

EBU

OPERATING EUROVISION AND EURORADIO



**PUBLIC SERVICE MEDIA
BRINGING THEIR
BEST FOR EUROPE**

TRUSTWORTHY NEWS & INFORMATION

IN **90%**

of European countries, public service media are the **MOST TRUSTED NEWS BRAND**



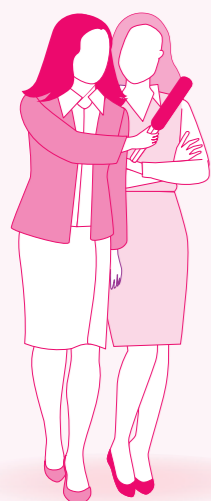
RADIO IS THE MOST TRUSTED FORM OF MEDIA and public service media operate

421

radio stations across the EU



INVESTIGATIVE, WIDE-REACHING & BALANCED JOURNALISM



Public service media employ

45,000

JOURNALISTS ACROSS EUROPE, of which...

51%
ARE WOMEN



Public service media ensure

IMPARTIALITY & QUALITY

journalism

IN 2023,

54,000

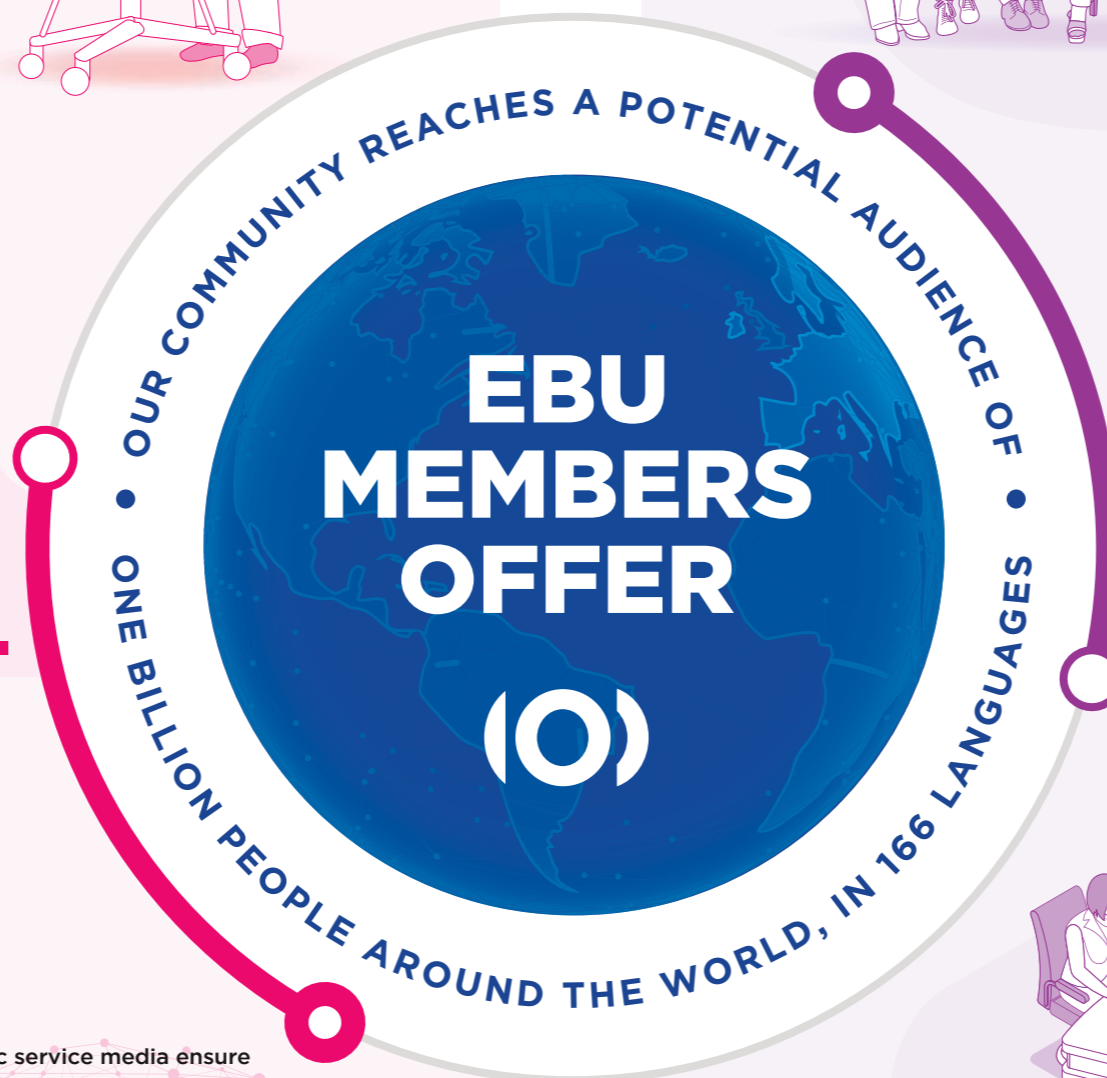
news items were **SHARED IN THE EUROVISION NEWS EXCHANGE**



