

EUROPEAN BROADCASTING UNION
International Relations Plenary

Creating Memorable Stories: the IR way

The Pandemic: a challenge for PSM
The case of Vatican Radio

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Geneva, 23rd April 2023



ABOUT VATICAN RADIO

- RV was established in 1931 by Guglielmo Marconi upon request of Pope Pius XI
- Vatican Radio is multilingual (40 languages, 12 alphabets) and multicultural. Its audience is extremely diversified. All this is reflected in the diversity of its distribution platforms and its programming content which is different for each language (customization). People of 67 nationalities work at the Vatican Radio preparing and delivering the above content.
- 900 radio stations rebroadcast the contents of RV worldwide: reach 250M. Approx. (source: Boston Consulting)
- Vatican Radio operates the Vatican website *Vatican News* and the Vatican social channels.

..... “*Despite its name, RV is no longer a radio*”

The experience of the Vatican Dicastery for Communication

RV + CTV (Vatican Television Center/*Vatican Media*) + *Vatican News*: from only-radio content provider to integrated, multimedia content provider that combines audio, images, texts, social media.



HOW THE IR COMMUNITY HAS CHANGED

- MY FIRST PARTICIPATION IN AN EBU MEETING: 1999, IN THE LAST CENTURY!!!
- HOW DID THE IR COMMUNITY CHANGE OVER THESE YEARS? *I shall answer the above-mentioned question retracing some significant Vatican/EBU operations that took place in the past, up to the pandemic, which has been a watershed event from many points of view (see next slides)*
- INTERNATIONAL RELATIONS: FROM VERTICAL MODEL TO CROSS MODEL



INTERNATIONAL RELATIONS: THESE STRANGERS!

- WE PROMOTE AND PRACTICE COOPERATION BASED ON MUTUALITY AND RECIPROCITY

- MANY LAYERS OF COOPERATION THANKS TO THE INTERNATIONAL RELATIONS
 - Operational: on-site operations / studio assistance
 - Technical: i.e. group of contact engineers
 - Editorial: prominent projects → *WWI Centenary Project Hub*, *Generation What?* a projects that reveled picture of European Youth

- INTERNATIONAL RELATIONS AND THE “CULTURE OF DIPLOMACY” :
WE MAKE THINGS HAPPEN

- INTERNATIONAL RELATIONS: A RESOURCE FOR ExBo MEMBERS

VATICAN ON SITE OPERATIONS 1/2

Radio World Service

- **CHANGE OF PONTIFICATE, 25th February - 31st March 2013**
(Renunciation BXVI, Election PF)
- **CANONIZATION OF LATE POPES JOHN XXIII and JOHN PAUL II**
10th - 30th April 2014

**VATICAN MEDIA CENTER
LOCATED INSIDE THE VATICAN - HALL PAUL VI**



VATICAN ON SITE OPERATIONS 2/2

Radio World Service

- **SUBJECTS INVOLVED:** VARV, VACTV, HOLY SEEPRESSOFFICE, EUROVISION, EURORADIO

- **CHANGE OF PONTIFICATE**
 - 47 RADIOS IN THE MEDIA CENTER (CABIN/ STUDIO/ OPEN WORKING SPACE)
 - ADDITIONAL ATIVITIES PERFORMED BY RV FOR THE BENEFIT OF BROADCASTERS NOT PRESENT IN ROME:
 - 71 ISDN and Audio Over IP connections
 - Radios rebroadcasting the event through the free satellite channels of RV

- **CANONIZATION OF LATE POPES JOHN XXIII and JOHN PAUL II**
 - 35 RADIOS IN THE MEDIA CENTER (CABIN/ STUDIO/ OPEN WORKING SPACE)
 - ADDITIONAL ATIVITIES PERFORMED BY RV FOR THE BENEFIT OF BROADCASTERS NOT PRESENT IN ROME:
 - 43 ISDN and Audio Over IP connections
 - Radios rebroadcasting the event through the free satellite channels of RV (Intelsat and Eutelsat).



