

Economic advantages in the introduction of multi-media services include the provision of employment and training, opportunities for new industry activities, and the provision of services to marginalized groups.

V. Human Resource Development

Broadcasting has a role to play in human resource development through the provision of education and information to the people of Sri Lanka and the development of broadcasting practitioners and skills. Different players in the broadcasting industry such as the public broadcaster, the commercial, community and education sectors have different responsibilities to ensure that this role is achieved effectively and efficiently.

VI. Ownership and Control

Policy in broadcasting must achieve the objectives of empowerment through the transformation of the broadcasting sector. This transformation will encourage ownership and control, active involvement in managerial and operations levels and professional skills development with the objective of achieving as broad a representation of Sri Lankan society in the broadcasting sector as possible.

In view of the capital investment required to bring Sri Lanka's broadcasting industry on par with prevailing international standards, foreign investment in the sector will be encouraged, while ensuring that control remains in the hands of the elected and appointed representatives of the Sri Lankan people. A new broadcasting policy framework will also include provisions regarding control of cross media ownership, with the competent regulatory authority designing relevant license obligations and monitoring performance with regard to these issues.

VII. A New Regulatory Framework

A new regulatory framework for broadcasting will be established. It will be based on democratic principles where the parliament, the executive and the courts have shared responsibilities. This arrangement is usual in most democratic countries. What differs from country to country is the balance of the relationships. We will strive to strike a balance most appropriate for the knowledge and open society.

Policymaking is a shared responsibility of public authorities and institutions, and principally so by Parliament, Government and the Regulatory Authority. Parliament outlines the broadcasting law to be administered. The responsible minister and the regulator share responsibility for the executive action that needs to be taken to give effect to the law, and the judiciary provides final certainty, where necessary, about the interpretation and meaning of the broadcasting act.

VIII. Financing Broadcasting and supporting the creation of a multi media sector in Sri Lanka

A viable broadcasting industry can only be sustained if policy allows for orderly growth. Public policy will recognize the broadcasting as an industry is a capital-intensive and specialized industry requiring considerable amounts of investment to establish, maintain, operate and expand. It will also recognize that the expansion of content can only function if strong broadcasters can continue to be the premier outlet for the multi media industry.

How the system is to be financed has the final bearing on the pace of development and liberalization, and the re-organization of the system to accommodate new entrants. Financing the development of a vibrant mass media and multi media sector is possible through Privet – Public modalities and pertaining to the broadcasting and content production services and content producing organizations and corporations (e.g., the National Film Corporation).

The broadcasting and multi media industry in general is capable of generating a substantial amount of revenue and attracting a sizeable amount of foreign capital investment from the activities of its various sectors. Both the broadcasting and multi media sector have the potential and ability to be self- sustaining and achieve self-reliance

In achieving self -sufficiency, the more profitable elements could help finance the activities that do not generate the same returns.