Public service media in Europe advance media literacy every day, with

86%

PRODUCING DEDICATED MEDIA LITERACY PROGRAMMES, for TV, radio or online



SUPPORT FOR DEMOCRACY



Public service media promote social cohesion by introducing people to the national cultural memory, and by offering content and coverage of events that **ENHANCE THE FEELING OF BELONGING**

WELL-FUNDED AND INDEPENDENT PUBLIC SERVICE MEDIA GO HAND IN HAND WITH:

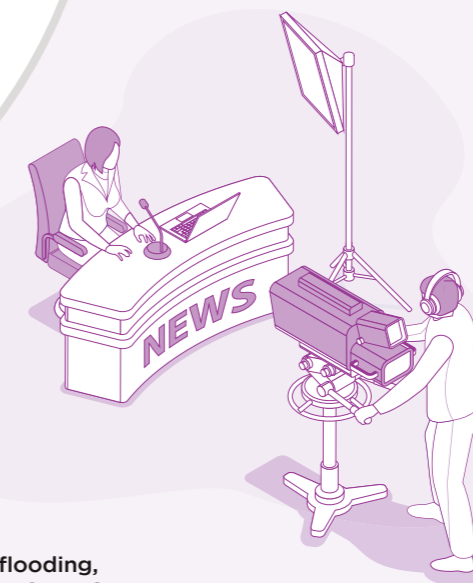
- A healthy democratic culture
- High scores for political participation
- A stronger interest in political issues and discussion
- A greater adherence to the democratic ideal
- A lower tendency to embrace authoritarian ideas.



RELIABLE NEWS IN CRISES

TERRESTRIAL BROADCAST, BOTH TV AND RADIO, IS THE MOST RELIABLE AND EFFICIENT MEANS TO REACH THE POPULATION IN CRISES

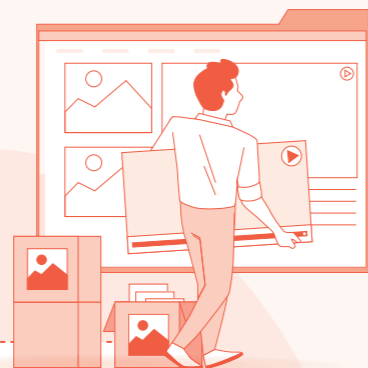
Terrestrial networks keep working during disasters, while other types of networks can be down for several days



In natural disasters, such as flooding, fire and storm, **THE CAR RADIO WAS THE ONLY REMAINING SOURCE FOR NEWS AND INFORMATION**



INVESTMENT IN LOCAL ORIGINAL CONTENT & CONTRIBUTION TO THE ECONOMY



€20

BILLION A YEAR IS INVESTED

by public service media into the content industry

2 TO 3

additional roles are created across the economy

FOR EACH JOB CREATED IN PUBLIC SERVICE MEDIA

86%

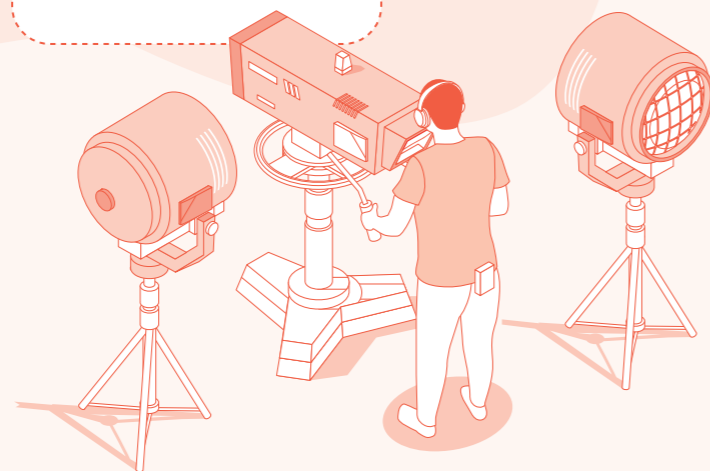
of public service media programming expenditures in the EU