VATICAN MEDIA CENTER – CHANGE OF PONTIFICATE 2013





VATICAN MEDIA CENTER – CHANGE OF PONTIFICATE 2013

  **MEDIA CENTER**
Holy See Press Office
Vatican City State
25.02 - 31.03.2013 





VATICAN MEDIA CENTER - CHANGE OF PONTIFICATE 2013





VATICAN MEDIA CENTER – CHANGE OF PONTIFICATE 2013



VATICAN ON SITE OPERATIONS 3/3

Radio World Service

- **FUNERAL OF THE LATE POPE BENEDICT XVI, 2nd – 5th January 2023**
- **SUBJECTS INVOLVED, VATICAN MEDIA (Vatican Broadcasters), EUROVISION**
- **VATICAN MEDIA CENTER, LOCATED IN HALL ST. PIUS X**
 - **7 RADIOS IN THE MEDIA CENTER (CABIN/ STUDIO/ OPEN WORKING SPACE)**
 - **ACTIVITIES PERFORMED BY VATICAN MEDIA FOR THE BENEFIT OF BROADCASTERS LINKED TO VATICAN MEDIA**
 - 69 RADIOS (traditional radios + online radios) Audio Over IP connections
 - 42 TVs and Video/Press Agencies
 - 14 Newspapers for their platforms
 - Radios rebroadcasting the event through the free satellite channels of RV (Intelsat and Eutelsat).

FUNERAL POPE EMERITUS BXVI





VATICAN MEDIA CENTER – FUNERAL BXVI



PANDEMIC, THE DAYS THAT CHANGED THE WORLD

- **UNCERTANTY:** COVID, A COMPLETE STRAGNER
- **FRAGMENTATION:** COUNTRIES PROCEEDED IN RANDOM ORDER
- **ISOLATION:** BACK TO THE PAST → FORCED LOCKDOWN

THE OTHERS, A HAZARD TO MY HEALTH



UNCERTANTY, FRAGMENTATION, ISOLATION

UNCERTANTY, FRAGMENTATION, ISOLATION *A CHALLENGE FOR THE SET OF PSM VALUES*

➤ **UNCERTANTY vs. ACCOUNTABILITY**

Accountability

- To be responsible for what we do and be able to give a satisfactory reason for it.

➤ **FRAGMENTATION vs. UNIVERSALITY**

Universality

- sharing and expressing a plurality of views and ideas
- the creation of a public sphere in which all citizens can form their opinions and ideas

➤ **ISOLATION vs. SOLIDARITY**

Solidarity

- inclusion, social cohesion, diversity

VATICAN EASTER SERVICES 2020 DURING THE PANDEMIC
PORTFOLIO OF SERVICECS DELIVERED BY
EUROVISION AND VATICAN BROADCASTERS

- Palm Sunday (5 April 2020) Holy Mass and Procession - at 11:00
- Holy Thursday (9 April 2020) Evening Mass of the Lord's Supper - at 18:00
- Good Friday (10 April 2020) Passion of the Lord - at 18:00 / Way of the Cross - at 21:00
- Holy Saturday (11 April 2020) Easter Vigil - at 21:00
- Easter Sunday (12 April 2020) Holy Mass - at 11:00 Urbi et Orbi - at 12:00

