

Television public policies and their articulation with democratization processes in Peru. A comparative perspective.

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The project was intended to describe and analyze the Peruvian television policies and their articulation with processes of democratization, in three stages: (i) initial stage of television (1957-1958); (ii) return to democracy after 12 years of military dictatorship (1980); and (iii) democracy transition after the fall of the Government of A. Fujimori (2000-2004). The type of political regime, the correlation of the main internal actors in the definition of policies, as well as transnational trends and actors in the television industry were analyzed at every stage.

For the description and analysis of policies, the following components, among others, were studied: (i) regulatory body for the sector and licensing system; (ii) concentration levels of ownership, audiences and advertising investment; (iii) State television profile; and (iv) political advertising during elections.

The project considers a perspective analysis compared to public policies designed and implemented in Spain, Argentina and Chile, in similar contexts and according to policy components selected for the Peruvian case. It is made in order to establish similarities and differences to identify and evaluate other television public policies regarding the strengthening of democracy.

Results:

Main features of model for the Peruvian television policy

- It defines the television as a business, *a private public interest service*.
- The model structures were kept over more than 50 years, although there was a break during the Military Government (1968-1980) in the context of a reform that would be later removed.
- The model generated oligopoly concentration limiting political pluralism and the space for the expression of cultural diversity.
- It does not exclude either province sectors or non-enterprise civil society completely, but it limits their possibilities for development.
- Its main actors are politicians (governors and members of parliament) and business operators, who build up a good relationship with mutual benefits or face control, having main people of the State political system, and of the access

routes to the public space of TV operators. These relationships sometimes became collusion and corruption.

Agenda pending for a more plural television system

- Creation of a Council of Radio and Television, autonomous from governments and with a plural composition.
- Redefinition of limits on media concentration, whereas cross ownership of media and participation levels in the market.
- Change of the State television and radio within public media, with plural and autonomous boards from the Executive.
- Promotion of television stations with educational and community contents.
- Free slots for political advertising during elections.