



SUSPILNE UKRAINE

*IR Memorable
Stories*



**WHAT IS
'MEMORABLE'
TO SUSPILNE
UKRAINE?**





**Soon after russia's
full-scale invasion on the
24th of February 2022,
the world saw the
bombing of the TV tower
which is located next to
TV center of Suspilne
Ukraine**

March 1, 2022


**WHAT IS
SUSPILNE
UKRAINE
GRATEFUL
FOR?**



24/7

“CONNECTIVITY”

WITH EBU MEMBERSHIP RELATIONS —
VANESSA O’CONNOR & RADKA BETCHEVA

- Colleagues from different companies offering personal help and place for living.
 - Members sending their words of support and asking what help is needed.
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INSTITUTIONAL SUPPORT

Numerous visits of support to Suspilne Ukraine, starting with Noel and Delphine in 2022; Andrea Vianello (RAI) with radio news team; Eric Roose (ERR) in 2023; Liz Corbin (EBU News) March 2024; Cilla Benko & Gabriel Bystrom of SR; Tomas Rytel (LRT) with team of experts in April 2024

EBU decision on ***russia's membership suspension***.


Suspilne Ukraine ***memberships fee*** for 2 years period waived.

Noel, Monica and Radka participated online in the ***conference dedicated to the issues of Suspilne Ukraine funding*** in September 2023.

EBU Sports assistance in discussing certain free rights, lower prices, repeat rights for Suspilne Ukraine.




MEDIA SUPPORT

- EBU Radio initiatives on joint simultaneous transmission of **Give Peace a Chance, Beethoven's 9th Symphony**.
 - **Concerts in Support of Ukraine** around Europe and the world in the first months of the war.
 - **Co-production between TVP and Ukrainian medias** on the Concert in Support of Ukraine, when Suspilne Ukraine asked Members for assistance with live contributions to the event (this spring LRT arranged new action collecting EUR 8,3 mln).
 - **EBU resources** with free access to Ukrainian music playlists for Members.
 - **Retransmission** of Ukrainian Radio and TV by Members in Europe and beyond.
 - **Creation of dedicated websites** for Ukrainian refugees and children content and many more...
 - **Number of Suspilne News** items and 'lives' used by Members since the war has started is over **1800**.
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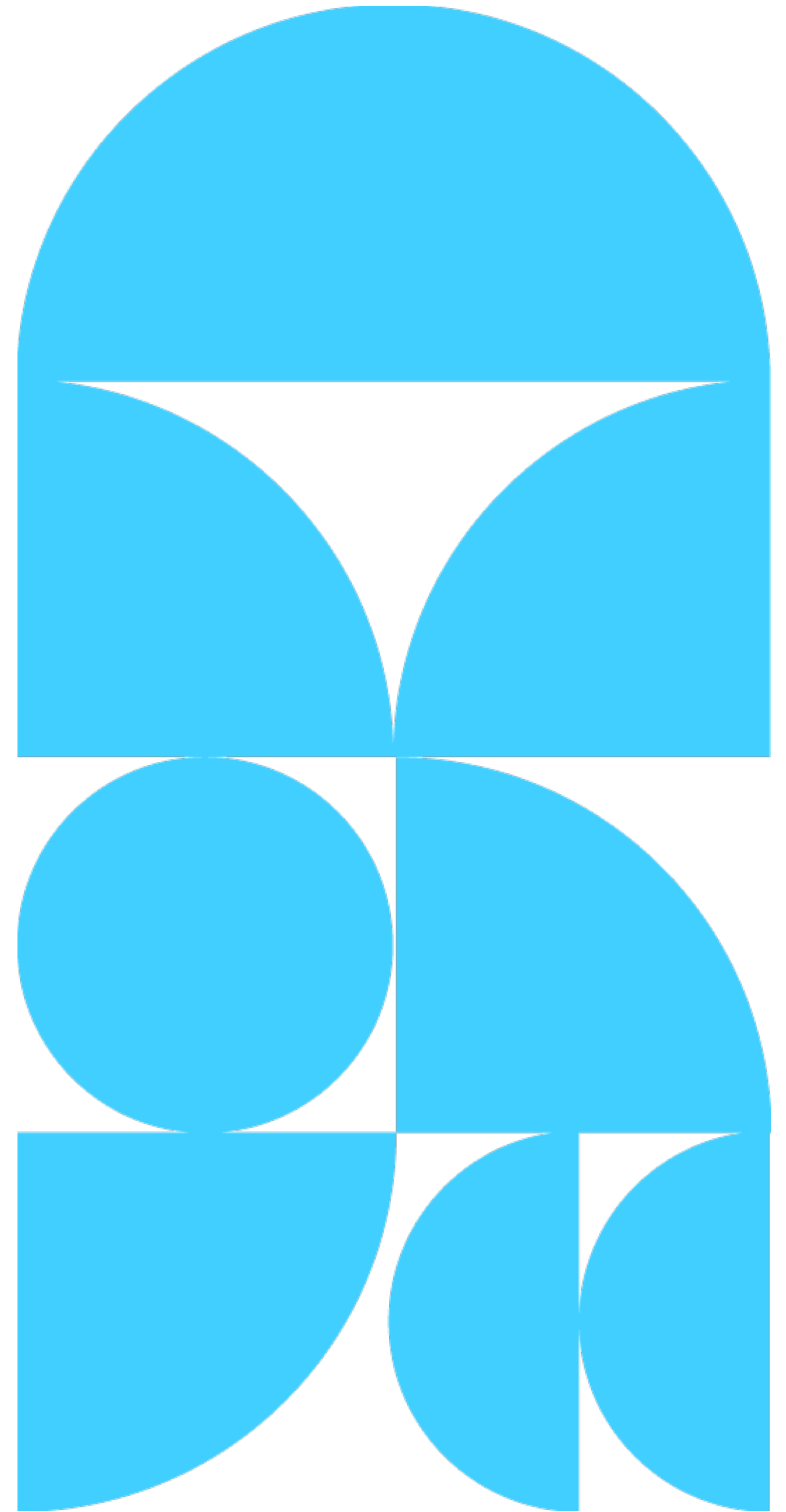
TECHNICAL SUPPORT

