# **Appendix 1: Corpus of academic literature reviewed (organized by theme)**

**Theme 1: PSM’s early online strategies**

*Journal articles*

Bardoel, Jo and Leen d'Haenens (2008) Public Service Broadcasting in Converging Media Modalities: Practices and Reflections from the Netherlands. *Convergence: The International Journal of Research into New Media Technologies* 14(3): 351-360.

Brevini, Benedetta (2009) Under Siege by Commercial Interests? BBC and DR Online Between the National and European Policy Frameworks. *Interactions: Studies in Communication & Culture* 1(2): 203-215.

Brevini, Benedetta (2010) Towards PSB 2.0? Applying the PSB Ethos to Online Media in Europe: A comparative Study of PSBs' Internet Policies in Spain, Italy and Britain. *European Journal of Communication* 25(4): 348-365.

Debrett, Mary (2009) Riding the Wave: Public Service Television in the Multi-platform Era. *Media, Culture & Society* 31(5): 807-827.

Hills, Jill and Maria Michalis (2000) The Internet: A Challenge to Public Service Broadcasting? *International Communication Gazette* 62(6): 477-493.

Larsen, Håkon (2010) Legitimation Strategies of Public Service Broadcasters: The Divergent Rhetoric in Norway and Sweden. *Media, Culture & Society* 32(2): 267-283.

Moe, Hallvard (2008a) Public Service Media Online? Regulating Public Broadcasters' Internet Services. A Comparative Analysis. *Television & New Media* 9(3): 220-238.

Moe, Hallvard (2008b) Discussion Forums, Games and Second Life: Exploring the Value of Public Broadcasters' Marginal Online Activities. *Convergence: The International Journal of Research into New Media Technologies* 14(3): 255-270.

O’Neill, Brian (2006) CBC.ca: Broadcast Sovereignty in a Digital Environment. *Convergence: The International Journal of Research into New Media Technologies* 12(2): 179-197.

Taylor, Gregory (2016) Dismantling the Public Airwaves: Shifting Canadian Public Broadcasting to an Online Service. *The International Communication Gazette* 78(4) 349-364.

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Moe, Hallvard (2007)Commercial Services, Enclosure and Legitimacy: Comparing Contexts and Strategies for PSM Funding and Development. In Gregory F. Lowe and Jo Bardoel, (eds) *From Public Service Broadcasting to Public Service Media RIPE@2007*. Göteborg: Nordicom, pp. 51-69.

Thomass, Barbara (2003) Knowledge Society and Public Sphere: Two Concepts for the Remit. In Gregory F. Lowe and Taisto Hujanen (Eds) *Broadcasting & Convergence: New Articulations of the Public Service Remit RIPE@2003*. Göteborg: Nordicom, pp. 29-40.

**Theme 2: PSM and multi-platform content delivery**

*Journal articles*

Andersen, Mads M. and Vilde S. Sundet (2019) Producing Online Youth Fiction in a Nordic Public Service Context. *VIEW Journal of European Television History and Culture* 16: 110-125.

Bennett, James (2008) Interfacing the Nation: Remediating Public Service Broadcasting in the Digital Television Age. *Convergence* 14(3): 277-294.

Bennett, James and Niki Strange (2008) The BBC’s Second-shift Aesthetics: Interactive Television, Multi-platform Projects and Public Service Content for a Digital Era. *Media International Australia* 126(2): 108-119.

Donders, Karen (2019) Public Service Media Beyond the Digital Hype: Distribution Strategies in a Platform Era. *Media, Culture & Society*, 41(7), 1011-1028.

Franquet, Rosa and Maria I. Villa Montoya (2014) Cross-media Production in Spain's Public Broadcaster RTVE: Innovation, Promotion, and Audience Loyalty Strategies. *International Journal of Communication* 8: 2301-2322.

Hokka, Jenni (2019) Towards Nuanced Universality: Developing a Concept Bible for Public Service online news production. *European Journal of Communication* 34(1): 74-87.

Klein-Shagrir, Oranit and Heidi Keinonen (2014) Public Service Television in a Multi-platform Environment: A Comparative Study in Finland and Israel. *VIEW Journal of European Television History & Culture* 3(6): 14-23.

Martin, Fiona (2016) Mobile Public Service Media in Australia: Ubiquity and its Consequences. *International Communication Gazette* 78(4): 330-348.

Murray, Simone (2009) Servicing “Self-scheduling Consumers”: Public Broadcasters and Audio Podcasting. *Global Media and Communication* 5(2): 197-219.

Puijk, Roel (2015) Slow Television: A Successful Innovation in Public Service Broadcasting Role. *Nordicom Review* 36(1): 95-108.

