DR’s changing television activities: range of programmes, portfolio and platform

Radical changes have been seen in the television landscape within the past ten years as a consequence of technological development, increased competition and changing user patterns. As a result, the television companies face both new possibilities and new challenges. This dissertation examines how the Danish public service media institution DR has developed its television activities in the period of time between 2005 and 2015. Within this period DR has expanded its television channel portfolio from two to six channels and has also launched a streaming service.

Through a number of both quantitative and qualitative analyses this dissertation sheds light on what effect the expansion of the channel portfolio has had on DR’s programme output and the way DR runs its television channels as a united portfolio. The dissertation concludes that the Danish public service media institution holds a strong position in the competition for the viewers' attention, and that this, to a large extent, is due to how DR has kept pace with the development. However, the new distribution forms imply a number of complex challenges for DR's public service remit, and these will be accelerated as a still greater part of the media usage takes place on the streaming service.