- **The two-year support of Lithuanian Government with MV transmitter for Ukraine** (now with the EBU/ EC we are discussing assistance on transmitter in Monaco).
- **Starlinks and FlyKIts, satellite Turaya phones etc. provided by EBU:** an enormous list of technical means provided by large number of Members (now we are discussing with Czech Radio the provision of an OB-van).
- **Technical assistance to 21 regional stations of Suspilne from Latvia:** 42 generators for work in case of electricity shortage, 24 autonomous heating stations, 53 mobile charging stations for journalists' PC.

SPECIAL SUPPORT

- Unprecedented **summer recreation for children** of Suspilne Ukraine employees at the sea and mountains of Romania organized by Romanian Radio.
 - Financial **support** from LRT for recreation of another group of children in Bulgaria.
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**WHAT HAS
SUSPILNE
UKRAINE
ACHIEVED
DESPITE THE
WAR?**



OUR BIGGEST DEVELOPMENTS

Eurovision Song Contest — 2023

unprecedented cooperation on joint BBC — Suspilne Ukraine organization of the Contest.

Suspilne Sport TV Channel was launched with the help of the EBU Sports.

RadioTochka is a digital Radio Channel broadcasting Ukrainian popular music of 1960s & 70s from the Recording House archives.

Mediateka platform with Suspilne Ukraine archival materials was launched for public.

The Brave Tales are psychological therapy audio stories for little ones on digital, being also the first Suspilne Ukraine children's book published.