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Sørensen, Inge Eybe (2016) The Revival of Live TV: Liveness in a Multiplatform Context. *Media, Culture & Society* 38(3): 381-399.

Sundet, Vilde S. (2020) From ‘Secret’ Online Teen Drama to International Cult Phenomenon: The Global Expansion of SKAM and Its Public Service Mission. *Critical Studies in Television: The International Journal of Television Studies* 15(1): 69-90.

Zanatta, Sara and Milena Zoppeddu (2015) Multiplatform Strategy on Italian Public Service Broadcasting: The role of Rainet and Its Relationship with Traditional Professional Profiles, *Journal of Italian Cinema & Media Studies* 3(1-2): 137-153.

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Leurdijk, Andra and Matthijs Leendertse (2010) Follow the Audience? An Analysis of PSM New Media Strategies in Light of Conceptions and Assumptions about Audiences. In Gregory F Lowe (ed.) *The Public in Public Service Media RIPE@2009*. Göteborg: Nordicom, pp. 151-174.

**Theme 3: Promoting participation in PSM**

*Journal articles*

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Debrett, Mary (2014). "Tools for Citizenship?" Public Service Media as a Site for Civic Engagement: An Australian Case Study. *Television & New Media* 16(6) 557-575.

Enli, Gunn S. (2008) Redefining Public Service Broadcasting Multi-platform Participation. *Convergence: The International Journal of Research into New Media Technologies* 14(1): 105-120.

Flew, Terry (2011) Rethinking Public Service Media and Citizenship: Digital Strategies for News and Current Affairs at Australia’s Special Broadcasting Service (SBS). *International Journal of Communication* 5(2011): 215-232.

Harrison, Jackie and Bridgette Wessels (2005) A New Public Service Communication Environment? Public Service Broadcasting Values in the Reconfiguring Media. *New Media & Society* 7(6): 834-853.

Hutchinson, Jonathon (2013) Communication Models of Institutional Online Communities: The Role of the ABC Cultural Intermediary. *Platform Journal of Media and Communication* 5(1): 75-85.

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Masduki (2019) Digital Interface in Indonesia’s Public Service Broadcasting: Its Initiatives and Regulatory Challenges. *Journal of Digital Media & Policy* 10(3): 295-309.

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Stollfuß, Sven (2018) Between Television, Web and Social Media: On Social TV, *About: Kate* and Participatory Production in German Public Television. *Participations: Journal of Audience & Reception Studies* 15 (1): 36-59.

Stollfuß, Sven (2019) Is This Social TV 3.0? On funk and Social Media Policy in German Public Post-television Content Production. *Television & New Media*, 20(5): 509-524.

Vanhaeght, Anne-Sofie (2019) Audience Participation in Public Service Media: From a Media-centric to a Society-centric Approach: *The Monitor* as a Best Practice of the Dutch Public Broadcaster NPO. *VIEW Journal of European Television History and Culture* 8(16): 1-14.

Vanhaeght, Anne-Sofie and Karen Donders (2015) Interaction, Co-creation and Participation in PSM Literature, Policy and Strategy: A Comparative Case Study Analysis of Flanders, the Netherlands, France and the UK. *Medijske Studije* 6(12): 46-62.

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Hibberd, Matthew and Brian McNair (2003) Mediated Access. Political Broadcasting, the Internet and Democratic Participation. In Gregory F. Lowe and Taisto Hujanen (Eds) *Broadcasting & Convergence: New Articulations of the Public Service Remit RIPE@2003*. Göteborg: Nordicom, pp. 147-65.

Hutchinson, Jonathon (2014) Extending the Public Service Remit through ABC Pool. In Gregory F. Lowe and Fiona Martin (eds) *The Value of Public Service Media RIPE@2013*. Göteborg: Noridcom, pp. 223-244.

Jackson, Lizzie (2010) Facilitating Participatory Audiences: Sociable Media and PSM. In Gregory F Lowe (ed.) *The Public in Public Service Media RIPE@2009*. Göteborg: Nordicom, pp. 175-187.

Mäntymäki, Eeva (2010) Journalistic Authority Meets Public Participation. Re-Reading Reith in the Age of Networks. In Gregory F. Lowe (ed.) *The Public in Public Service Media RIPE@2009*. Göteborg: Nordicom, pp. 71-86.

**Theme 4: PSM and third-party commercial platforms**

*Journal articles*

Bukart, Patrick and Susanna Leijonhufvud (2019) The Spotification of Public Service Media. *The Information Society: An International Journal* 35(4): 173-183.

Van Dijck, José and Thomas Poell (2015) Making Public Television Social? Public Service Broadcasting and the Challenges of Social Media. *Television and New Media* 16(2): 148‐164.

Van Es, Karin, and Thomas Poell. 2020. “Platform Imaginaries and Dutch Public Service Media.” *Social Media þ Society* 6 (2): 1-10.

