

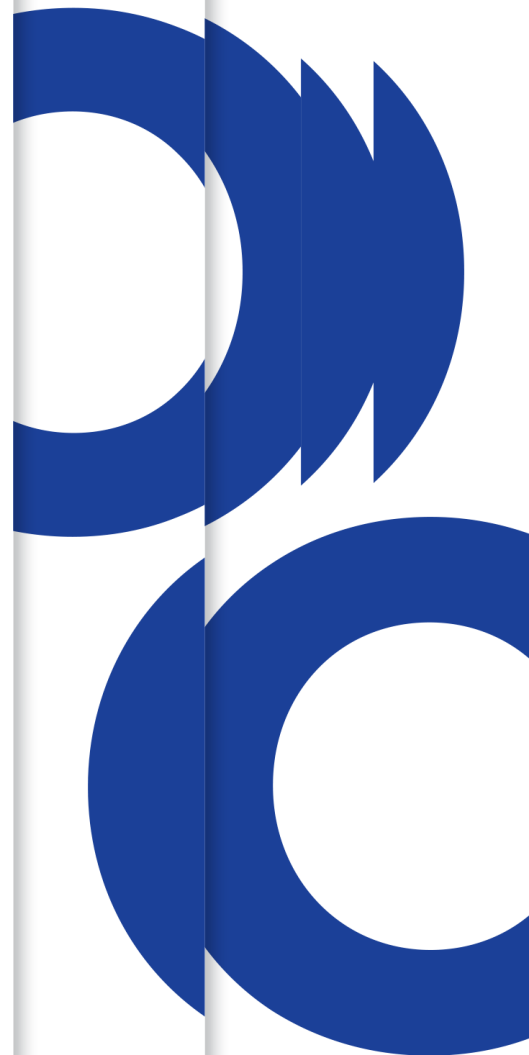
# PUBLIC SERVICE MEDIA IN AN ERA OF DIGITALISATION

INGRID DELTENRE  
Director General

MADRID, 5 APRIL 2017

**EBU**

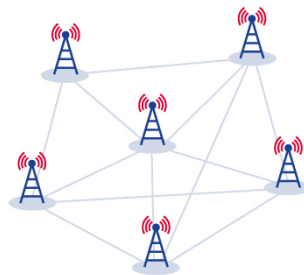
OPERATING EUROVISION AND EURORADIO



# THE EBU COMMUNITY IN NUMBERS

THE EUROPEAN BROADCASTING UNION  
IS THE WORLD'S LEADING ALLIANCE OF  
PUBLIC SERVICE MEDIA

**73**  
MEMBERS



in **56** COUNTRIES



operating

**820**

TV SERVICES



RADIO SERVICES

broadcasting  
in



to a potential  
audience of

**1.04**  
BILLION PEOPLE



OUR REACH IS TRULY INTERNATIONAL WITH A GLOBAL NETWORK OF **33 ASSOCIATES** IN ASIA, AFRICA AND THE AMERICAS

# PSM IN EUROPE

## A SMALL COST

**€ 36.19** BILLION  
Total funding of PSM in Europe.



## A BIG CONTRIBUTION

**€ 18** BILLION /  
YEAR




Combined investment in content of  
PSM in Europe



**181 000**

Number of people directly employed  
by PSM in Europe



**Digitalization of media production, distribution and consumption has resulted in a major disruption of the media industry.**

**It enables the rise of new players and challenges the future of all traditional players.**



# A NEW MEDIA ECOSYSTEM



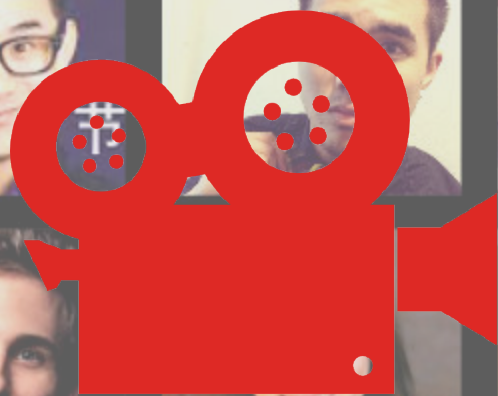
## **WE SEE LIKE NEVER BEFORE**

More content, new  
formats,  
ultra high quality of  
audio and video,  
better access,  
more voice control.





