

Table 2: Accountability schemes applicable to PSM and the ORF

	Actor	Forum	Legitimacy	Obligation	Compliance	Consequences
Statutory law	PSB/ORF	Federal Chancellor (and the National Council and the Federal Council) (ORF-G § 7) National regulatory authority (KommAustria) (ORF-G § 5, 7, 14, 36) Foundation Council (ORF-G § 4a (2), 21) Audience Council (Quality Committee) (ORF-G § 28) The public (ORF-G § 7 and other reporting) Court of Audit (ORF-G § 31a) Auditing Commission (ORF-G § 40)	Core public mandate and further special mandates (ORF-G § 4, 5)	Transparency in the constant evaluation of quality criteria (ORF-G § 4 (3)) Audience satisfaction assessment (quality assurance system) (ORF-G § 4a (5)) Control (special mandate) of online services § 4e Service concept evaluation/approval (ORF-G § 5a) Control over advertising agreements (ORF-G § 14, 5b) Audit compliance (ORF-G § 40)	Annual reporting to all I Detailed reporting on the fulfilment of the mandate(s) (ORF-G § 7, 11, 12) Legal supervision by KommAustria (ORF-G § 36) Service concept submission to KommAustria and publication online (ORF-G § 5a (2)) Audit report (ORF-G § 39) Financial reporting (§ 277, 280 of the Business Code)	Annulment of decision(s) and public announcement (ORF-G § 37 (2, 4)) Administrative penalties (ORF-G § 38) Recovery procedure (ORF-G § 38a) Civic law liability of the Director General (ORF-G § 22(4)) Dismissal of the Director General (ORF-G § 22(5)) (ORF-G §)
European legal and policy standards	PSM	Normative categories 'of public' representation: the state (government,	Public mandate/remit	Setting up a comprehensive accountability	Actively seeking the views and opinions of stakeholders (CoE 2012 A. II. 45)	Good governance

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			parliament, independent regulatory and supervisory bodies); the public (audience, citizens, participants); civil society groups (CoE 2012 A. II. 28)		governance scheme (CoE 2012 A. II. 30) Structured relationships with the 'public' (CoE 2012 A. II. 39) Responsiveness (active and mandatory engagement) (CoE 2012 A. II. 45)	Accountability channels and fora (CoE 2012 A. II. 46)	
Industry standards and practices	EBU	PSM	Citizens Stakeholders	PSM to reinforce their legitimacy	Transparency Index (Corporate-Financial-Remit-Social Transparency) (EBU, 2015, pp. 11-13)	Self-assessment tool provided by the EBU	Trust-building
	JTI	All media outlets producing and disseminating journalistic content	Citizens, advertisers and regulators	Support the universal, individual freedom of opinion through access to information and independent, pluralistic media (JTI I.) Declaration on Ethical and Professional Journalism (JTI II.)	JTI Standards on 'Identity and Transparency'; 'Professionalism and Accountability' (JTI Section A-B) Use of machine-readable Language and Format (JTI IV.)	Self-assessment - JTI app Disclosure Independent certification	Prioritisation rewards (due prominence online, benefits, subsidies)
PSM practice		ORF/PSB/PSM	Political forum (Chancellor)	Value creation (5 dimensions:	According to the Public Value Quality	Annual Reports (special sections	Trustworthiness

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		Administrative forum (KommAustria) External stakeholders Internal stakeholders	Individual-Social-Nation-International and Corporate value)	Dimensions (ORF-G, ORF-regulations, ORF guidelines and 'societal' demands')	about online PSM delivery) PVRs DialogForum Internal fora (#Next Generation)	Relevance to citizens

Key: CoE - Council of Europe; EBU – European Broadcasting Union; JTI – Journalism Trust Initiative; PSB – Public Service Broadcaster; PSM – Public Service Media; PVR public value reports; ORF – Österreichischer Rundfunk; ORF-G - Bundesgesetz über den Österreichischen Rundfunk.

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