University of Hamburg, Summer Semester 2007 (with K. Hickethier)

„Theorien der Mediennutzung und Medienwirkung“ (Theory of Media Use and Media Effects), Development Module at the Institute for Media and Communication at the University of Hamburg, Summer Semester 2007

„Examenskolloquium“ (Examinations colloquium) at the Institute for Journalism and Communication Studies at the University of Hamburg, Winter Semester 2006/2007 and Summer Semester (together with I. Neverla).

„Einführung in die Medien- und Kommunikationswissenschaft“ (Introduction to Media and Communication Studies), lecture at the Institute for Media and Communication Studies at the University of Hamburg, Winter Semester 2005/2006 and Winter Semester 2006/2007 (together with J. Bleicher).

„Einführung in die Methoden der Kommunikationsforschung“ (Introduction to the Methods of Communication Research), lecture at the Institute for Media and Communication Studies at the University of Hamburg, Summer Semester 2006 and Summer Semester 2007.

„Das Mediensystem der Bundesrepublik“ (The Media system of the Federal Republic), seminar at the Institute for Media and Communication Studies at the University of Hamburg, Winter Semester 2006/2007.

„Audiences and Public Spheres in Europe“, English course in the context of the Erasmus Mundus-Programme „Journalism and Media within Globalization: The European Perspective“ at the Institute for Journalism and Communication Studies, Winter Semester 2006/07 (together with T. Hoppmann).

„Medienkonvergenz und Crossmedia. Folgen für Produktion, Nutzung und Regulierung“ (Media Convergence and Cross-media, Consequences for Production, Use and Regulation), seminar II at the Institute for Journalism and Communication Studies, University of Hamburg, Summer Semester 2006.

„Mediennutzungsforschung“ (Media Use Research), seminar in the MA in Journalism at the Hamburg Media School, Spring Semester 2006.

Lectures 2006/2007

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in convergent media Environments), lecture at the conference „Between Hype, Rationalisation and Initiative. 10 Years of ARD/ZDF online Study“, 10 May 2007 in Frankfurt/Main.

„Journalismus durch die westliche Brille? Ostdeutschland im Fernsehen“ (Journalism through Western Spectacles? East Germany in Television), lecture in the context of the team lecture series „Intercultural Alienation“ at the University of Hamburg, 24 April 2007.

„Faszinierend verführerisch. Medien in den Lebenswelten von Kindern“ (Fascinatingly seductive. Media in the Life Worlds of Children), lecture in the context of the event series, „Due Consideration“, 23 April 2007 in Hamburg (with C. Lampert).

„Zwischen präsentieren, vorführen und ausblenden: Zum medialen Umgang mit der NPD“ (Between Presenting, Showing and Fade-out“. On the Media's Treatment of the NPD), lecture and chair on a discussion of the Friedrich Ebert Foundation, 17 April 2007 in Rostock.

„Internationale Erfahrungen mit der Nutzung von DVB-H und DMB“ (International Experience with Using DVB-H and DMB), lecture at the meeting of the mdr Working Group Mobile Television, 17 April 2007 in Leipzig.

„Accountability of Broadcasters. Current Issues of European Public Service Broadcasting“, lecture at the Public Service Broadcasting Workshop of the Centre for Research on Socio-Cultural Change (CRESC) in London, 9 March 2007.

„Desperately Seeking the Audience: Konstruktionen des Publikums“ (Desperately Seeking the Audience: Audience Constructions), guest lecture in the context of the introductory lecture in audiovisual communication at the University of Salzburg, 20 December 2006.

„Fernsehnutzung in digitalen Medienumgebungen“ (Television Use in a digital Media Environment), lecture for the panel „Recipient Research: What does the Viewer really want? in the context of WISSENSWERTE, Bremer Forum for Science Journalism in Tv“, 15/16 November 2006.

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in a converging Media Environment), lecture for the curators of the Academy for Publishing, 1 November 2006 in Hamburg.

„Perspektiven der Fernsehnutzung in digitalen Medienumgebungen“ (Perspectives of Television Use in a digital Media Environment), presentation for the eponymous study at the ZDF, 30 October 2006 in Mainz.

„Heraufwachsen mit dem Internet in Europa. Konzept einer internationalen Studie und konzeptionelle Herausforderungen vergleichender Forschung“ (Growing up with the Internet in Europe. Concept of an international Study and conceptual Challenges for Comparative Research), lecture at the conference of the specialist group in media pedagogy in the DGPK, 20 October 2006 in Salzburg (with I. Paus-Hasebrink).

„Public Value – im Dienst der Bürger. Der Beitrag des öffentlich-rechtlichen Rundfunks zur gesellschaftlichen Wertschöpfung in Europa“ (Public Value – in the Service of the Citizen. The Contribution of Public Service to the Formation of Public Values in Europe), lecture at the Munich Media Days, 18 October 2006.

„Mediennutzung im Wandel“ (Media Use in Change), lecture at the Körber Stiftung, 4 October 2006 in Hamburg (together with J. Popp).

„Zur Lage der Medien- und Kommunikationswissenschaften“ (On the Situation of Media and Communication Studies), Hearing at the eponymous working group of the scientific council, 19 September 2006 in Bonn.

„Kontinuität durch Veränderung. Lokal- und Regionalmedien in globalisierten Medienumgebungen“ (Continuity via Change. Local and regional Media in globalised Media Environments), Keynote lecture to the NLM Media Conversations in cooperation with the State Association for Citizen's Media, 25 September 2006 in Hannover.

„Zur Kennzeichnung verschiedener Werbeformen lokalen Fernsehens aus der Sicht der Zuschauer“ (On Designating various Advertising Forms in local Television from the Viewpoint of the Audience), lecture at the Local Broadcasting Days, 12 July 2006 in Nuremberg.

„Zur Kennzeichnung verschiedener Werbeformen aus der Sicht der Zuschauer“ (On Designating various Advertising Forms in local Television from the Viewpoint of the Audience), lecture for the Media Council of the Saxon State Media Institute, 7 July 2006 in Grimma.

„Mediennutzung in konvergierenden Medienumgebungen“ (Media Use in a converging Media Environment), lecture in the context of an event series by the Hamburg Working Group on Technology and Culture, 4 July 2006 in Hamburg.

„TV repertoires as a result of selective exposure. Analyses on the basis of people meter data“ (TV Repertoires as a Result of selective Exposure. Analyses on the Basis of People Meter Data), lecture at the ICA Conference, 22 June 2006 in Dresden.

„Medienvergangenheit – Mediengegenwart – Medienzukunft. 40 Jahre Langzeitstudie Massenkommunikation“ (Media Past – Media Present- Media Future. 40 Years of Longterm Studies in Mass Communication), chair of a specialist meeting, 17 June 2006 in Frankfurt.

„Accountability of Broadcasters in Central and Eastern Europe“, lecture at the IREN-conference, 9. Juni 2006 in Lublin, Poland (with A. Herzog).

„Zappen, surfen, simsen – Jugendmedienschutz im Mediendschungel“ (Zapping, Surfing, Texting – Protection of the Media for Minors in the Media Jungle), lecture at the conference “Media Competence. Magic Word or Hollow Note in Protection of Media for Minors”, 27/28 April 2006 in Mainz

„Media Repertoires as a Result of Selective Media Use. A conceptual Approach to the Analysis of Patterns of Exposure“, lecture at the conference “Media Use and Selectivity – New Approaches to Explaining and Analysing Audiences”, 27/28 January 2006 in Erfurt (with J. Popp).

„International Perspectives on Media Use“, Statement for the eponymous Round Table at the conference „Media Use and Selectivity – New Approaches to Explaining and Analysing Audiences“, 27/28 January 2006 in Erfurt.

Publications 2006/2007

Baldi, P.; Hasebrink, U. (Eds.) (2006): Broadcasters and Citizens in Europe. Trends in Media accountability and Viewer Participation. Bristol.

Berns, M.; Claes, M.-T.; de Bot, K.; Evers, R.; Hasebrink, U.; Huibregtse, I.; Truchot, C.; van de Wijst, P. (2006): English in Europe. In: M. Berns, K. de Bot, U. Hasebrink (Eds.), In the Presence of English. Media and European Youth. New York, pp. 111-120.

Berns, M.; de Bot, K.; Hasebrink, U. (Eds.) (2006): In the Presence of English. Media and European Youth. New York.

Eilders, C.; Hasebrink, U.; Herzog, A. (2006): Das aktive Publikum. Institutionalisierung zivilgesellschaftlicher Kontrolle des Fernsehens auf europäischer Ebene. In: W. R. Langenbucher, M. Latzer (Ed.), Europäische Öffentlichkeit und medialer Wandel. Wiesbaden, pp. 330-351.

Hasebrink, U. (2006): English, youth and media environments. In: M. Berns, K. de Bot, U. Hasebrink (Eds.), In the Presence of English. Media and European Youth. New York, pp. 89-110.

Hasebrink, U. (2006): Einleitung „Medien von A bis Z – ein Überblick“ sowie Keywords „Agenda-Setting“, „Inhaltsanalyse“, „Kultivierung“, „Media Analyse“, „Medienauswahl“, „Mediennutzung im Alltag“, „Parasoziale Interaktion“, „Reichweite“, „Reichweitenforschung“, „Schweigespirale“, „Telemetrie“, „Wissenskluff“. In: Hans Bredow Institute (Ed.), Medien von A bis Z. Wiesbaden.

Hasebrink, U. (2006): On air nur gegen Bares? Interview in Themen + Frequenzen, Heft 3, pp. 8-10.

Hasebrink, U. (2006): Rundfunkbegriff nicht mehr zeitgemäß. Interview in Meinungsbarometer Digitaler Rundfunk Nov./Dez., pp. 1-2.