# DEMOCRATIZATION OF PRODUCTION AND DISTRIBUTION



# YouTube

# MORE CHOICE

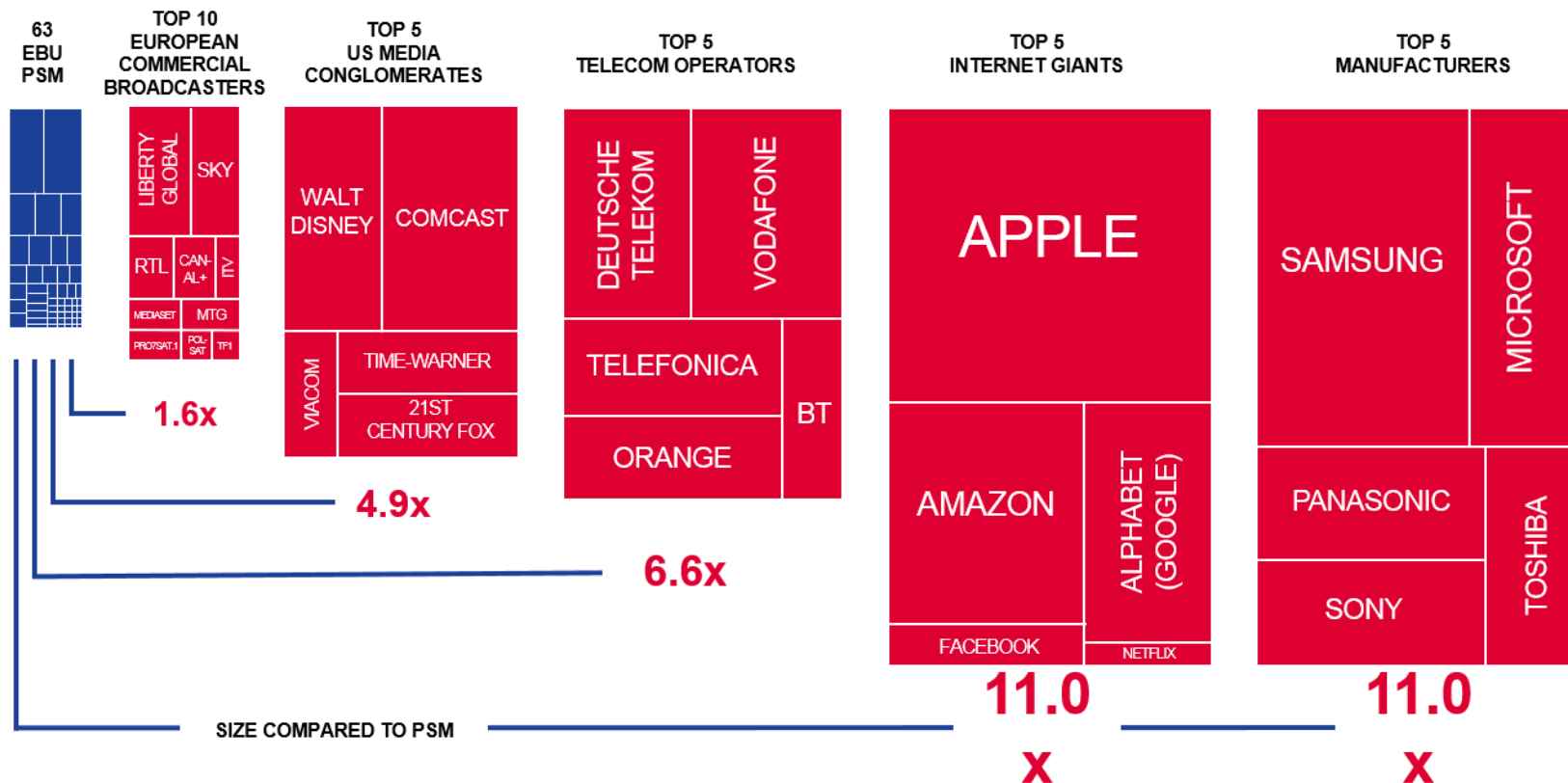


Samsung Smart Hub



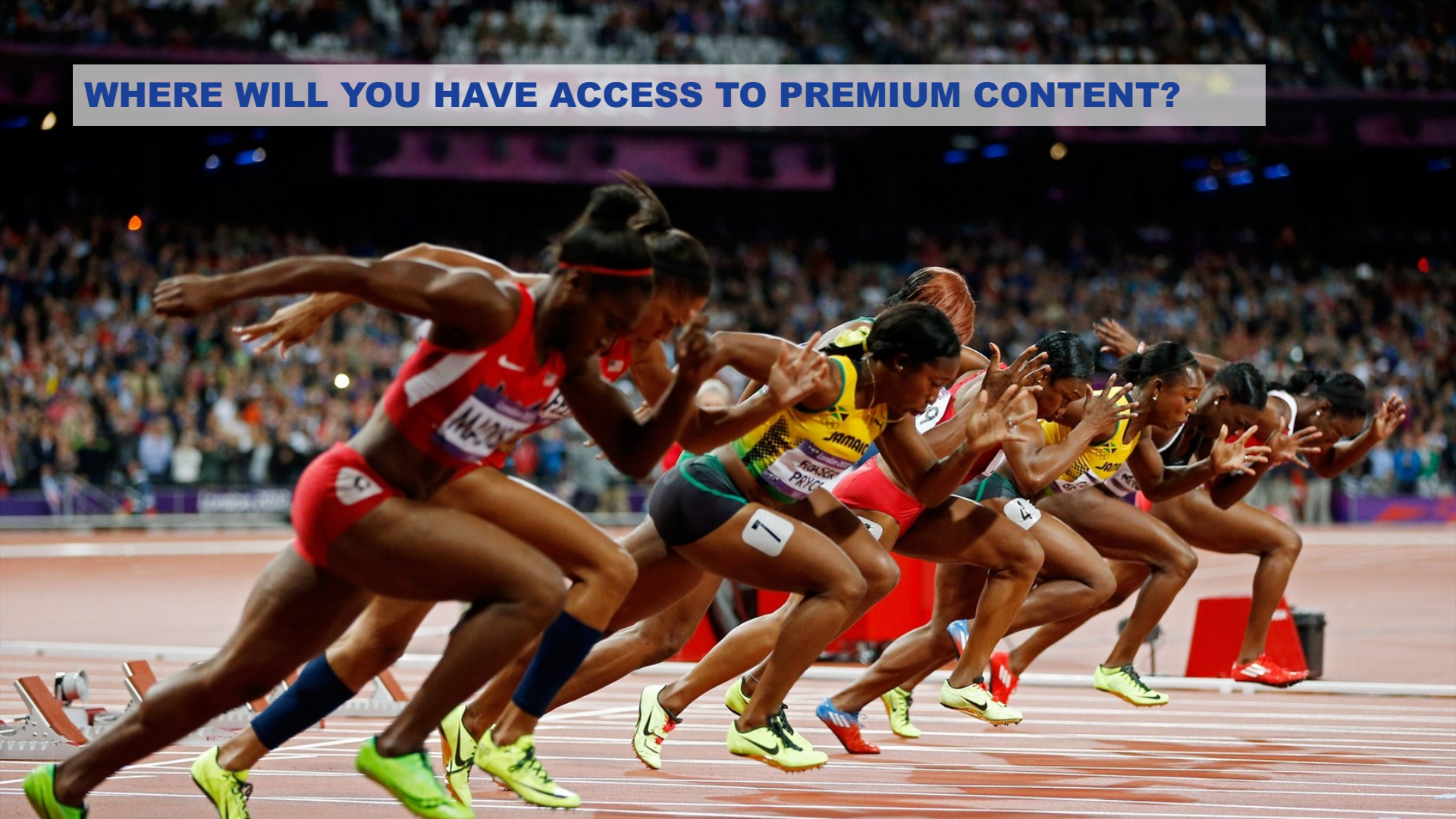
# SIZE MATTERS

## OPERATING REVENUES OF SELECTED AUDIOVISUAL PLAYERS (2015)





**WHERE WILL YOU HAVE ACCESS TO PREMIUM CONTENT?**







**★EUROSPORT**

Fuel your passion



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[MEDIA CENTRE](#) [CONTACT US](#)

