

[PRESS RELEASE]

RTBF and VRT join the Public Media Alliance to collaborate on impact of public service media

Belgian public broadcasters join the growing alliance of public media organisations.

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Jean-Paul Philippot, CEO of RTBF, Frederik Delaplace, CEO of VRT, and Kristian Porter, CEO of PMA. Credit: VRT

The Public Media Alliance welcomes the Radio-Télévision Belge de la Communauté française (RTBF) and Vlaamse Radio- en Televisieomroeporganisatie (VRT) into its network of public service media organisations.

The alliance, spearheaded by leading public service broadcasters, addresses the joint challenges facing public media and enables members to share knowledge and best practices. Through research, training, working groups and exchange opportunities, the network builds on the strengths and core values of public service media to amplify their impact worldwide.

From technological disruption and competitive platforms to social media and disinformation, the challenges facing public media globally are growing, and more shared than ever before. By joining forces based on their values and focus on innovation, public media can strengthen each other in their public missions. That is why VRT and RTBF have joined the Public Media Alliance.

Founded in 1946, PMA is mandated to support and advocate for the role of public media in democratic society. It has over 50 members across six continents, including the BBC, Australian Broadcasting Corporation (ABC), Zweites Deutsches Fernsehen (ZDF), the Namibian Broadcasting Corporation (NBC) and Thai PBS.

PMA is a member of the [Media Freedom Coalition's \(MFC\)](#) Consultative Network and Secretariat of the [Global Task Force for public media](#). It is also on the Steering Committee for the Public Broadcasters International (PBI) conference and works closely with UNESCO and other partners to deliver media development projects worldwide.

Jean-Paul Philippot, CEO of RTBF:

“In today's global world, exchanges are becoming increasingly global and debates increasingly polarized. The primary mission of public media lies in their ability to strengthen ties with their local audiences while promoting democratic values. Faced with the technological and social challenges of the future, it is imperative to strengthen collaborations to succeed. In this context, the Public Media Alliance, with its global reach, represents a valuable asset, a source of inspiration and a source of pride.”

Frederik Delaplace, CEO of VRT:

“International collaboration among public service broadcasters is all about enriching perspectives, bridging cultures, and fostering societal impact. By working together through the Public Media Alliance, we look forward to building on each other's initiatives, sharing insights on technological advancements, and creating a narrative on the impact of public service media that transcends borders. In doing so, we can not only serve our audiences better but also contribute to a more connected and resilient media sector.”

Kristian Porter, CEO of PMA:

“RTBF and VRT exhibit the best of public service media, and a willingness to experiment, innovate, and collaborate to ensure they are relevant and accessible to all audiences. As the challenges facing public media continue to mount worldwide, it is imperative that public media come together to share knowledge and best practices, and devise solutions. The addition of RTBF and VRT to the Public Media Alliance will greatly benefit our members and strengthen our resolve in advocating the importance of public media in democracy. I look forward to working with them closely in the months and years ahead.”

Read press release online: <https://www.publicmediaalliance.org/rbtf-and-vrt-join-the-public-media-alliance/>

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