GOES TO ORIGINAL CONTENT

OVER 40%

of all financing of original European content

IS COVERED BY PUBLIC SERVICE MEDIA



OUR COMMUNITY REACHES A POTENTIAL AUDIENCE OF ONE BILLION PEOPLE AROUND THE WORLD, IN 166 LANGUAGES

EBU MEMBERS OFFER



QUALITY CONTENT FOR EVERYONE



WITH

888

REGIONAL AND LOCAL TV AND RADIO SERVICES, public service media cover the stories that matter to the whole community



91%

OF EBU MEMBERS' TV OUTPUT IS OF DOMESTIC OR EU ORIGIN



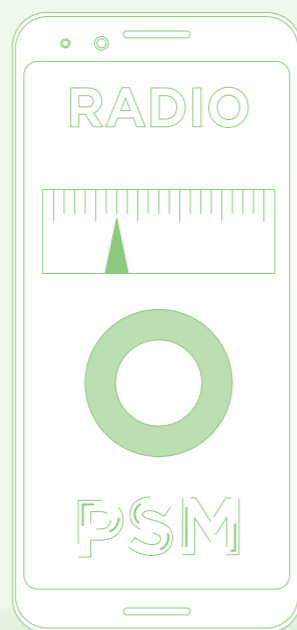
EBU MEMBERS OFFER CONTENT IN 85 MINORITY LANGUAGES VIA

224

TV, radio services and internet streams that specifically target linguistic minorities, ethnic minorities, non-native citizens and migrants

ESSENTIAL APPLICATIONS

NEARLY **ALL** public service media OPERATE A DEDICATED ONLINE NEWS APP



94% of public service media offer their audio services via **MOBILE APPS**



In total offering

79% make their children's content **AVAILABLE IN AN APP**

110 APPS FOR CHILDREN

SUSTAINABILITY INITIATIVES

OVER **25** public service media organizations are involved in **SUSTAINABILITY**

80% of public service media already have or are looking into a **STRATEGY FOR SUSTAINABILITY IN TECHNOLOGY**

47% **REPORT ON SUSTAINABILITY**



INNOVATION WITH THE LATEST TECHNOLOGY

PUBLIC SERVICE MEDIA DRIVE DIGITAL TECHNOLOGY, STANDARDS AND INNOVATION (such as UHDTV, DAB+, and DVB), while supporting interoperability and net neutrality