Hasebrink, U. (2006): The Audiences' Perspective on Global Media Landscapes. In: W. Urricchio, pp. Kinnebrock (Ed.), Media Cultures. Heidelberg, pp. 49-60.

Hasebrink, U. (2007): „Public Value“: Leitbegriff oder Nebelkerze in der Diskussion um den öffentlich-rechtlichen Rundfunk? In: Rundfunk und Geschichte, pp. 38-42.

Hasebrink, U. (2007): Mediennutzer als Akteure der Medienpolitik. In: O. Jarren, P. Donges (Ed.), Ordnung durch Medienpolitik? Konstanz, pp. 303-324.

Hasebrink, U. (2007): Keywords „Computer Use, International“, „Europe, Media Use in“, „European Broadcasting Union (EBU)“, „Radio, International“, „Television, International Viewing Patterns“. In: J. J. Arnett (Ed.), Encyclopedia of Children, Adolescents and the Media. Thousand Oaks.

Hasebrink, U. (in print): Medienrezeption. In: B. Thomaß (Ed.), Mediensysteme im internationalen Vergleich. Konstanz.

Hasebrink, U.; Berns, M.; de Bot, K. (2006): In the presence of English: A resume after step one of an international study. In: M. Berns, K. de Bot, U. Hasebrink (Eds.), In the Presence of English. Media and European Youth. New York, pp. 111-120.

Hasebrink, U.; Dreier, H.; Dreyer, S.; Eilders, C.; Popp, J. (2006): Hörfunklandschaft Schleswig-Holstein. Eine Bestandsaufnahme nach zwanzig Jahren privaten Hörfunks. Kiel.

Hasebrink, U.; Paus-Hasebrink, I. (in print): Minors's Identity Construction and Patterns of Media Use and Participation in Germany and Austria. In: P. Dahlgren (Ed.), Young Citizens and New Media. Learning Democratic Engagement. New York.

Hasebrink, U.; Popp, J. (2006): Media repertoires as a result of selective media use. A conceptual approach to the analysis of patterns of exposure. In: Communications 31 (2), pp. 369-387. Hasebrink, U.; Herzog, A.; Eilders, C. (2006): Media users' participation in Europe from a civil society perspective. In: P. Baldi, U. Hasebrink (Eds.), Broadcasters and Citizens in Europe. Trends in Media accountability and Viewer Participation. Bristol.

Herzog, A.; Hasebrink, U.; Eilders, C. (2006): Medien-Qualitäten aus der Sicht des Publikums. Europas Mediennutzer zwischen Konsum, Kritik und Partizipation. In: S. Weischenberg, W. Loosen, M. Beuthner (Ed.), Medien-Qualitäten. Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 399-414.

Krotz, F.; Lampert, C.; Hasebrink, U. (in print): Neue Medien. In: R. K. Silbereisen (Ed.), Psychologie des Jugendalters. Göttingen (Enzyklopädie der Psychologie, Serie V, Bd. 5).

Paus-Hasebrink, I.; Hasebrink, U. (2006): Rezeptionsanalyse. In: L. R. Tsvasman (Ed.), Das große Lexikon Medien und Kommunikation. Kompendium interdisziplinärer Konzepte. Würzburg, pp. 310-313.

PhD Theses supervised

Michael Brüggemann, University of Hamburg: Öffentlichkeitsarbeit der EU-Institutionen (Second Supervisor, ongoing).

Jan B. Gottschalk, University of Hamburg: Kommunikationswissenschaftliche und ökonomische Einordnung des Zeitschriften-Abonnements unter besonderer Berücksichtigung des Database-Marketing als Vertriebskonzept (ongoing).

Elke Grittmann, University of Hamburg: Politik im Bild. Fotojournalismus und Pressefotografie in Theorie, Praxis und Empirie (Second Supervisor, completed).

Anja Hartung, University of Hamburg: Humor im Hörfunk und seine Aneignung durch Kinder und Jugendliche. Eine qualitative Untersuchung (ongoing).

Sandra Hermes, University of Hamburg: Qualitätsmanagement in deutschen Nachrichtenredaktionen (Second Supervisor, completed).

Anja Herzog, Hans Bredow Institute: „Mental Maps“ und Medienbilder von Europa (Second Supervisor, ongoing).

Ole Hofmann, University of Kassel: Individuelle Fernsehnutzungsmuster von Kindern. Wie Kinder sich durch ihr Programm schalten (Second Supervisor, ongoing).

Talke Klara Hoppmann, University of Hamburg: User perceptions of European Union institutions & communicator perceptions of their users: Images enacted via the EU website (Second Supervisor, ongoing).

Mohini Krishke-Ramaswamy, University of Hildesheim: Rezeptionsverhalten von Fan-Kulturen (Zweitgutachter, abgeschlossen).

Claudia Lampert, Hans Bredow Institute: Zur Bedeutung fiktionaler Programmangebote in der Gesundheitsförderung und ihre Rezeption durch Kinder und Jugendliche (Second Supervisor, completed).

Stefanie Lücke, University of Erfurt: Gesundheit im Fernsehen. Eine Studie zur Darstellung und Wirkung auf Basis des Kultivierungsansatzes (Second Supervisor, completed).

Stephan A. Weichert, University of Hamburg: Der 11. September als Medienereignis. Entwurf einer Ritualtheorie mediatisierter Krisenberichterstattung im Fernsehen (Second Supervisor, completed 2006).

Per-Erik Wolff, University of Hamburg: Die Marke Fernsehsender: Programmplanung als Instrument der Markenführung (Second Supervisor, completed).

Assessor for Post-Doctoral Thesis

Christiane Eilders, Freie Universität Berlin: Öffentlichkeit im Kommentar – Strukturen öffentlicher Meinungsbildung in der überregionalen Qualitätspresse (Oral Supervisor, completed).

Stefan Heilmann, LL.B., (born 1980) studied law at the Bucerius Law School in Hamburg and at the Victoria University of Wellington/New Zealand, with emphases on the area of information and communication law. He was a student assistant in the Hans Bredow Institute for 2 years and has been a staff member in the area of „Media and Telecommunications Law“, since June 2006. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence as well as in legal questions concerning user-generated content.

Projects 2006/2007

- Co-regulation in the EU media area
- Obligations to inform in telemedia law and user-generated content

Course 2007

„Übung zum Gesellschaftsrecht“ (Exercises on Civic Law) at the University of Hamburg, Summer Semester 2007.

Dr. Thorsten Held (born 1971) studied law at the University of Hamburg. He has been an academic consultant at the Hans Bredow Institute since 1998 and also belongs, as a lawyer licensed in Hamburg, to the “Büro für informationsrechtliche Expertise” (i.e., Specialist Bureau for Information Law). One emphasis of his work at the Institute is

the question as to how the prescriptions for public communications under constitutional law can be also fulfilled under changed social and technical circumstances. In this context, he deals with, among other things, the tasks of public broadcasting. In connection with his dissertation, he investigated the legal questions of online offerings from the broadcasting institutions. A further area of his work is new regulatory concepts for broadcasting and the Internet internally and abroad. In addition, legal aspects of broadcasting finance and of protection of young people, regulatory questions in the area of telecommunication as well as the tension between communicative freedoms and protection of the personality are a further area of work.

Projects 2006/2007

- Analysis of the system for the protection of young people – Law on the Protection of Minors and State’s Treaty on the Protection of Media for Minors.
- The German system for the protection of young people in the areas of video and computer games - general framework, enforcement and options for action
- The future of controls on media concentration
- The possibilities for securing the public service externally and internally
- Co-regulation in the EU media area
- Search engines as gatekeepers in the internet
- Online offering from public broadcasters

Course 2006

„Medienrecht“ (Media Law), seminar in the context of the Executive MBA at the Hamburg Media School, 10 March 2006.

Lectures 2006/2007

„Medienrechtliche Fragen des Mobile TV“ (Questions on Mobile TV at Media Law), lecture on the occasion of „Potential and Legal Questions on Mobile-TV“ at the working group on Law, Hamburg@work, 22 January 2007 in Hamburg.

„Jugendmedienschutz im europäischen Kontext“ (Protection of Media for Minors in the European Context), lecture at the specialist conference of the Federal Ministry for the Family, Senior Citizens, Women and Young People and of the German Institute for Young People, „Current Challenges in the Protection of Children and Young People – sexual Violence via the New Media“, 28 November 2006 in Berlin.

„Kontrolle von Meinungsmacht in Zeiten der Konvergenz“ (Controlling Media Power at Times of Convergence), lecture at the specialist conference „Control of Media Power at times of Convergence“ of the Friedrich Ebert Foundation, 6 November 2006 in Berlin (with W. Schulz).

„IPTV und Europäisches Recht“ (IPTV under European Law), lecture at the 12. Transatlantic Dialogue of the State Media Bureau NRW, 12 September 2006 in Düsseldorf.

„Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen“ (Self-censorship and Censorship with Search Engines), lecture at the Workshop „The Rising Power of Search-Engines on the Internet: Impacts on Users, Media Policy, and Media Business“, 26 June 2006 in Berlin (with W. Schulz).

„Co-Regulation in the Member States of the European Union“, lecture on the panel „Media Governance: New Ways to Regulate the Media, Communication Law & Policy“ at the „56th Annual Conference“ of the International Communication Association (ICA), 20 June 2006 in Dresden.

„Neue Regulierungskonzepte – mehr Jugendschutz? Ergebnisse einer Studie zur Co-Regulierung“ (New regulatory Concepts – more Protection for Young People. Results of a Study on Co-Regulation), Keynote report for the panel „Protection of the Media for Minors in Europe“ at the Media Forum NRW, 24. 5. in Cologne.

