

SPECIAL REPORT No 10/2022

How effectively does the Hellenic Radio-Television's Third Radio Programme function in terms of fulfilling the cultural cause it should serve?

EXECUTIVE SUMMARY

- I.** The Hellenic Public Radio-Television comprises only one radio station with cultural content (the Third Programme), where mainly classical music is compressed with speech and art broadcasts, whereas public reference radios (such as the ones in the United Kingdom, France, Italy, Spain, Germany, etc.) operate two radio stations, one for the classical - mainly or exclusively – music streaming and the other for speech broadcasts.
- II.** The technical possibilities of access to the public good, which only the Third Programme, as a monopoly, makes available to its listeners present several deficiencies. Apart from the fact that the Third Programme's traditional broadcast via the FM frequencies does not cover the entire Hellenic territory, it does not make use of contemporary means used by other reference radio stations to provide information on the content of its broadcast via internet and its digital transponders; as a result, there are problems concerning the listener's access to the content transmitted.
- III.** The wider context wherein the Third Programme is located has undergone dramatic changes in recent decades (digital technology, internet); therefore, the radio station's objectives and strategy should necessarily be repositioned. The Hellenic Public Radio-Television needs to re-determine the role of the Third Programme within the new context, so that the funds allocated to its operation may pay off as effectively as possible.
- IV.** The musical identity of the Third Program has not been clarified, in view of its basic objective as a broadcasting station for classical music. The criteria of determining broadcasts including musical genres other than classical music are not clear; the same applies concerning the reason the specific genre of music is selected.
- V.** Several broadcasts of symphonic musical works simply announce the works they broadcast, without apparent additionality. The radio station does not create conditions for enhancing the promotion of specific art products or services.