Hokka, Jenni (2017) Making Public Service under Social Media Logics. *International Journal of Digital Television* 8 (2): 221-237.

Lowe, Gregory F. and Päivi Maijanen (2019) Making Sense of the Public Service Mission in Media: Youth Audiences, Competition, and Strategic Management. *Journal of Media Business Studies* 16(1): 1-18.

Martin, Erik N. (2021) Can Public Service Broadcasting Survive Silicon Valley? Synthesizing Leadership Perspectives at the BBC, PBS, NPR, CPB and local U.S. stations. *Technology in Society*, 64: 1-11.

Moe, Hallvard (2013) Public Service Broadcasting and Social Networking Sites: The Norwegian Broadcasting Corporation on Facebook. *Media International Australia, Incorporating Culture & Policy* 146(2013): 114-122.

Sørensen, Jannick K., Hilde Van den Bulck and Sokol Kost (2020a) Stop Spreading the Data: PSM, Trust, and Third-party Services. *Journal of Information Policy* 10: 474-513.

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McElroy, Ruth and Caitriona Noonan (2018) PSM and Digital Innovation in Small Nations. In Gregory Ferrell Lowe, Hilde Van den Bulck, and Karen Donders (eds) *Public Service Media in the Networked Society RIPE@2013*. Göteborg: Nordicom, pp. 159-174.

Michalis, Maria (2018) Distribution Dilemmas for Public Service Media: Evidence from the BBC. In Gregory Ferrell Lowe, Hilde Van den Bulck, and Karen Donders (eds) *Public Service Media in the Networked Society RIPE@2013*. Göteborg: Nordicom, pp. 195-210.

**Theme 5: PSM’s on-demand streaming services**

*Journal articles*

Bruun, Hanne (2021) From Scheduling to Trans-programming. *Media, Culture & Society* 43(4): 613–628.

Bruun, Hanne (2018) Producing the On-air Schedule in Danish Public Service Television in the Digital Era. *Critical Studies in Television* 13(2): 137-152.

D’Arma, Alessandro, Tim Raats and Jeanette Steemers (2021) Public Service Media in the Age of SVoDs: A Comparative Study of PSM Strategic Responses in Flanders, Italy and the UK. *Media Culture & Society* 43(4): 682-700.

Grainge, Paul and Catherine Johnson (2018). From Catch-up TV to Online TV: Digital Broadcasting and the Case of BBC iPlayer. *Screen* 59(1): 21-40.

Kelly, JP (2021) “Recommended for You”: A Distant Reading of BBC iPlayer. *Critical Studies in Television: The International Journal of Television Studies* 16(3): 264-285.

Kelly, JP and Jannick K. Sørensen (2021) “What's on the Interface Tonight?”: A Longitudinal Analysis of the Publishing Strategies of Public Service Video-on-demand Platforms in the UK and Denmark. *MedieKultur: Journal of media and communication research* 37(70): 66-90.

Lassen, Julie M., & Jannick K. Sørensen (2021) Curation of a Personalized Video on Demand Service: A Longitudinal Study of the Danish Public Service Broadcaster DR. *Iluminace: Journal for Film Theory, History, and Aesthetics*, 33(1): 5-33.

**Theme 6: Algorithmic recommender systems in PSM**

*Journal articles*

Cwynar, Christopher (2017) NPR Music: Remediation, Curation, and National Public Radio in the Digital Convergence Era. *Media, Culture & Society* 39(5): 680-696.

van den Bulck, Hilde and Hallvard Moe (2018) Public Service Media, Universality and Personalisation through Algorithms: Mapping Strategies and Exploring Dilemmas. *Media, Culture & Society* 40(6): 875-892.

van Es, Karen (2017) An Impending Crisis of Imagination: Data-driven Personalization in Public Service Broadcasters. *MEDIA@LSE Working Paper Series* 43.

Ford, Heather and Jonathon Hutchinson (2019) Newsbots that Mediate Journalist and Audience Relationships. *Digital Journalism* 7(8): 1013-1031.

Hildén, Jockum (2021) The Public Service Approach to Recommender Systems: Filtering to Cultivate. *Television and New Media* 23(7): 777–796.

Jones, Bronwyn and Rhianne Jones (2019) Public Service Chatbots: Automating Conversation with BBC News Public Service. *Digital Journalism* 7(8): 1032-1053.

Kant, Tanya (2014) Giving the “Viewser” a Voice? Situating the Individual in Relation to Personalization, Narrowcasting, and Public Service Broadcasting. *Journal of Broadcasting & Electronic Media* 58(3): 381‐399.

Schwartz, Jonas A. (2016) Public Service Broadcasting and Data-driven Personalization: A View from Sweden. *Television & New Media* 17(2): 124–141.