„Meinungsmacht im Rundfunk – Konzentrationskontrolle am Beispiel Springer/Sat.1“ (Power of Opinion in Broadcasting – Controlling Concentration, the Example of Springer/Sat1“, lecture at the 2. Harburger Conversation of the SPD, „Media, Power, Opinion“, 1 March 2006 in Hamburg.

„Governance als demokratietheoretisches Problem?“ (Governance as a Problem for the Theory of Democracy), lecture for the Institute of Publishing Studies and Media Research at the University of Zürich at the annual conference of the DGPK specialist group „Communication and Politics“ on the topic „From Media Politics to Media Governance“, 17 February 2006 in Zürich (with W. Schulz).

Presentation of the draft final report of the study on: „Co-Regulation Measures in the Media Sector“, commissioned by the European Commission, 19 January 2006 in Brussels (with W. Schulz und A. Laudien).

Publications 2006/2007

- Held, T (2006): Rechtliche Rahmenbedingungen des Unternehmensfernsehens. In: T. Mickleit, B. Ziesche (Ed.), Corporate TV. Berlin, pp. 179-191.
- Held, T. (2007): Öffentlich-rechtlicher Rundfunk und neue Dienste – Ergebnisse einer Analyse des Funktionsauftrags der Rundfunkanstalten im Hinblick auf digitale Angebote jenseits des klassischen Rundfunks. Berlin.
- Held, T. (in print): Kommentierung zu §§ 11 Abs. 1 S. 2 RStV, 4 Abs. 3 ARD-/ZDF-/DLR-StV. In: W. Hahn, T. Vesting (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Aufl. München.
- Held, T. (in print): Kommentierung zu §§ 17, 19, 21 JMStV. In: W. Hahn, T. Vesting (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Aufl. München.
- Held, T. (in print): Kommentierung zu §§ 54, 55, 60, 61 RStV. In: Hahn, W., Vesting, T. (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Aufl. München.
- Held, T. (in print): Online-Angebote öffentlich-rechtlicher Rundfunkanstalten – Eine Untersuchung des verfassungsrechtlich geprägten und einfachgesetzlich ausgestalteten Funktionsauftrags öffentlich-rechtlichen Rundfunks im Hinblick auf Internet-Dienste. Baden-Baden.
- Schulz, W. et al. (2006): Final Report: Study on Co-Regulation Measures in the Media Sector, im Auftrag der Europäi-

schen Kommission. http://ec.europa.eu/comm/avpolicy/info_centre/library/studies/index_en.htm.

Schulz, W.; Held, T. (2006): Die Zukunft der Kontrolle von Meinungsmacht. Berlin.

Schulz, W.; Held, T. (2006): Together they are Strong? – Co-Regulatory Approaches for the Protection of Minors within the European Union. In: C. von Feilitzen, U. Carlsson (Ed.), In the Service of Minors. Yearbook 2005/2006 from the International Clearinghouse on Children, Youth and Media. Göteborg, pp. 255-271.

Schulz, W.; Held, T. (2007): Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen. In: M. Machill, M. Beiler (Ed.), Die Macht der Suchmaschinen – The Power of Search Engines. Köln, pp. 71-86.

Schulz, W.; Held, T. (2007): Regulierung crossmedialer Aktivitäten in ausländischen Medienordnungen. In: Die Landesmedienanstalten (Ed.), Crossmediale Verflechtungen als Herausforderung für die Konzentrationskontrolle. Bericht der Kommission zur Ermittlung der Konzentration im Medienbereich (KEK), Berlin.

Schulz, W.; Held, T. (2007): Verfassungsrechtliche Grundsätze und Media Governance. In: P. Donges (Ed.), Von der Medienpolitik zur Media Governance. Köln, pp. 85-102.

Schulz, W.; Held, T. (in Bearbeitung): Kommentierung zu §§ 1, 3, 13-16, 18, 20 JMStV. In: W. Hahn, T. Vesting (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Aufl. München.

Anja Herzog, M.A., (born 1964) studied Slavistics and History at the University of Hamburg and journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the Hans Bredow Institute as well as the International Media Handbook. In 1999/2000, she worked on the project „Aufbau einer Balkan Media Academy in Sofia“, (Establishing a Balkan Media Academy in Sofia) and was subsequently involved in constructing a „Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa“ (Network of Independent Media Research in Central and Eastern Europe). In the context of the project, „European Association for Viewers' Interests“, she worked on the preparations for founding a European viewers' association. In the International Radio Research Network project, she has taken over the maintenance of the website. In connection with the research centre „European Media and Public Spheres“ (EuroMaPS) at the University of Hamburg, she participates in promoting the exchange of research on questions of European integration and the European public sphere(s). She is also involved in the role of the media for European integration. She has been also dealing with tasks of overall research organisation and project

acquisition since April 2007. Beside this, she works on the editing of the International Media Handbook 2007/2008. Her research interests lie in the areas of the European integration process as well as in media use in Europe.

Projects 2006/2007

- International Media Handbook
- European Association for Viewers' Interests
- Research centre „European Media and Public Spheres“ (EuroMaPS)
- International Radio Research Network
- The role of the media in the EU integration of socially-disadvantaged groups
- Mental Maps and Mediated Images of Europe – the case of the Baltic Sea Region

Lecture 2006

„Accountability of broadcasters in Central and Eastern Europe“, Presentation at the IREN-conference at 9 June 2006 in Lublin, Poland (together with U. Hasebrink).

Publications 2006

- Eilders, C.; Hasebrink, U.; Herzog, A. (2006): Das aktive Publikum. Institutionalisierung zivilgesellschaftlicher Kontrolle des Fernsehens auf europäischer Ebene. In: W. R. Langenbucher, M. Latzer (Ed.), Europäische Öffentlichkeit und medialer Wandel. Wiesbaden, pp. 330-351.
- Hasebrink, U.; Herzog, A.; Eilders, C. (2006): Media users' participation in Europe from a civil society perspective. In: P. Baldi, U. Hasebrink (Ed.), Broadcasters and citizens in Europe. Trends of media accountability and viewer participation. London, pp. 75-91.
- Herzog, A. (2006) Keywords „Auslandsberichterstattung“, „Integration“. In: Hans Bredow Institute (Ed.), Medien von A bis Z. Wiesbaden.
- Herzog, A.; Hasebrink, U.; Eilders, C. (2006): Medien-Qualitäten aus der Sicht des Publikums. Europas Medien-nutzer zwischen Konsum, Kritik und Partizipation. In: S. Weischenberg, W. Loosen, M. Beuthner (Ed.), Medien-Qualitäten. Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung. Konstanz, pp. 399-414.

Christoph Hilgert, M.A., (born 1978) studied history, journalism and political science at the Universities of Gießen, Bristol (England) and Hamburg. He has been working at the „Research Centre for the History of Broadcasting in North Germany“ since May 2006. Before that he had already been a student assistant at the Hans Bredow Institute and was responsible for the editorial organisation and the production of the journal „DocuWatch Digitales Fernsehen“ (DocuWatch digital Television, for which he also wrote a number of articles. He has been managing the series „Nordwestdeutsche

Hefte zur Rundfunkgeschichte“ (Northwest German Papers in Broadcasting History) as editor since January 2007. His research interests concern aspects of the history of media, culture and mentalities, especially the history of the press and of broadcasting, of developments in media politics since 1945, the communicative dimensions of remembering, of the memory and of commemoration, as well as the medial presentation of history. In the framework of his researches into broadcasting history, he is working on various programme offerings from the NWDR, above all in the area of politics and sport reporting. In his dissertation project, he is also examining the relationship of young people and radio in West Germany in the 1950's.

Projects 2006/2007

- History of Broadcasting in North Germany 1945-1955
- Young people and radio in West Germany in the „long“ 1950's
- The Genre of Witnessing: Media, History and the Holocaust
- Mapping Europe: Identities, historical relations, media representations. The Case of the Baltic Sea Region
- DocuWatch Digital Television

Lecture 2007

„Broadcasting and Region – Discussion on the Formation of Broadcasting in Northwest Germany 1945-1955“, lecture at the conference „Dealing with the Consequences of Nazism and War in Lower Saxony after 1945“, (17th meeting of the Working Group on 19th and 20th Century History at the Historical Commission of Lower Saxony and Bremen, 17 February 2007 in Hannover (with J. Fuge).

Publications 2006/2007

- Hans Bredow Institute (2006): DocuWatch Digitales Fernsehen – eine Sichtung ausgewählter Dokumente und wissenschaftlicher Studien, Nr. 1-4, zum Download unter: www.hans-bredow-institut.de/Publications/dw/index.html.
- Hilgert, C. (2006): Rezension zu Christian Sonntag, Medienkarrieren. Biografische Studien über Hamburger Nachkriegsjournalisten 1945-1949. In: Rundfunk und Geschichte 32 (2006), Nr. 3/4, pp. 80-82.
- Hilgert, C. (2006): Rezension zu Thomas Völkner (Ed.), Internationales Radio in Europa. Situation und Zukunftsperspektiven. In: Rundfunk und Geschichte 32 (2006), Nr. 3/4, pp. 91-92.
- Hilgert, C. (2006): Zu Wasser, zu Lande und in der Luft für die Hörer – Der „Allround“-Reporter Günter Schwermer. <http://www.hans-bredow-institut.de/nwdr/zz/Schwermer/artikel.htm>.
- Hilgert, C. (2007): Rezension zu Clas Dammann, Stimme aus dem Äther – Fenster zur Welt. Die Anfänge von Radio und Fernsehen in Deutschland. In: M&K 55 (2), pp. 271-273.

