

## A sustainable digital transition

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This presentation addresses the organisational challenges and dilemmas that arise in the public service institution DR as the linear and non-linear television services are being merged. A common finding in the literature dealing with the digital transition of public service media is that several factors influence the current conditions of these companies, and that the response to the challenges is far more complex and pervasive than offering one's content in an on-demand service (Bruun 2023; Lordache and Raats 2023; Donders 2019). In the case of DR politically initiated cutbacks and reorganisations of the offering sparked the digital transition back in 2018. Obviously other factors (including increased competition from global SVoD services such as Netflix, technological development, and the population's general media usage) affected the process as well. However, in this presentation I will argue that despite DR might come across as a digital pioneer, the formation of its digital strategy should be regarded as reactive rather than proactive. This is reflected in the steps in which DR's streaming service DRTV has been developed and in the current uncertainties that arise in the day-to-day activities of the publishing editors. I choose to study the digital transition of DR through the work of the publishing department as the publishing (previously we would term this *scheduling*) functions as an interface between the organisation, the content, and the users. Methodologically the presentation builds on interviews with publishing editors in DR, a three-day long field study in the department, and a range of strategical and regulatory documents.

The sustainability issue will be addressed through a reflection on a statement from one of my informants:

Some years ago, streaming was understood as young people and binge publication. Now we talk about silver streamers and stack publication. You need to remember: Television is about change. Nobody has worked it out yet, and even if we had the situation would change within a couple of years (Publishing editor in DR, personal interview, 19.12.2022).

In the digital transition many things are happening at the same time, there are many uncertainties, and the learning is characterised by trial and error. However, a sustainable development, where the direction is not altered too often, is necessary for the sake of the employees and for the legitimacy of DR.

### Bibliography

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