

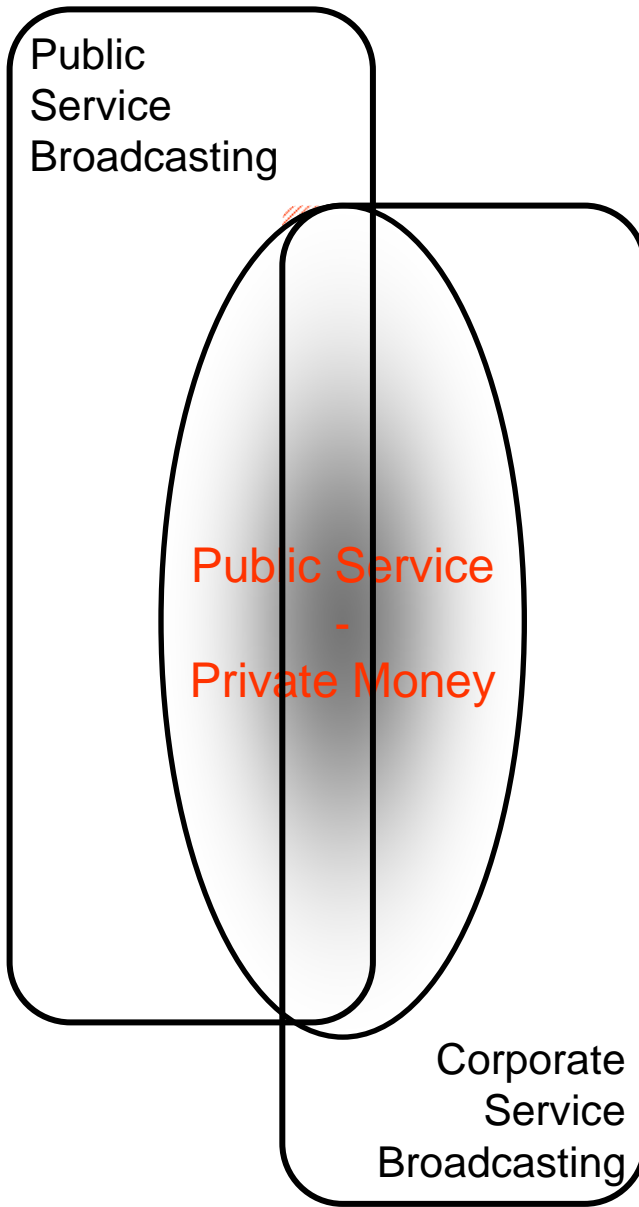


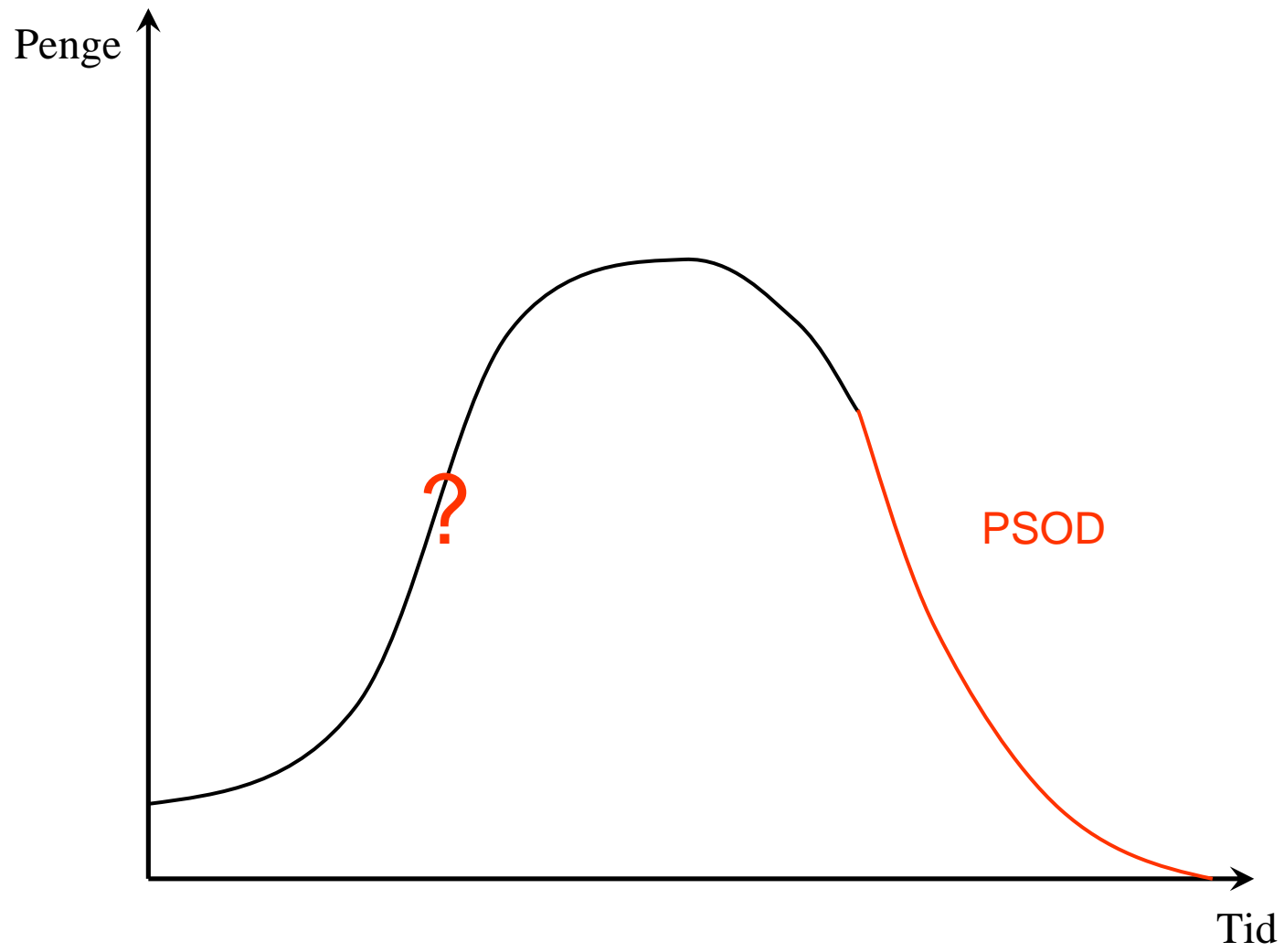
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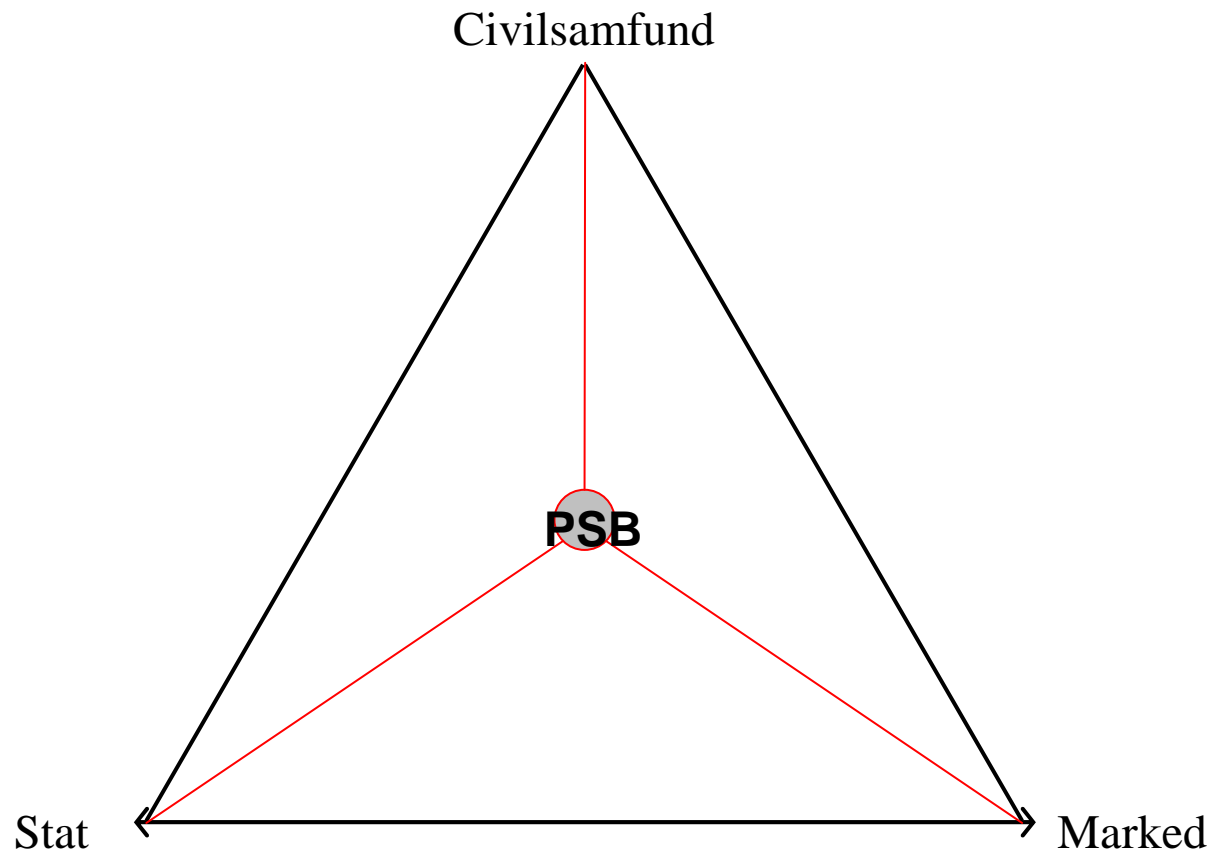
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Mine tre bud:

- Producér og distribuér kun det, der skaber public service value
- Reach er væsentligere end share
- Giv gode grunde til konkrete (fra-)valg ved hjælp af en frivillig anvendelse af systematisk *public service value test*