Sascha Hölig, M.A., (born 1976) studied media studies (communications), sociology and philosophy at the Friedrich Schiller University of Jena as well as at the International School of Social Science of the University of Tampere (Finland). In his Master's thesis, he examined the journalistic selection criteria in determining topics and in presenting molecular medicine in TV science magazines. He has been working for the Chair in Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the Institute for Media and Communication at the University of Hamburg. His research interests lie above all in the areas of media contents and media effects.

Course 2007:

„Methoden der empirischen Kommunikationsforschung“, (Methods of empirical Communication Research), seminar at the Institute for Media and Communication at the University of Hamburg, Summer Semester 2007

Talke Klara Hoppmann, M.A., (born 1980) studied communication and American Studies at the Ruhr-University in Bochum, at the University of Hamburg and on a Fulbright Scholarship to Temple University Philadelphia, USA. After working as a student assistant for several years on various projects (above all related to Europe) at the Hans Bredow Institute and for a year on the project „Designating various Forms of Advertising from the Viewer's Viewpoint“, she has been writing a doctorate since the beginning of 2006 on the topic of user perception of EU institutions and of their perception of communicators. In this comparative project, she has been researching since February 2007 in Copenhagen, Denmark, at the University of Copenhagen and subsequent to that in Leeds, Great Britain at Jean Monnet European Centre of Excellence of the University of Leeds. Her research interests involve above all media use, new media, online communication and political communication, as well as the entire complex „European Union“.

Project 2006/2007

- User perception of EU institutions – an investigation of the EU website

Courses 2006/2007

„Audiences and Public Spheres in Europe“, Graduate Seminar in the context of the Erasmus Mundus Master Programme „Journalism and Media within Globalisation“ at the University of Hamburg, Winter Semester 2006/2007.

„Modul Medienrezeptionsforschung – theoretische Grundlage und empirische Forschung“ (Module on Media Reception Research – theoretical Bases and empirical Research), in the context of the BA Programme in Specialist Journalism at the University of Applied Sciences Bremen, Winter Semester 2006/2007.

Lecture 2007

„Seeking and providing information online: Revisiting the dynamic-transactional approach“, Paper Presentation at the ICA (International Communication Association) on 25 May 2007 in San Francisco, USA.

Publication 2006/2007

Hoppmann, T. (in print): Examining the 'point of frustration'. The think-aloud method applied to online search tasks. In: International Journal of Methodology. Quality & Quantity.

Susanne Kubisch, M.A., (born 1970) studied communications and German Language and Literature at the Free University of Berlin. She worked at the Hans Bredow Institute on the DFG research project „Media Research and Media Reporting: Infrastructures and Processes in combining them“ from 1998-2000. She held an assistant's position at The Chair in Communication at the University of Erfurt from October 2000 – September 2001. She worked from October 2001 to the end of 2006 at the Chair for Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Her research emphases lie in the reception and effects of new media, particularly with children and young people. Beyond that, she is interested in the methodological discourses within the subject area.

Project 2006/2007

- The differentiation of various modes of communication in screen-based games (dissertation)

Courses 2006

„Das Mediensystem der Bundesrepublik“ (The Media system of the Federal Republic of Germany), in the BA Programme Media and Communication Studies at the University of Hamburg, Winter Semester 2005/2006.

„Anwendung der Methoden der Kommunikationsforschung. Befragung, Inhaltsanalyse und Beobachtung“ (Application of Methods of Communication Research. Enquiry, Content Analysis and Observation) in the BA Programme Media and

Communication Studies at the University of Hamburg, Summer Semester 2006.

Publication 2006

Kubisch, pp. (2007): Keyword „Computer Games, Age“. In: J. Brown, K. Roe, M. Ward, B. Wilson (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. Thousand Oaks.

Dr. Claudia Lampert (born 1972) studied education with special emphasis on media pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional offerings on television for promoting health. She has been working at the Hans Bredow Institute since April 1999. Her interests and emphases lie above all in the areas of media socialisation and media-related health communication, particularly entertainment-education. She has been the spokesperson for the subject group on media pedagogy in the DGPK and coordinator of the network, „Media and Health Communication“ since November 2003.

Projects 2006/2007

- Network, Media and Health Communication (www.netzwerk-gesundheitskommunikation.de)
- Health promotion in entertainment format- how young people perceive and evaluate health-related messages in television entertainment offerings (dissertation project)
- EUKidsOnline
- Analysis of the system for the protection of young people – Law on the Protection of Minors and States' Treaty on the Protection of Media for Minors
- The German system for the protection of young people in the areas of video and computer games - general framework, enforcement and options for action

Events 2006/2007:

„Gesundheit kommunizieren. Wie erreicht man wen?“ (Communicating Health, How does one reach whom?), organisation of the specialist conference of the Health Communication Network with the Faculty of Health Sciences at the University of Bielefeld, 12 and 13 April 2007 in Bielefeld.

Heranwachsen mit dem Internet. Herausforderungen für die Medienpädagogik“ (Growing up with the Internet. Challenges for Media Pedagogy), organisation of the specialist group conference of the DGPK specialist group, 20 October 2006 in Salzburg (with U. Wagner and I. Paus-Hasebrink).

„Altern – Schönheit – Ethik: Leitbilder zwischen Ästhetik und Gesundheit“ (Aging – Beauty – Ethics: Transitions between Aesthetics and Health), organisation of the event, 2 May 2006 in Hannover (Cooperation with the Health Communication Network, the State Association for Health Lower Saxony, the Henrietten-Stiftung and the Foundation for Life and the Environment).

Courses 2006/2007

„Medienpädagogische Forschung für die Praxis“ (Media-pedagogical Research for Praxis), seminar at the Faculty for Education, Psychology and Movement Science at the University of Hamburg, Winter Semester 2006/2007 and Summer Semester 2006/2007.

Lectures 2006/2007

„Marken als multimediales Brandzeichen“ (Trademarks as multimedial „Branding“), lecture by C. Lampert at the conference „Limitless Advertising? Crossmedial Brand Strategies as a Challenge for the Protection of Minors“, 25 May 2007 in Berlin.

„Faszinierend verführerisch. Medien in den Lebenswelten von Kindern“ (Fascinatingly seductive. Media in the Life Worlds of Children), lecture in the context of the series „Due Consideration – Humanities in Hamburg“, 23 April 2007 in Hamburg (with U. Hasebrink).

„Medienverwahrlosung – eine Herausforderung für die Medienpädagogik“ (Media Abuse – a Challenge for Media Pedagogy), workshop in the context of the specialist conference „Beam me up, Scotty. Digital Life Worlds and Impulses for School Reality“ at the State Institute for Teacher Education and School Development, 14 April 2007 in Hamburg.

„Kinder und Internet in Deutschland“ (Children and Internet in Germany), lecture in the context of the conference of the DGPK specialist group media pedagogy, 20 October 2006 in Salzburg.

„How children use media brands to cope with everyday life“, lecture in the context of the ICA-conference, 21 June 2006 in Dresden (with I. Paus-Hasebrink).

„Entertainment-Education Theory and Research: An Overview“, lecture in the context of the ICA-conference, 20 June 2006 in Dresden.

„Bildung aus medienpädagogischer Perspektive“ (Education from a media-pedagogical Perspective), lecture in the context of the team lecture series „Education and Media“ at the Department of Education at the University of Hamburg, 18 April 2006 in Hamburg.

Publications 2006/2007

Hedrich, A.; Lampert, C. (2007): Bildungschancen in der aktiven Internetarbeit mit Kindern. In: J. Lauffer, R. Röllecke (Eds.), *Mediale Sozialisation und Bildung. Methoden und Konzepte medienpädagogischer Projekte*. Bielefeld, pp. 116-121.

Krotz, F.; Lampert, C.; Hasebrink, U. (in print): Neue Medien. In: R. K. Silbereisen, M. Hasselhorn (Ed.), *Enzyklopädie für Psychologie, Serie V (Entwicklung)*, Band 5: Psychologie des Jugend- und frühen Erwachsenenalters. Göttingen.

Lampert, C. (2006): Keywords „Medienerziehung“, „Mediendidaktik“, „Mediensozialisation“, „Medienkompetenz“. In: Hans Bredow Institute (Ed.), *Medien von A-Z*. Wiesbaden.

Lampert, C. (2007): Gesundheitsförderung im Unterhaltungsförmat. Wie Jugendliche gesundheitsbezogene Darstellungen in fiktionalen Fernsehangeboten wahrnehmen und bewerten. Baden Baden.

Lampert, C. (2007): Gesundheitsförderung im Unterhaltungsförmat. Wie Jugendliche gesundheitsbezogene Darstellungen

gen in fiktionalen Fernsehangeboten wahrnehmen und bewerten. Baden Baden.

Paus-Hasebrink, I.; Lampert, C. (2006): Kinder- und Jugendmedien. In: L. R. Tsvasman (Ed.), Das große Lexikon Medien und Kommunikation. Kompendium interdisziplinäre Konzepte. Würzburg, pp. 182-183.

Paus-Hasebrink, I.; Lampert, C. (2006): Medienkompetenz. In: L. R. Tsvasman (Ed.), Das große Lexikon Medien und Kommunikation. Kompendium interdisziplinäre Konzepte. Würzburg, pp. 245-246.

Mark Lührs, M.A., (born 1974) studied history and German language and literature with special emphasis on media history at the University of Hamburg. He worked at the Research Centre for the History of Broadcasting from March 2005 to December 2006, after already being a student assistant at the Research Centre since 2001. His work involved producing the „Northwest German Papers on the History of Broadcasting“. His research interest involves, among other things, the institutional development of broadcasting postwar.

Project 2006/2007

- History of broadcasting in North Germany 1945-1955

Courses 2006/2007

„Neuaufbau der westdeutschen Rundfunkanstalten nach 1945“ (Establishing the West German Broadcasting Services anew after 1945), seminar at the Department of Language and Literature Media/Media Culture at the University of Hamburg, Summer Semester 2006 (with P. von Rüden).