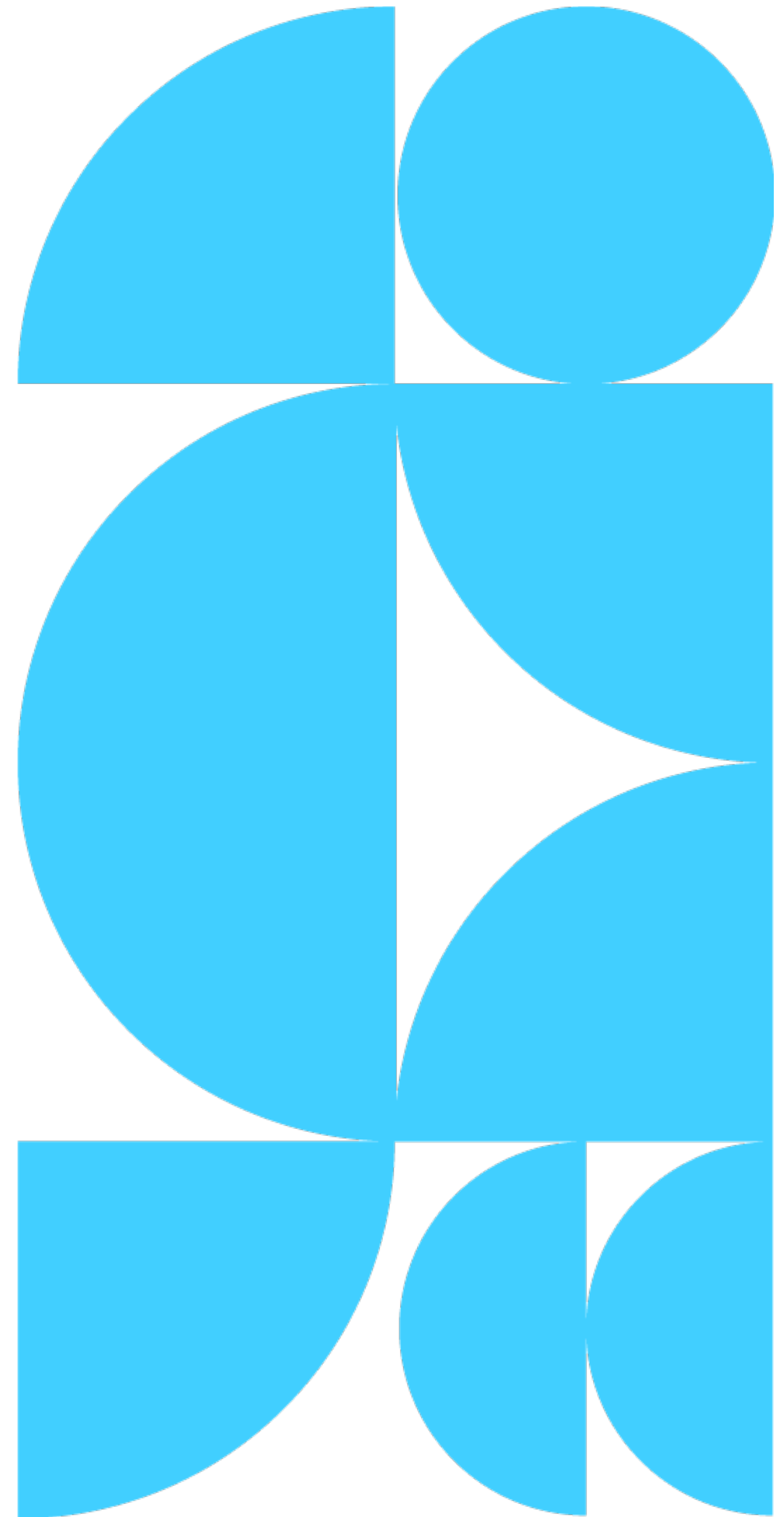
10 mln. subscriptions on social media with 65% subscriptions on regional pages.

Suspilne Ukraine joins Notturmo, an EBU radio project with the support of the EBU Music and the BBC.

Integration of Suspilne experts into the EBU Committees (News, Digital, Radio, Sports).

New Memberships — IPI, egta, IMZ.

**WHAT
EXPERIENCE
CAN SUSPILNE
UKRAINE
SHARE NOW?**



OUR EXPERTISE

- **Broadcasting in times of war and crisis scenarios elaboration.**
- **Relocation of staff, equipment.**
- **Building & enhancing of back-up centers.**
- **Technical solutions for various types of broadcasting.**
- **Preparing for electricity outage.**
- **Arrangement of studios and working places in a bomb shelter.**
- **HR issues, working with trauma.**

Swedish, Estonian, Lithuanian partners visited
Suspilne Ukraine for experience exchange
(Latvian colleagues are planning the visit)



**THANK YOU FOR
YOUR ATTENTION!**

April 2024