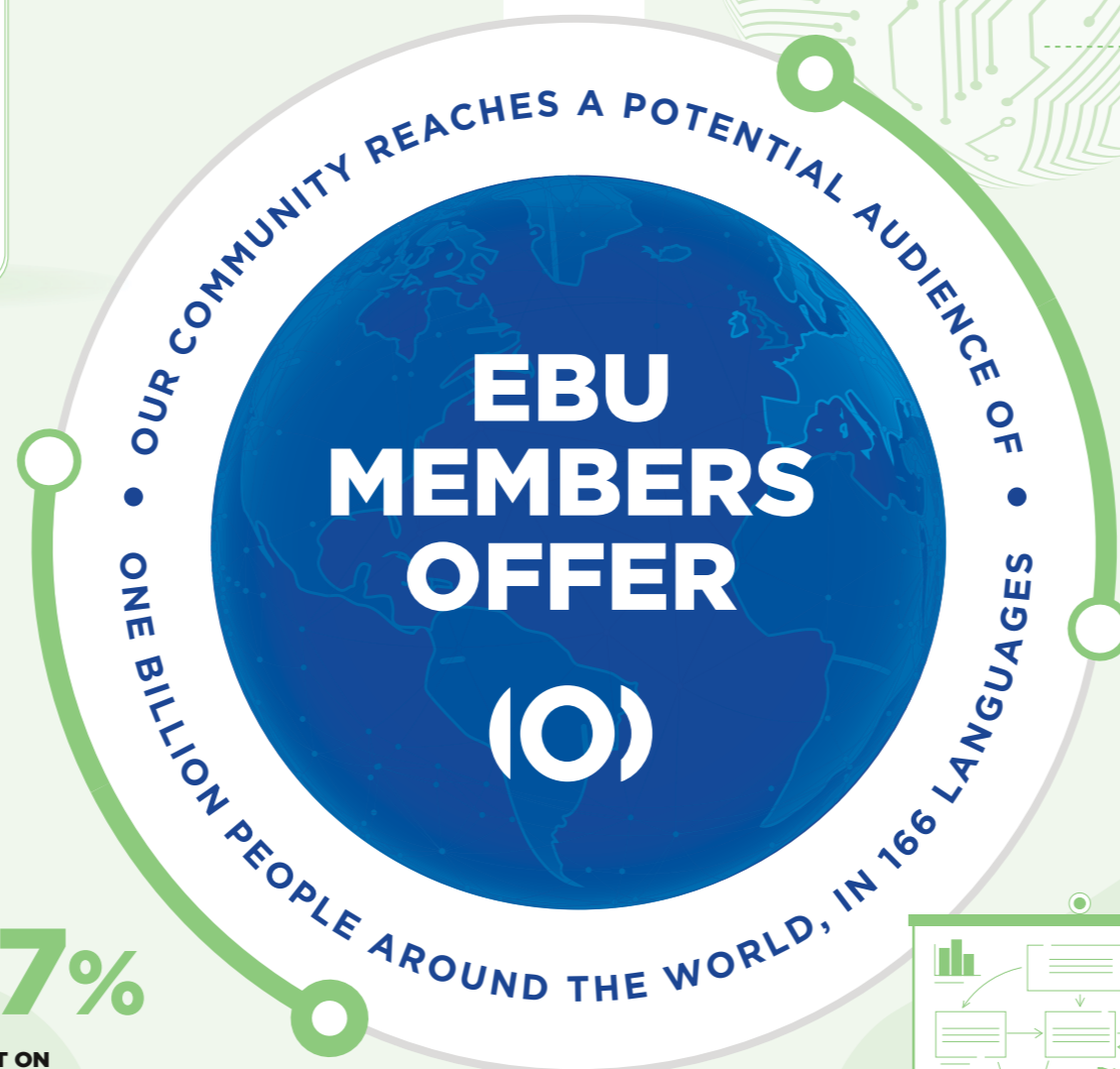


PUBLIC SERVICE MEDIA PIONEER TOOLS AND APPLICATIONS TO BREAK DOWN LANGUAGE BARRIERS and create a more cohesive public sphere, enabling public discourse at a European level

ARTIFICIAL INTELLIGENCE

90% of public service media see **AI AS PART OF THEIR FUTURE CORPORATE STRATEGY**

73% **ARE ALREADY USING AI** to some extent



SOURCES: Public Service Media Strengthening Media Literacy, Public Service Media & News, Public Service Media 360° Value, Public Service Media International Services, Public Service Media Access Services, Public Service Media Staff Diversity And Diversity, Equity And Inclusion Strategies 2023, The Economic Impact Of Public Service Media, Democracy And Public Service Media, TV Audience Trends 2023, Radio Audience Trends 2023, Public Service Media Contribution To The European Creative Sector, Audio in Cars, Audio Essentials, Children & Public Service Media, AI and Public Service Media, Sustainability: An Outline Of Public Service Media Involvement, How Public Service Media Report On Their Activities Eurobarometer 96 Eurobarometer Media & News survey 2023, Public Service Media's Competitive Environment, The EBU community in numbers, EBU annual report 2023 (forthcoming), Public Service Media Linear Services & Social Media Accounts 2023.

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ABOUT THE EBU

The European Broadcasting Union (EBU) is the world's leading alliance of public service media (PSM). We have 112 member organizations in 56 countries and have an additional 31 Associates in Asia, Africa, Australasia and the Americas. Our Members operate nearly 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms.

Together they reach an audience of more than one billion people around the world, broadcasting in 166 languages. We operate Eurovision and Euroradio services.