„Anfänge des Fernsehens in Deutschland“ (Beginnings of Television in Germany), seminar at the Department of Language and Literature Media /Media Culture at the University of Hamburg, Winter Semester 2006/2007 (with P. von Rüden).

Christiane Matzen, M.A., (born 1964) studied history, public law and sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute's publications, above all of the journal „Medien & Kommunikationswissenschaft“ („Media and Communication Studies“), of the International Media Handbook as well as the various series and other publications. Beyond that, she is responsible for the Institute's Internet presence, for its events and for press and public relations. Her interests emphasise particularly the development of broadcasting in Germany and the development of broadcasting systems internationally.

Projects 2006/2007

- Media from A to Z
- International Media Handbook

Publication 2006:

Matzen, C. (2006): Matzen, C. (2006): Overviews about the media systems in Brasil, France, Great Britain, Italy, Japan, Austria, Poland, Russia, Switzerland, Spain, Turkey, and the USA (in German). In: Hans Bredow Institute (Ed.), Medien von A-Z. Wiesbaden.

Jutta Popp, Dipl.-Kauffrau (born 1975) studied commerce with special emphasis on communication in Regensburg and Nuremberg. She has worked on various projects at the Institute since 2003. She is currently writing a doctorate in connection with one of the DFG-supported projects on the topic „Media Repertoires“. Her research interests concern above all media use, the qualities of media offerings as well as the area of media economy.

Projects 2006/2007:

- Media repertoires
- Analysis of the system for the protection of young people – Law on the Protection of Minors and States' Treaty on the Protection of Media for Minors
- Perspectives of television use in digital environments
- Media from A to Z
- Radio landscape of Schleswig-Holstein

Publications 2006/2007

Die Landesmedienanstalten (Ed.) (2006): Beschäftigte und wirtschaftliche Lage des Rundfunks in Deutschland 2004. Studie des Hans Bredow Institutes in Kooperation mit der Arbeitsgruppe Kommunikationsforschung München (AKM). Schriftenreihe der Landesmedienanstalten, Bd. 33. Berlin.

Hasebrink, U.; Dreier, H.; Dreyer, S.; Eilders, C.; Popp, J. (2006): Hörfunklandschaft Schleswig-Holstein. Bestandsaufnahme 20 Jahre nach Einführung der dualen Rundfunkordnung. (ULR: Themen, Thesen, Theorien; 25). Kiel.

Hasebrink, U.; Popp, J. (2006): Media Repertoires as a result of selective media use. A conceptual approach to the analysis of patterns of exposure. In: Communications 31 (2), pp. 369-387.

Hasebrink, U.; Popp, J., Schröder, H.-D. (2006): Perspektiven der Fernsehnutzung in digitalen Medienumgebungen (unveröffentlichtes Manuskript).

Course 2007

„Datenanalyse mit SPSS“ (Analysis with SPSS), seminar at the University of Augsburg, Summer Semester 2007.

Lectures 2006/2007

„Mediennutzung im Wandel“ (Media Use in Transition), Lecture at the Körber Stiftung, 4 October 2006 in Hamburg (with U. Hasebrink).

„Media Repertoires as a Result of selective Media Use. A conceptual Approach to the Analysis of Patterns of Exposure“, lecture at the conference „Media Use and Selectivity – New Approaches to Explaining and Analysing audiences“, 27/28 January 2006 in Erfurt (with U. Hasebrink).

Hermann-Dieter Schröder, Dipl.-Soz. (born 1957) studied sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. Here he has worked on the following topics, among other things: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His current research interests concern particularly the organisational and commercial structures of the media system.

Projects 2006/2007

- Media from A to Z
- DocuWatch digital television
- Perspectives of television use in digital environments
- Evaluation of the Austrian Television Fund

Course 2006/2007

„Medienökonomie“ (Media Economy), seminar at the University of Applied Sciences Hamburg, Faculty of Design, Media and Information, winter Semester 2005/06.

Publications 2006/2007

Die Landesmedienanstalten (Ed.) (2006): Beschäftigte und wirtschaftliche Lage des Rundfunks in Deutschland 2004. Studie des Hans Bredow Institutes in Kooperation mit der Arbeitsgruppe Kommunikationsforschung München (AKM). Berlin (Schriftenreihe der Landesmedienanstalten; 33).

Hans Bredow Institute (Ed.) (2006): Medien von A bis Z. Wiesbaden. (Keywords: Anzeigen-Auflagen-Spirale, ARD, Axel Springer AG, BBC, Buch, Digitalisierung, Fernsehen, Gewalt in den Medien, Teleshopping, Terrestrischer Rundfunk, WAZ-Mediengruppe, Werbung, Wirtschaftsberichterstattung, Zeitschrift, Zeitung, Zweites Deutsches Fernsehen)

Hasebrink, U.; Popp, J., Schröder, H.-D. (2006): Perspektiven der Fernsehnutzung in digitalen Medienumgebungen (unveröffentlichtes Manuskript).

Dr. Wolfgang Schulz (born 1963) studied law and journalism in Hamburg. After working for a year in the Aufbauqualifikation Fachreferent/in für Öffentlichkeitsarbeit (DIPR, Additional Qualification in Consultancy on Public Relations), he has been working at the Hans Bredow Institute since

1993. He has held post-doctoral qualifications from the law faculty of the University of Hamburg since 1997 and has taught the optional special subject on information and communication there, as well as at its Institute for Journalism and Communication Studies; he has been also a member of the state office for legal examinations since January 2000. From 1999 onwards, he functioned as deputy business director as well as head of the Institute's area of media and telecommunications. His work emphasises problems of legal regulation with regard to media contents – particularly depictions of violence -, questions of law in new media, above all in digital television, and the legal bases of journalism, but also the jurisprudential bases of freedom of communication and of the description of the systems of journalism and communications in systems theory. In addition, he works on the forms of the state's functioning, for instance, in the framework of concepts of „regulated self-regulation“.

Projects 2006/2007

- Analysis of the system for the protection of young people – Law on the Protection of Minors and States' Treaty on the Protection of Media for Minors
- The German system for the protection of young people in the areas of video and computer games - general framework, enforcement and options for action
- Future control of media concentration
- DocuWatch digital television
- Possibilities for securing public service internally and externally
- Co-regulation in the Eu media area
- The public as a resource for government
- Search engines as gatekeepers in the Internet
- „Global Classroom“ – pilot project in teaching about media law
- Activities in Further Education in Media Law: Specialist Lawyers' Seminars and the LL.M.European and Transnational Media and Telecommunications Law (Hamburg/Toronto)
- Reform of the law on communications and media

Courses 2006/2007

„Wiederholungs- und Vertiefungskurs“ (Repetition and Development Course) in the Optional Special Subject Information and Communication in the Department of Law at the University of Hamburg, Summer Semester 2006, Winter Semester 2006/2007 and Summer Semester 2007.

„Medienrecht“ (Media law), Course in the context of the Executive MBA at the Hamburg Media School, lecture „Introduct-

tion to the Media System and the Media Law in Germany”, 10 March 2006 (with T. Held).

„Youth Media Protection and Broadcasting: Constitutional Backgrounds and Regulation Concepts (Youth Media Protection and Broadcasting: Constitutional Backgrounds and Regulation Concepts), Global Classroom-Seminar, Hamburg/Toronto/Bologna, Winter Semester 2005/06.

„Law&Economics“, Module in EMBA Media management at the Hamburg Media School, Winter Semester 2005/2006.

Lectures 2006/2007

„Koordinierte Regulierung?“ (Coordinated Regulation?), Introductory lecture and chair of the eponymous panel at the conference „Divergent Order in Coverage?“ at the Hans Bredow Institute for Media Research and the Alcatel-Lucent Foundation for Communication Research, 8 June 2007 in Hamburg.

„Vertrauenswürdige Anbieter: Wer bietet verlässliche und vielfältige Informationen in der digitalen Welt und wie finden Nutzer den Zugang zu diesen Informationen?“ (Trustworthy Providers: who offers dependable and varied Information in the digital World and how do Users get Access to this Information?), Chair of working group 2 at the conference „More Trust in Contents – the Potential of Co and Self-Regulation in the digital Media“ in the context of the German Presidency of the EU, 9/11 May 2007 in Leipzig.

„Analyse des Jugendmedienschutzes“ (Analysis of the Protection of Media for Minors), lecture at the joint annual conference of specialists in protection of minors at the Superior State Authority for Young People at the FSK and the assessors of the FSF on the topic „Childrens’ Film – Childrens’ Television. Between Commerce and Pedagogy“, 26 April 2007 in Stuttgart.

„Vertikale Integration“ (Vertical Integration), participation in an experts’ discussion in the sub-committee on New Media of the Committee for Culture and the Media of the German Parliament, 18 January 2007 in Berlin.

„Neue Wege durch die konvergente Medienwelt – Präsentation der Studie“ (New Paths through the convergent Media World – Presentation of the Study), participation in the podium discussion at the Bavarian State Bureau for New Media (BLM) and of the Institute for Media Pedagogy in Research and Practice (JFF), 17 January 2007 in Munich.

„Expertengespräch zu Vollzugs- und Normsetzungsdefiziten im Umgang mit Gewalt in Computerspielen“ (Expert Discussion in Execution and Norm-setting Deficits in dealing with Violence in Computer Games), participation in the experts’ discussion of the SPD MP’s- Working Party Internal Affairs, 15 December 2006 in Berlin.

Schriftliche Stellungnahme zur Anhörung „Keine Rundfunkgebühr für internetfähige PCs“ (Written opinion for the hearing „No Broadcasting Fee for internet capable PCs“) of the Committee for Federal and European Affairs and Media of the State Government of Lower Saxony, 12 December 2006 in Hannover.