Sørensen, Jannick K. (2013) Public Service Broadcasting Goes Personal: The Failure of Personalised PSB Web Pages. *MedieKultur: Journal of Media and Communication Research* 55: 43-71.

Sørensen, Jannick K. (2020a) The Datafication of Public Service. Media Dreams, Dilemmas and Practical Problems: A Case study of the Implementation of Personalized Recommendations at the Danish Public Service Media “DR”. *MedieKultur: Journal of Media and Communication Research* 69: 90–115.

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Jackson, Lizzie (2020) Datafication, Fluidity, and Organisational Change. In Mercedes Medina, Philip Savage and Gregory F. Lowe (eds) *Universalism in Public Service Media*. Göteborg: Nordicom, pp. xx-xx.

Sørenson, Jannick Kirk, and Jonathon Hutchinso (2018) Algorithms and Public Service Media. In Gregory Ferrell Lowe, Hilde Van den Bulck, and Karen Donders (eds) *Public Service Media in the Networked Society RIPE@2013*. Göteborg: Nordicom, pp. 91–106.

Sørensen, Jannick K. (2020b). Personalised Universalism in the Age of Algorithms. In Mercedes Medina, Philip Savage and Gregory F. Lowe (eds) *Universalism in Public Service Media*. Göteborg: Nordicom, pp. 191-206.

**Theme 7: Renewing the PSB mission for the Internet age**

*Journal articles*

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Brevini, Benedetta (2015) The Struggle for PSB 2.0: An Assessment. *International Journal of Digital Television* 6(2): 221-237.

Burri, Mira (2015) Contemplating a “Public Service Navigator”: In Search of New- (and Better-) Functioning Public Service Media. *International Journal of Communication* 9: 1341-1359.

Cunningham, Stuart (2015) Repositioning the Innovation Rationale for Public Service Media. *International Journal of Digital Television* 6(2): 203-220.

Fuchs, Christian (2021) The Digital Commons and the Digital Public Sphere: How to Advance Digital Democracy Today. *Westminster Papers in Communication and Culture*. 16(1): 9-26.

Goodman, Ellen P. and Anne H. Chen (2010) Modeling Policy for New Public Service Media Networks. *Harvard Journal of Law and Technology* 24(1), 111–170.

Helberger, Natali (2015) Merely Facilitating or Actively Stimulating Diverse Media Choices? Public Service Media at the Crossroad. *International Journal of Communication* 9: 1324–1340.

Iosifidis, Petros (2011) The Public Sphere, Social Networks and Public Service Media. *Information, Communication and Society* 14(5): 619–637.

Hoffman, Christian P., Christoph Lutz, Miriam Meckel, and Giulia Ranzini (2015) Diversity by Choice: Applying a Social Cognitive Perspective to the Role of Public Service Media in the Digital Age. *International Journal of Communication* 9: 1360–1381.

Moe, Hallvard (2008) Dissemination and Dialogue in the Public Sphere: A case for Public Service Media Online. *Media, Culture & Society* 30(3): 319-336.

Wilson, Chris K., Jonathon Hutchinson and Pip Shea (2010) Public Service Broadcasting, Creative Industries and Innovation Infrastructure: The Case of ABC’s Pool. *Australian Journal of Communication*, 37(3): 15–32.

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Collins, Richard (2010) From Public Service Broadcasting to Public Service Communication. In Gregory F Lowe (ed.) *The Public in Public Service Media RIPE@2009*. Göteborg: Nordicom, pp. 53-70.

Goodwin, Peter (2018) An Impossible Challenge for Public Service Media? The Intellectual Context of the Networked Society. In Gregory Ferrell Lowe, Hilde Van den Bulck, and Karen Donders (eds) *Public Service Media in the Networked Society RIPE@2013*. Göteborg: Nordicom, pp. 29-41.

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Hujanen, Taisto (2016) Broadcasting in the Post-Broadcast Era: Technology and Institution in the Development of Public Service Media. In Gregory F. Lowe and Nobuto Yamamoto (eds) (2016) *Crossing Borders and Boundaries in Public Service Media RIPE@2015*. Göteborg, Sweden: Nordicom, pp. 31-46.

Jakubowicz, Karol (2007)Public Service Broadcasting in the 21st Century. What Chance for a New Beginning? In Gregory F. Lowe and Jo Bardoel, (eds) *From Public Service Broadcasting to Public Service Media RIPE@2007*. Göteborg: Nordicom, pp. 29-50.

Murdock, Graham (2005) Building the Digital Commons. In Gregory F. Lowe and Per Jauert, (eds) *Cultural Dilemmas in Public Service Broadcasting: RIPE@2005*. Göteborg: Nordicom, pp. 213-231.

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