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## OLYMPIC GAMES

January 01 2017

### Eurosport becomes the new Home of the Olympic Games in Europe

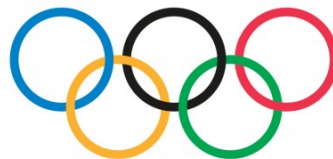
January 01 2017

Eurosport becomes the new Home of the Olympic Games in Europe

- January 1st 2017 marks the official start of the game-changing partnership between Discovery Communications and the International Olympic Committee (IOC)
- Olympic rings and distinctive new brand identity unveiled across all Eurosport screens and platforms

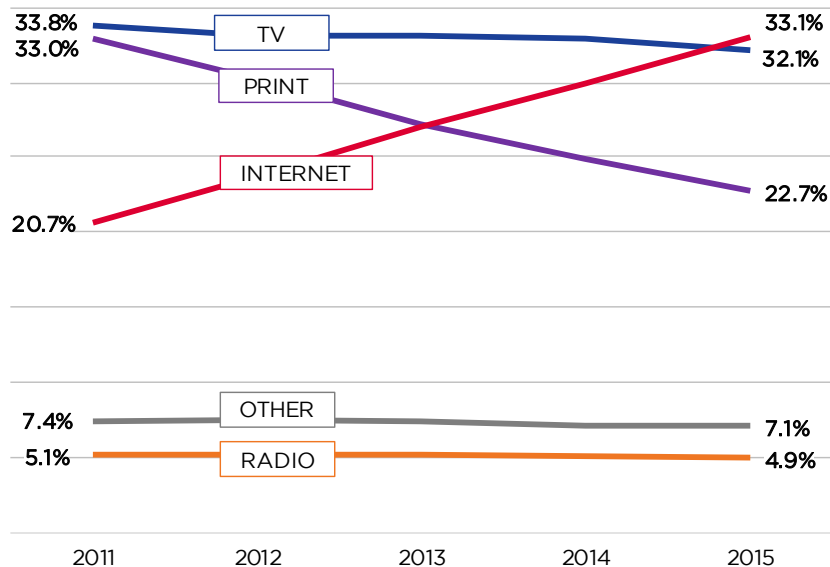
# ★EUROSPORT

## HOME OF THE OLYMPICS

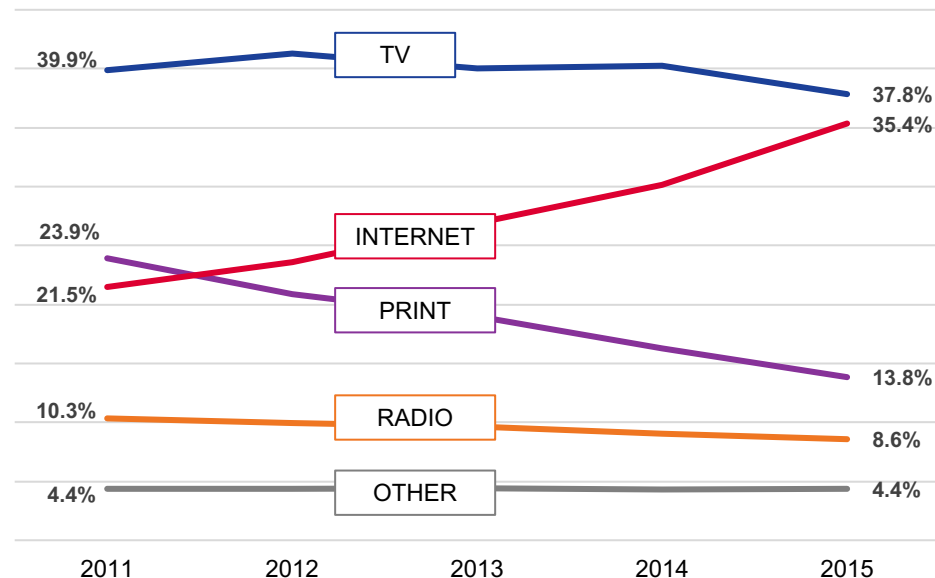


# ADVERTISING: SHIFTS TO THE INTERNET

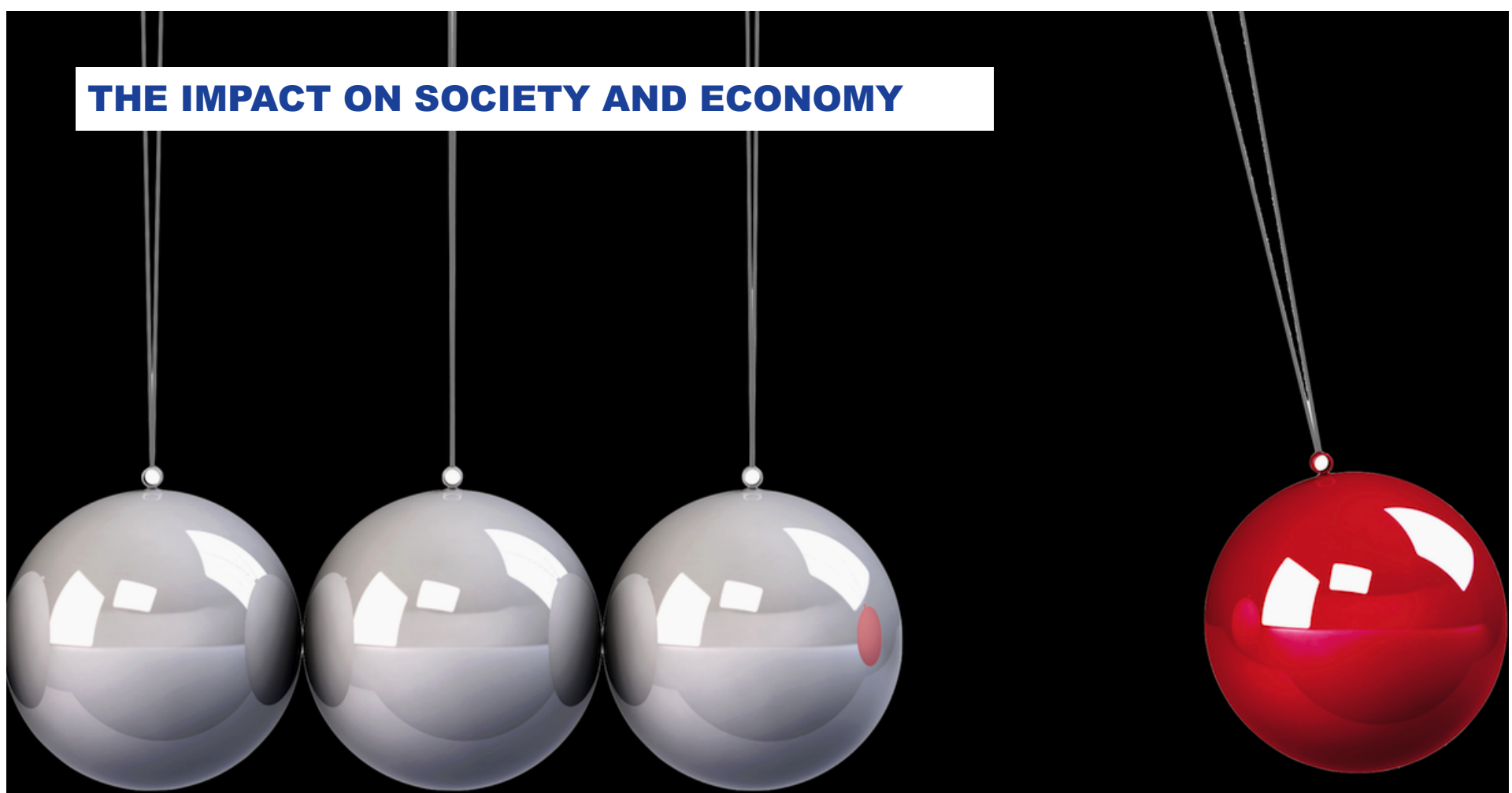
## EUROPE



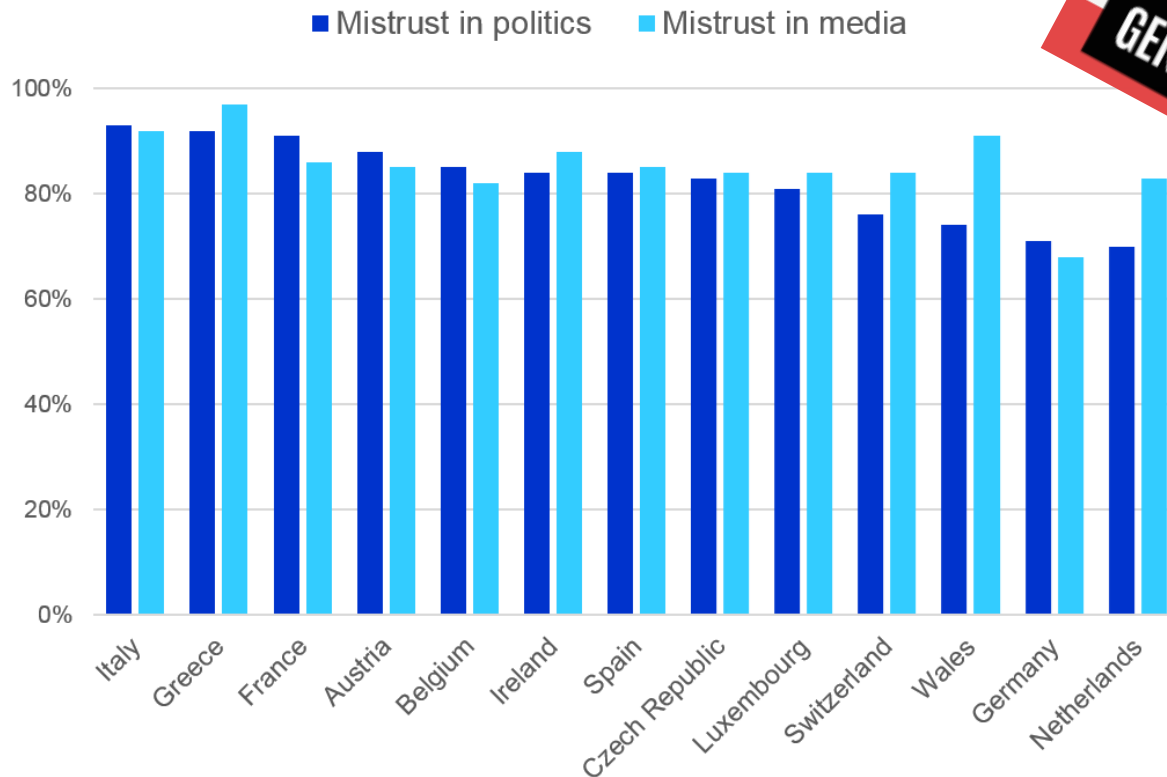
## USA



## THE IMPACT ON SOCIETY AND ECONOMY

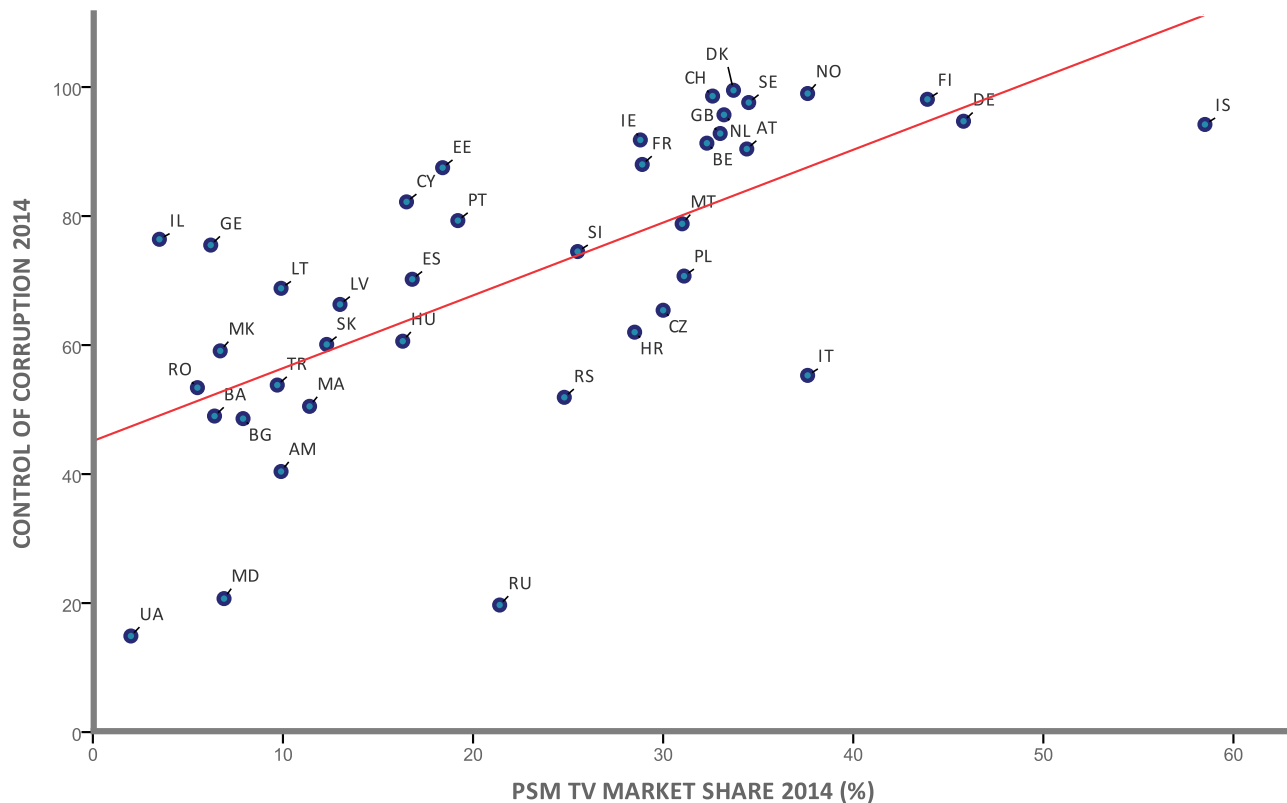


# LOW LEVEL OF TRUST IN INSTITUTIONS AND MEDIA



GENERATION WHAT?

# WEAK MEDIA – MORE CORRUPTION





## Obama Signs Executive Order Banning The Pledge Of Allegiance In Schools Nationwide

By Jimmy Rustling, ABC News - December 11, 2016 111148 719

SHARE



## WHOA! Hillary Caught On Hot Mic Trashing Beyonce' With RACIAL SLURS!

Stryker Liberals Behaving Like Liberals, News 209



## Police Find 19 White Female Bodies In Freezers With "Black Lives Matter" Carved Into Skin

By tmzworldstar 0

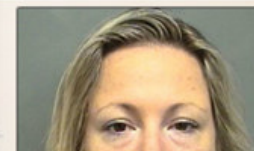
SHARE



## Woman arrested for defecating on boss' desk after winning the lottery

DAVE WEASEL

41-year-old woman had the winning lottery ticket worth over 3 million dollars last night, but showed up to work anyway on Monday to deliver one last





**New  
consumption  
contexts and  
opportunities.**



## **The great transformation of PSM:**

New skills and capabilities

More investments in quality of content

Better communication

New partnerships





**PSM are part of the solution, because they contribute**

to an informed citizenship.

to the cohesion of society.

to the value of the national economy.



**THANK YOU  
FOR YOUR  
ATTENTION**