„Computerdelikte im Alltag – Sicherheit, Verbraucher- und Jugendschutz im Netz“ (Computer Crimes in everyday Life – Security, Protection of Users and Young People in the Net),

participation in the podium discussion at the „Discussion Group Media and Communication“ at the Fritz-Erler-Forum Baden-Württemberg of the Friedrich Ebert Foundation in cooperation with the Alcatel SEL Foundation for Communication Research, 5 December 2006 in Stuttgart.

„Regionalfenster: Gestern – Heute – Morgen?“ (Regional Window – Yesterday – Today – Tomorrow), Lecture at the Media workshop of the State Chancellery of Schleswig-Holstein, 24 November in Kiel.

„Kontrolle von Meinungsmacht in Zeiten der Konvergenz“ (Control of Opinion-making Power at Times of Convergence), lecture at the specialist conference „Control of Opinion-making Power at Times of Convergence – Democracy and Commerce need clear Rules“ at the Friedrich Ebert Foundation, 6 November 2006 in Berlin (with T. Held).

„The best of both worlds? Potential of Co-Regulation for Safety and Security on the Internet“, lecture at the specialist conference „Decentring internet regulation: the changing roles of government and the private sector in determining and enforcing acceptable on-line behaviour“ of the Society for Computers and Law (SCL) and the University of Bristol, 26 October 2006 in London.

„Zukunft der dualen Medienordnung“ (Future of dual Media Structures), participation in the working group at the media congress „The digital World – in the Present and the Future. The Developments in the Knowledge and Information society in the Area of Media Politics and Communications Technology“, by VORWÄRTS in cooperation with the Media commission of the SPD Board, 25 October 2006 in Berlin.

„Jugendschutz und Mobile Media. Neue Medien – neue Gefahren?“ (Protection of Minors and Mobile Media. New Media – New Dangers?), participation in the podium discussion at the Munich Media Days 2006, 19 October in Munich.

„Entwurf eines Gesetzes zum Staatsvertrag über das Medienrecht in Hamburg und Schleswig-Holstein (Medienstaatsvertrag HSH)“ (Draft of a Law for the States’ Treaty on Media Law in Hamburg and Schleswig-Holstein), opinion and participation at the hearing in the Commerce Committee of the Hamburg Parliament, 5 October 2006 in Hamburg

„Entwurf eines Gesetzes zum Staatsvertrag über das Medienrecht in Hamburg und Schleswig-Holstein (Medienstaatsvertrag HSH)“ (Draft of a Law for the States’ Treaty on Media Law in Hamburg and Schleswig-Holstein), opinion and participation at the hearing in the State Parliament of Schleswig-Holstein, 4 October 2006 in Kiel.

„Die Mediendiensterichtlinie im System der europäischen Regulierung – Zum Vorschlag für eine Richtlinie über audiovisuelle Mediendienste“, „The Guidelines on Media Services in the System of European Regulation – On the Suggestion for Guidelines on audiovisual Media Services“, lecture at the 2nd Austrian Broadcasting Forum „Communal Law and Broadcasting – Revolution or Compliance?“, 21 September 2006 in Vienna.

„Controlling Influence on public Opinion in Germany – Status quo and outlook“, at the conference „Principi costituzionali e pluralismo nella regolamentazione dell’attività radiotelevisiva. Prospettive comparatistiche“, 16 July 2006 in Bologna.

„Global Classroom“, lecture at the conference „Principi costituzionali e pluralismo nella regolamentazione dell'attività radiotelevisiva. Prospettive comparatistiche“, 16 July 2006 in Bologna (with S. Dreyer).

„Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen“ (The Index on the Index? Self-censorship and censorship at search engines), lecture at the Workshop „The Rising Power of Search-Engines on the Internet: Impacts on Users, Media Policy, and Media Business“, 26 June 2006 in Berlin (with T. Held).

„Föderalismusreform Teil VII: Kultur, Medien und Hauptstadt Berlin“ (Federalism Reform Part VII: Culture, Media and Berlin as Capital City), participation in the hearing at the Legal Committee of the German Parliament, 2 June 2006 in Berlin.

„Medienpolitik und institutionelle Rahmenbedingungen“ (Media Politics and institutional Frameworks), lecture and participation at the podium discussion „Media Politics and institutional Frameworks“ for the Munich Group, 10 May 2006 in Munich.

„Co-Regulation as a Magic Wand to Guarantee Security and Safety in the Internet?“, lecture at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

„Co-Regulierung und Jugendschutz in Deutschland“ (Co-Regulation and Protection of Minors in Germany), lecture at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

„Corporate Responsibility in the Internet Industry“, lecture at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

„LL.M. European and Transnational Media and Telecommunications Law (Hamburg/Toronto)“, lecture at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI), 2 May 2006 in Hamburg.

„Privatrechtliche Beteiligungen öffentlich-rechtlicher Rundfunkanstalten“ (Private Participation by Public Broadcasters), lecture at the Telepool GmbH, 29 March 2006 in Munich.

„European Research Centres“, lecture for „Collaborative and Networked Approaches to Global Communications Policy Research and Reform“ im Bellagio Study and Conference Center, 27 February - 4 March 2006 in Lago di Como (Italy).

„LL.M. European and Transnational Media and Telecommunications Law (Hamburg/Toronto)“, lecture at the programme information day of the ICGS, 24 February 2006 in Hamburg.

„Wie erhalten wir die Medienvielfalt?“ (How do we maintain Media Variety?), Concluding Remarks at the public specialist conversation of the Green MP's, 20 February 2006 in Hamburg.

„Governance als demokratietheoretisches Problem?“ (Governance as a Problem for the Theory of Democracy), lecture at the Institute of Publishing Studies and Media Research at the University of Zürich on the joint specialist conference of the DGPK specialist group and the DVPW working group „Politics and Communication“ on the topic of „From Media Politics to Media Governance“, 17 February 2006 in Zürich.

„Presentation of the draft final report of the study on: „Co-Regulation Measures in the Media Sector“, commissioned by the European Commission, 19 January 2006 in Brussels (with A. Laudien).

„Vertikale Integration“ (Vertical Integration), participation in experts' conversation in sub-committee on new media at the committee for culture and media of the German parliament, 18 January 2006 in Berlin.

Publications 2006/2007

- Klumpp, D.; Schulz, W.; Roßnagel, A. (Ed.) (2006): Medien, Ordnung und Innovation. Berlin.
- Schulz, W. (2006): Medienrecht. In: W. Hoffmann-Riem, H. J. Koch, H. P. Bull (Ed.), Hamburgisches Staats- und Verwaltungsrecht. Baden-Baden.
- Schulz, W. (2006): Risikoversorge: Die Lehren aus dem Verfahren Springer-ProSiebenSat.1. In: epd medien Nr. 25, 1.4.2006, pp. 24-26.
- Schulz, W. (2006): Was leisten Selbst- und Co-Regulierung im Vergleich zu den bisherigen Regulierungsformen? In: D. Klumpp, W. Schulz, A. Roßnagel (Ed.), Medien, Ordnung und Innovation. Berlin.
- Schulz, W. (Ed.) (2007): Gesetzessammlung Information, Kommunikation, Medien (Arbeitspapiere des Hans-Bredow-Institutes Nr. 16). 5. Auflage, Hamburg.
- Schulz, W. (in print): Kommentierung zu §§ 52, 53 RStV. In: W. Hahn; T. Vesting (Ed.): Beck'scher Kommentar zum Rundfunkrecht, 2. Aufl. München.
- Schulz, W. et al. (2006): Final Report: Study on Co-Regulation Measures in the Media Sector, im Auftrag der Europäischen Kommission. http://ec.europa.eu/comm/avpolicy/info_centre/library/studies/index_en.htm.
- Schulz, W.; Dreyer, S. (2006): Mobile Regulierungslöcher nicht nur in Deutschland – Jugendschutz und Mobile Media: Wie sieht der rechtliche Rahmen aus? In: tendenz 2, pp. 16-18.
- Schulz, W.; Held, T. (2006): Die Zukunft der Kontrolle von Meinungsmacht. Berlin.
- Schulz, W.; Held, T. (2006): Together they are Strong? – Co-Regulatory Approaches for the Protection of Minors within the European Union. In: C. von Feilitzen, U. Carlsson, U. (Ed.), In the Service of Minors. Yearbook 2005/2006 from the International Clearinghouse on Children, Youth and Media. Göteborg, pp. 255-271.
- Schulz, W.; Held, T. (2007): Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen. In: M. Machill, M. Beiler (Ed.), Die Macht der Suchmaschinen – The Power of Search Engines. Köln, pp. 71-86.
- Schulz, W.; Held, T. (2007): Verfassungsrechtliche Grundsätze und Media Governance. In: P. Donges (Ed.), Von der Medienpolitik zur Media Governance. Köln, pp. 85-102.
- Schulz, W.; Held, T. (in print): Kommentierung zu §§ 1, 3, 13-16, 18, 20 JMStV. In: W. Hahn, T. Vesting (Ed.), Beck'scher Kommentar zum Rundfunkrecht, 2. Auflage. München.
- Schulz, W.; Held, T. (in Vorbereitung): The New Framework on Minor-Protection in Germany: A Case of Rule Innovation? In: The Innovation Journal, Special Issue on Rule Innovation [www.innovation.cc].

