

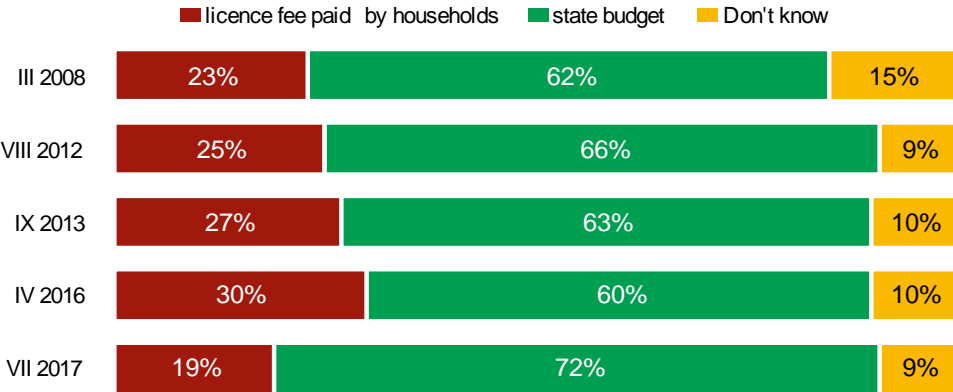
## **Financing of public media**

The current system of financing public radio and television from the licence fee paid by owners of radio and TV sets does not function well. According to the National Broadcasting Council, in 2016 out of more than 13.5 million households, about half (49%) had registered radio and TV sets, out of which 52% were exempt from licence fees. Among the others, more than one third (35%) paid the licence fee by the end of last year, which accounted for about 17% of recorded owners of radio and TV sets, or about 8% of all households in Poland. From time to time, there are proposals for legislative solutions aimed at increasing revenues from the licence fee. In the past years, the replacement of the licence fee with the so-called "audiovisual fee" was considered, paid by all households except for those who would be exempted from it (e.g. due to age or disability). Last year's project proposed charging the licence fee in electricity bill. Another idea to increase revenue from the licence fee was that cable and satellite TV providers would be obliged to pass on information on their customers to the Polish Post. On this basis, it could demand from the indicated persons registration of the sets. However, all these solutions raise serious concerns.

The preferred method of financing public radio and television has remained unchanged for years. Compared to earlier measurements, public opinion is more homogeneous in this

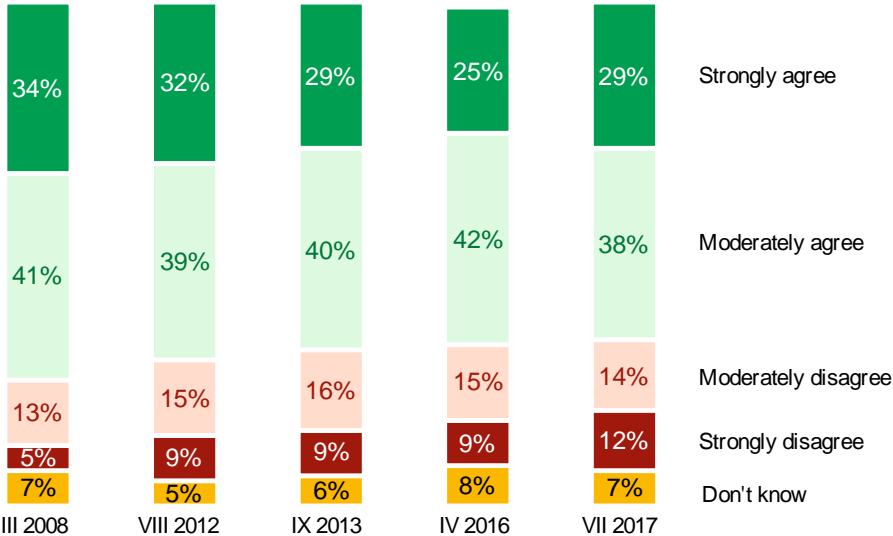
regard. Nearly three quarters of Poles (about 72%, up by 12 percentage points from April 2016) want public media to be financed from the state budget, while licence fee is supported by less than one fifth (19%, down by 11 points).

**Should public radio and television be financed from...**



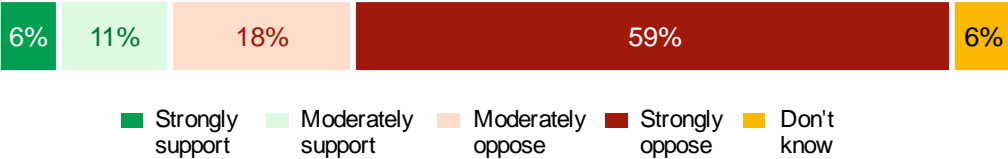
Commercial advertising is an important source of financing for public media, especially television. Last year, it covered 74% of expenses of Polish public television, while licence fee revenue covered 23%. In case of the public radio, most expenses (about 75%) were covered by licence fee, while advertising accounted for about one fifth (21%). The attitude towards public media generating revenue from advertising remains favourable. At present, as in the last five years, at least two thirds of Poles approve it (67%) and one fourth (26%) are opposed.

**Do you agree that public radio and television should have the right to earn money from commercial advertising?**



More than three quarters of Poles (77%) object to legislation that would require cable and satellite pay TV providers to transmit their customer data to Polish Post. This solution is supported only by one in six respondents (17%).

**Regulations are being developed to improve collection of licence fee for public television. Cable and satellite television providers would be required to provide Polish Post with personal information of its customers. On this basis, Polish Post would demand registration of TV sets and payment of licence fees. Do you support such a solution?**



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More information about this topic can be found in CBOS report in Polish: "Financing Public Media", July 2017. Fieldwork for national sample: July 2017, N=977. The random address sample is representative for adult population of Poland.