Dr. Hans-Ulrich Wagner (born 1962) studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a

doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition „Remigranten und Rundfunk 1945-1955“ (returning emigrants and broadcasting 1945-1955). He has been working at the Research Centre for the History of Broadcasting in North Germany since 1 December 2000, initially as a staff member, and since 1 August 2005 as its head. He fulfils teaching and examination roles at the University of Hamburg in the areas of language, literature and Media I/Media Culture. He has been a member of the jury for the „Hörspielpreis der Kriegsblinden. Preis für Radiokunst“ (Blind War Veterans' Prize for Radio Plays. Prize for Radio Arts“) since 1996 and has been editor of the journal, *Rundfunk und Geschichte* („Broadcasting and History“) since 2005. He became deputy chairperson of the „Studienkreises Rundfunk und Geschichte“ („Circle for the Study of Broadcasting and History“) and was elected its chair in January 2007. His research interests involve above all the relationship of broadcasting and literature, as well as overarching questions on the history of media, programming and mentalities in the 20th century.

Projects 2006/2007

- History of broadcasting in North Germany 1945-1955
- The Genre of Witnessing: Media, History and the Holocaust

Courses 2006/2007

„Christoph Schlingensief: Medienarbeiter und Medienphänomen“ (Christoph Schlingensief: Media Workers and Media Phenomena), seminar II at the Department of Languages, Literature, Media I/Media Culture at the University of Hamburg, Summer Semester 2007.

„Spots & Sounds. Radiowerbung in Deutschland – Geschichte, Ästhetik, Marktbedingungen“ (Spots & Sounds. Radio Advertising in Germany – History, Aesthetics, Market Conditions), seminar II at Department of Languages, Literature, Media I/Media Culture at the University of Hamburg, Winter Semester 2006/07.

Lectures 2006/2007

„Auf der Suche nach der konkreten geschichtlichen Stunde. Die ‚Rundfunkarbeit von Christen‘ – am Beispiel des NWDR-Köln“ (Looking for the concrete historical hour. ‚Christian Broadcasting work‘ – the example of NWDR Cologne), lecture

at the conference „Perception and Interpretation of History in German Catholic literary and academic Publishing“, 13 May 2007 in Dresden.

„Günter Eichs ‚Träume‘“, participation in a conversation at the Writers' Workshop of the Media Foundation of the city of Leipzig (chair Thomas Fritz, MDR) in Leipzig, 3 February 2007.

„Von der Politisierung der Medien zur Medialisierung des Politischen“ (From the Politicising of the Media to Mediating Politics), Joint promoter and panel chair at the specialist group in communication history of the DGPuK study group broadcasting and the Centre for Contemporary Research“ at the conference in the German parliament in Berlin, 18/20 January 2007.

„Zwischen Qualität und Wettbewerb – ‚Freiräume‘ im öffentlich-rechtlichen Rundfunk“ (Between Quality and Competition – ‚Room to manoeuvre“ in Public Broadcasting), lecture at the conference „Relating Radio“ in Halle an der Saale, 5 October 2006.

Publications 2006/2007

Wagner, H.-U. (2006) Rezension zu Hans Jürgen Koch / Hermann Glaser: *Ganz Ohr. Eine Kulturgeschichte des Radios in Deutschland*. In: *Vierteljahrschrift für Sozial- und Wirtschaftsgeschichte*, 93. Bd., H. 3, pp. 364f.

Wagner, H.-U. (2006) Rezension zu Heiner Boehncke und Michael Crone (Ed.): *Radio Radio. Studien zum Verhältnis von Literatur und Rundfunk*. In: *Publizistik* 51 (1), p. 133.

Wagner, H.-U. (2006): „Du bist das Genie“. Gesellschaft, Poesie und Liebe im „Lenz“-Film von Egon Günther. In: I. Stephan, H.-G. Winter (Ed.): *Zwischen Kunst und Wissenschaft. Jakob Michael Reinhold Lenz*. (Publications zur Zeitschrift für Germanistik; 14), Bern, pp. 245-258.

Wagner, H.-U. (2006): Hermann (Harry) Spitz; Albin Stuebs. In: *Hamburgische Biografie. Personenlexikon*. Bd. 3. Hrsg. v. F. Kopitzsch, D. Brietzke. Göttingen, pp. 366f.; 374ff.

Wagner, H.-U. (2006): Keyword „Hörfunk“. In: Hans Bredow Institute (Ed.), *Medien von A bis Z*. Wiesbaden.

Wagner, H.-U. (2006): Max Burghardt – Der erste Intendant des NWDR. http://www.wdr.de/unternehmen/50jahre/intendanten_neu/burghardt.jhtml.

Wagner, H.-U. (2006): Mehr-Wert-Fragen: Reflexionen auf eine Unternehmensgeschichte des öffentlich-rechtlichen Rundfunks. In: K. Hickethier (Ed.), *Mediengeschichte als Unternehmensgeschichte. Überlegungen zu einem neuen Paradigma*. (hamburger hefte zur medienkultur; 3), Hamburg, pp. 39-59.

Wagner, H.-U. (2007): NWDR-Rundfunkschule für den Neuanfang. In: *Wir im NDR*, H. 76, p. 17.

Wagner, H.-U. (2007): Pulsschlag der Zeit. 56. Hörspielpreis der Kriegsblinden: Akustische Gegenwartsdiagnosen. In: *Funk-Korrespondenz* 55 (2007), Nr. 12, 23.3.2007, pp. 11-14.

Wagner, H.-U. (2007): Über den „Sitzplatz eines Autors“. Inszenierung von Autorschaft und Werk als Medienereignis bei Siegfried Lenz. In: C. Künzel, J. Schöner (Ed.), *Autorinszenierungen. Autorschaft und literarisches Werk im Kontext der Medien*. Würzburg, pp. 111-128.

Wagner, H.-U. (2007): Werbung für den guten Zweck? Heftige Debatte um „Reklamefunk“ in den Nachkriegsjahren. In: *Fernseh-Informationen*, H. 1, pp. 31-35.

Wagner, H.-U. (Ed.) (2007): Dietrich Schwarzkopf: *Ausbildung und Vertrauensbildung. Die Rundfunkschule des*

- NWDR. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 6).
- Wagner, H.-U.; Rüden, P. von (Ed.) (2006): Florian Huber: Re-education durch Rundfunk. Die Umerziehungspolitik der britischen Besatzungsmacht am Beispiel des NWDR 1945-1948. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; Sonderheft).
- Wagner, H.-U.; Rüden, P. von (Ed.) (2007): Gyde Clausen: Walter Hilberts Rundfunkarbeit – Kontinuitäten und Brüche von der Weimarer Republik bis zur jungen BRD. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 5).

Felix Zimmermann, LL.B., (born 1980) studied law at the Bucerius Law School in Hamburg and at the Université Laval in Quebec, Canada. Here, he specialised in information and communication law

and in the area of jurisprudence. He was already a student assistant at the Hans Bredow Institute and has been working freelance in the area of „Media and Telecommunication Law” since August 2006. His research interests lie in the area of advertising regulation, where he engages particularly with problems of advertising integrated into programming, as these relate to constitutional law.

Project 2006/2007

- Placing of topics in broadcasting – topics in broadcasting , press , internet , film and computer games
- Conference “Divergent Order in Convergence?”

HONORARY MEMBER OF THE DIRECTORATE

Prof. Dr. Wolfgang Hoffmann-Riem, LL.M., (born 1940) studied law in Hamburg, Freiburg i. Br., Munich and Berkeley. He has been Professor for Public Law and Administration at the University of Hamburg since 1974. He was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December, 1999, until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (Sept., 1995 to Nov., 1997). He has been an honorary member of the directorate since being appointed a judge of the Federal Constitutional Court. He has been the director of the research centre on environmental law at the University of Hamburg since 1994 and academic head of the research centre for law and innovation since 1995. He spent research and teaching leave at Stanford Law School, Harvard Law School, Toulouse Law School, Hastings College of the Law and the Columbia Institute for Tele-Information, and was, among other things, a member of the commission of experts on new media, Baden-Württemberg, of the commission of enquiry on new information and communications technologies of the German federal parliament, the commission of enquiry on parliamentary reform of the Parliament of the Free and Hanseatic

City of Hamburg, as well as of the „Kommission Medienverantwortung” („Commission on Media Responsibility”) ordered by Federal President von Weizsäcker. He publishes on questions of media law and media sociology as well as on constitutional and administrative law, commercial and environmental law, police law and the sociology of law. Projects at the Institute were, among others, basic rights of media freedom, protection of young people, supervision of broadcasting in Germany and other industrialised countries, Hamburg as media location, the relationship of media law and telecommunications law, political advising in the media area.

Courses 2006/2007

„Recht und Innovation“ (Law and Innovation), seminar at the Faculty of Law at the University of Hamburg, Winter Semester 2005/06 and Winter Semester 2006/07

„Neuere Rechtsprechung des Bundesverfassungsgerichts zu den Grundrechten“ (New Legislation at the Federal Constitutional Court on the Basic Law), colloquium in subject-area Law at the University of Hamburg, Summer Semester 2006.

„Neue Verwaltungsrechtswissenschaft“ (New Administrative Law), seminar at the Faculty of Law at the University of Hamburg, Winter Semester 2006/07.

„Aktuelle Rechtsprechung des Europäischen Gerichtshofs für Menschenrechte und des Bundesverfassungsgerichts zu Freiheitsrechten“ (Current Legislation at the European Court for Human Rights and the Federal Constitutional Court on Civil

Liberties), seminar at the Faculty of Law at the University of Hamburg, Winter Semester 2006/07.

Publications 2006/2007

Hoffmann-Riem, W. (2006): Die beiden Gesichter der Pressefreiheit. In: ZRP 2006, pp. 29-30 (Interview with R. Gerhardt).

Hoffmann-Riem, W. (2006): Rundfunk als Public Service – Zur Vergangenheit, Gegenwart und Zukunft des öffentlich-rechtlichen Rundfunks. In: Medien & Kommunikationswissenschaft, 53 (1), pp. 95-104 (zgl. in gekürzter Form in: Süddeutsche Zeitung vom 2.2.2006).

Hoffmann-Riem, W. (2006): La dimensión jurídico-objetiva de la libertad de información y comunicación. In: Revista Española de Derecho Constitucional 77 (Mai/August 2006), pp. 111-128.

Hoffmann-Riem, W. (2007): Medienfreiheit als Zugangsfreiheit – Risiken in Zeiten der Digitalisierung und zunehmender Konzentration. Veröffentlichungen des Adolf Arndt Kreises

PhD Theses supervised 2006/2007

Jan Rudolf Busemann: Rechtsfragen des Zugangs zu Ereignissen, insbesondere im Pay TV (ongoing).

Tobias Gostomzyk: Die Öffentlichkeitsverantwortung der Gerichte (completed).

Stephan Grulert: Die Informations- und Transportvorkehrungen des Telekommunikationsrechts – verglichen mit den allgemeinen öffentlich-rechtlichen Informations- und Transportvorkehrungen (ongoing).

Philipp Hammerich: Objektive Wertordnung von Grundrechten im Hinblick auf die negative Kommunikationsfreiheit (ongoing).

Till Kreutzer: Defizite des Urheberrechtsschutzes bei der Verwertung geschützten Materials über internationale Datenetze (completed).

Marietheres Spallek: Auswirkungen des Sendeland-/Herkunftsprinzips in den Bereichen Jugendschutz und Werbung (ongoing).

Dirk Wiedekind: Netzwerkregulierung durch Telekommunikations- und Kartellrecht (completed).

Post-doctoral Thesis Supervision 2006/2007

Wolfgang Schulz: Öffentlichkeit als Steuerungsressource im Recht der Informationsgesellschaft (ongoing).

ASSOCIATE STAFF MEMBERS

Associate staff members support the Institute in defining new research topics and in performing concrete investigations. In 2006/2007 the associate staff members were:

Arne Laudien (born 1977) studied law at the University of Hamburg with special emphasis on information and communication. He worked at the Institute from July 2004 to July 2006, after already being a study assistant since 2002. He has been an associate staff member since July 2006. His research interests involve, among other things, the regulation of telecommunications and the law on personality. A further special area of his work is his dissertation project on the need for accommodation of the concept of censorship in the Basic Law to the regulation of communication in the 21st century.

Projects 2006/2007

- DocuWatch digital television
- co-regulation in the EU media area
- Preventative intervention by the state in mass media internet communication

Courses 2006/2007

„Staatsrecht I – Staatsorganisationsrecht“ (State Law I – State Organisation Law), working party in the subject area Law at the University of Hamburg, Winter Semester 2005/06 and Winter Semester 2006/07.

„Staatsrecht II – Grundrechte“ (State Law II – Basic Rights), working party in the subject area Law at the University of Hamburg, Summer Semester 2006.

Lecture 2006

„Implementation of Co-Regulation by European Law“, Lecture at the Seminar 2: Presentation of the draft final report of the study on „Co-Regulation Measures in the Media Sector“, commissioned by the European Commission, 19 January, 2006 in Brussels.

Publications 2006/2007:

Laudien, A. (2006): Keywords „Internet“, „Telekommunikation/Telekommunikationsdienste“, „Telekommunikationsrecht“, „Zensur“. In: Hans Bredow Institute (Ed.), Medien von A bis Z. Wiesbaden.

Schulz, W. et al. (2006): Final Report: Study on Co-Regulation Measures in the Media Sector, im Auftrag der Europäischen Kommission. Abrufbar unter http://ec.europa.eu/comm/avpolicy/info_centre/library/studies/index_en.htm.

Dr. Till Kreutzer (born 1971) studied law in Freiburg im Breisgau and is a partner in the firm Held

and Kreutzer, Attorneys at Law, Consultant Bureau for Information Law. Alongside this, he supervises the subject area of copyright reform at the Institut für Rechtsfragen der Freien und Open Source Software (ifROSS Institute for Legal Questions of Free and Open Source Software). He is an editor at iRights.info, the information portal for copyright in the digital world. His dissertation with Prof. Dr. Hoffmann-Riem concerns the model of copyright and regulation alternatives. His interests lie above all in the area of copyright and of commercial protection with regards to the process of accommodating these legal areas to new media.

Lectures 2006/2007

„Open Source im Enterprise-Einsatz: Chancen und Risiken“ (Open Source in Enterprise-Applications: Chances und Risks), Podium discussion in the context of JAX 2006, 10 May 2006 in Wiesbaden (http://www.jax.de/konferenzen/psecom,id,480,track,13,nodeid,,_language,de.html#session-os3).

„User related assets and drawbacks of Open Content licensing“, lecture at the Royal Academic Colloquium of the Royal Academy of Science and the Arts (KNAW), 28 April 2006 in Amsterdam.

„Open Source – Ist jetzt alles umsonst?“ (Open Source –Is everything Free Now?), lecture at the working party on law and informatics, 8 March 2006 in Cologne.

„User related assets and drawbacks of Open Content licensing“, lecture at the Royal Academic Colloquium of the Royal Academy of Science and the Arts (KNAW), 28 April 2006 in Amsterdam.

„Urheberrecht und andere Rechtsfragen zum e-Learning“ (Copyright Law and other Legal Questions concerning e-Learning), lecture at the e-Learning Autumn School 2006 on e-Learning contents at der Free University Berlin, 27 September 2006.

„Netz-Mashing und virtuelle Erlebnisswelten: Modetrend oder digitale Revolution?“ (Net-mashing and virtual Experience Worlds: a fashionable Trend or a digital Revolution), Podium discussion at the Lycos Labrador Lounge VII, 18 October 2006 in Hamburg.

„What you need to know in Open Source Business – Legal View“, lecture at Hasso Plattner Ventures Open Source Business Forum, 7 November 2006 in Potsdam.

„Grenzenloser Hörgenuss? Perspektiven und Risiken der Digitalisierung“ (Boundless Listening Pleasure? Perspectives and Risks in Digitalisation), Podium discussion at the audio arts festival 2006, 11 November 2006 in Erlangen (http://www.hoerkunst.de/rahmen2006_hkf4-32.html).

„Die Privatkopieschranke in der Urheberrechtsnovelle zum Zweiten Korb“ (The Bar on private Copying in the Revision of the copyright concerning the ‚Second Basket‘), lecture at the

public hearing of the legal committee in the German parliament, 20 November 2006 in Berlin.

Courses 2006/2007

„Urheber-, Wettbewerbs- und Markenrecht“ (Copyright, Competition and Market Law), lecture at the Hamburg Media School (HMS) in the context of the programme Executive MBA in Media Management, 14 December 2006.

„Recht im Internet“ (Law in the Internet), seminar in the context of 5th Editorial Training Session in the 6th Year of the Protestant Church Journalism School, 6 July 2006 (<http://evangelische-medienakademie.de/online2006/?p=106>).

„Rechtsfragen bei Einsatz und Nutzung von Open-Source-Software“ (Legal Questions in applying and using Open-Source-Software), workshop in the DAI Lab of the Technical University and of the German Telecom Labs, 20 July 2006.

„Rechtsfragen im eLearning“ (Legal Questions in eLearning), workshop at the Johann Wolfgang Goethe-University Frankfurt/Main, 9/10 February 2006.

„Rechtliche Aspekte rund ums E-Learning“ (Legal Aspects around E-Learning), Workshop at the Charité Berlin, 14 November 2006 in Berlin.

„Internet- und Presserecht“ (Internet and Press Law), training in the Vogel Verlag, 7 and 8 December 2006 in Würzburg and Augsburg.

„Urheberrecht und E-Learning“ (Copyright and E-Learning), workshop at the Free University Berlin, 27 April 2007.

„Games und Urheberrecht – ein besonderer Weg der Branche?“ (Games and copyright – a particular path in the branch?), lecture in the team lecture series GAMES at the University of Hamburg, 13 June 2007 in Hamburg (http://www.hamburg-media.net/fileadmin/user_upload/Hamburg_work/Kirsten_Temporaerdatein/Termine_Ringvorlesung.pdf).

Publications 2006/2007

Kreutzer, T. (2006): Das Spannungsfeld zwischen Wissen und Eigentum im neuen Urheberrecht. In: J. Hofmann (Ed.), Wissen und Eigentum (Schriftenreihe der Bundeszentrale für politische Bildung 2006), pp. 109-140.

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Kreutzer, T. (2006): Verbraucherschutz bei digitalen Medien, Schriftenreihe des Verbraucherzentrale Bundesverbandes zur Verbraucherpolitik Band 10, Berlin.

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Kreutzer, T., Spielkamp M. (2006): Was dem Autor bleibt. In: epd Medien, Nr. 24/2006, pp. 3-7.

Malte Ziewitz, M.P.A. (born 1976) studied law in Göttingen, Rome and Hamburg. He worked at the Hans Bredow Institute from June 2003 to August 2004. He was a McCloy-Scholar in the MPA pro-

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Internet user can be better used for solving political problems.

Courses 2006/2007

„Intellectual Property Law“, Workshop at the International School of New Media at the University Lübeck, Summer Semester 2007.

„Media & Law“, Vorlesung at the International School of New Media at the University Lübeck, Winter Semester 2006/07.

Publications 2006/2007

Mayer-Schönberger, V.; Ziewitz, M. (2007): Jefferson Rebuffed: The United States and the Future of Internet Governance, 8 Columbia Science and Technology Law Review 188 (2007); earlier version published as Faculty Research Working Paper Series RWP 06-018 (2006), John F. Kennedy School of Government, available at <http://ssrn.com/abstract=902374>

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The Institute also employs assistants and interns, who work not only in the context of the projects, but also in indispensable activities across the board, such as archiving and organising events. Those active since the beginning of 2006 have been:

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