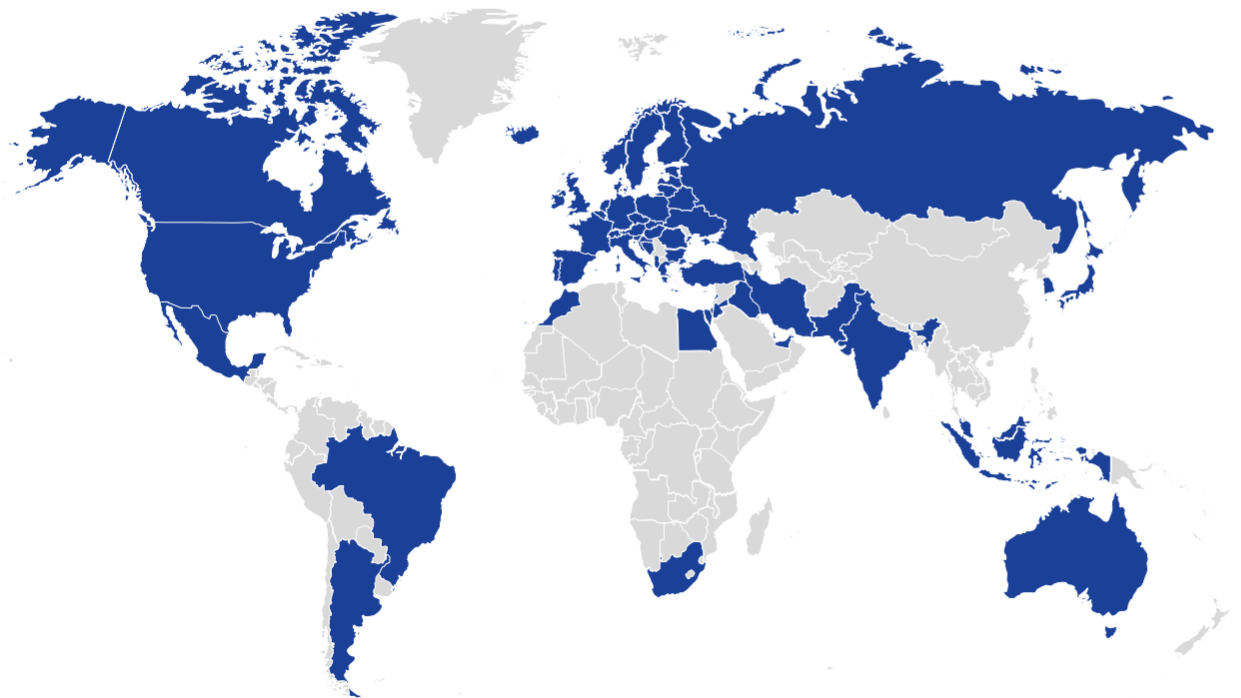


EASTER BROADCASTS 2020 - EBU DISTRIBUTION 1/3

ican Radio World Service

VATICAN EASTER SERVICES GLOBAL COVERAGE

INCLUDES ALL COUNTRIES TO HAVE BROADCAST AT LEAST PART OF THE SERVICES



62
COUNTRIES

731
CHANNELS*

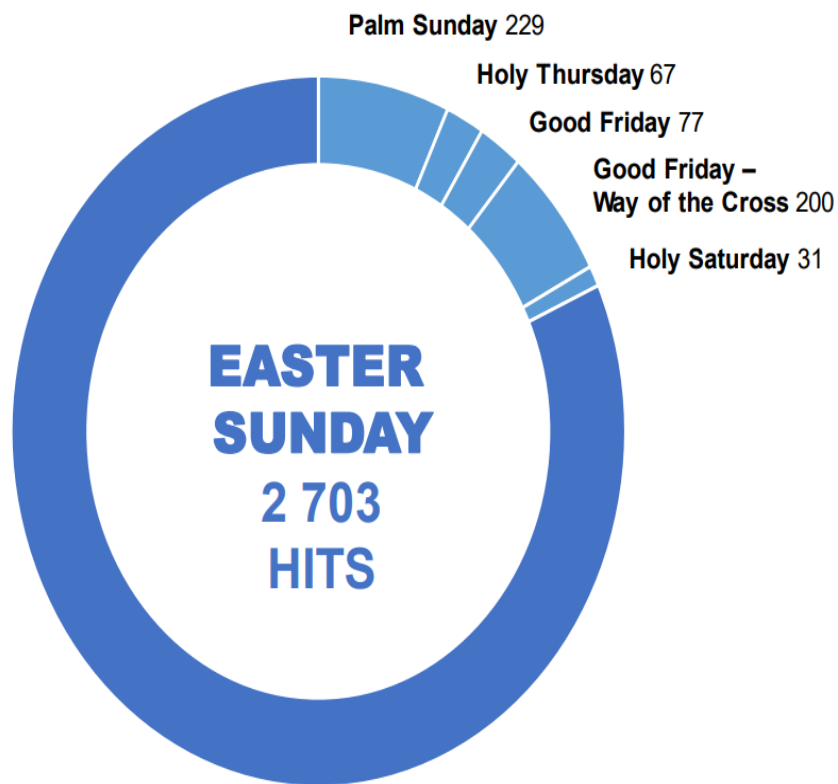
3307
HITS

145 HOURS
HITS TOTAL DURATION

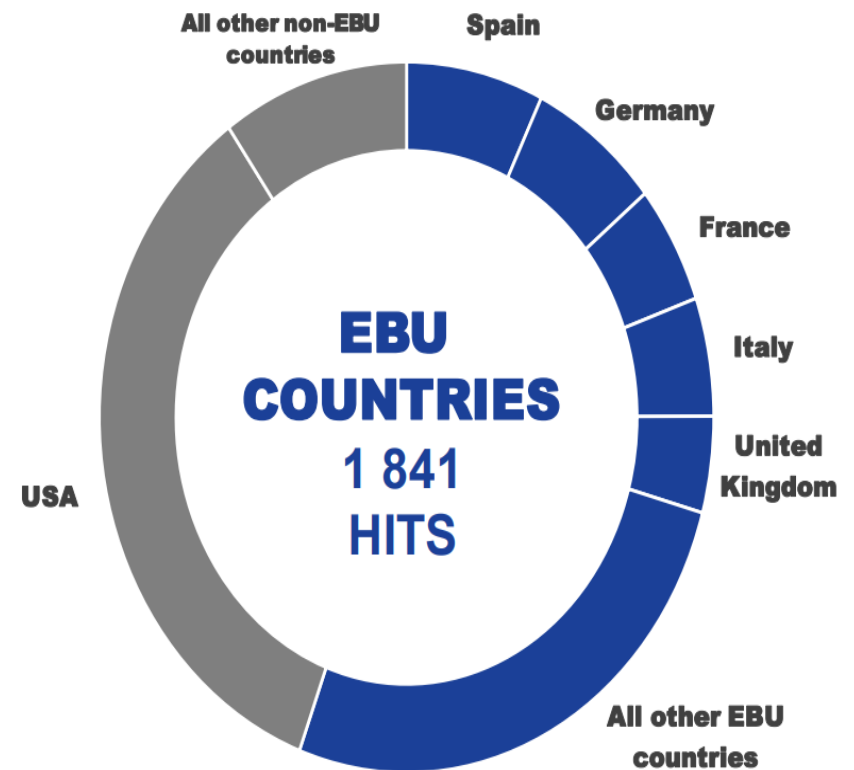
*Includes International channels with multi-country coverage

Source: Eurovision Italy fingerprint tracking and EBU NewsExchange watermark tracking

ALL VATICAN EASTER SERVICES - HITS TO THE FEEDS



Easter Sunday's feed hits accounted for 82% of all tracked hits.

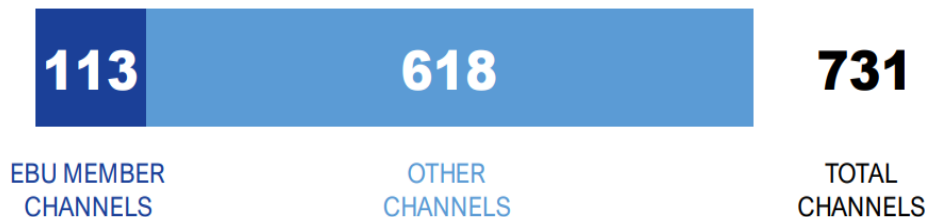


EBU Member countries accounted for 56% of all tracked feeds. The US accounted for 35% of all tracked feeds due to the many local networks.



VATICAN EASTER SERVICES TRACKING BY ORGANIZATIONS

ACROSS ALL VATICAN EASTER SERVICES



Of the 731 channels tracked, 454 (62%) were from the US, due to the vast number of local networks in the country.



From the EBU Membership there were hits from 113 channels across 42 organizations tracked.



EASTER BROADCASTS 2020 - VATICAN DISTRIBUTION

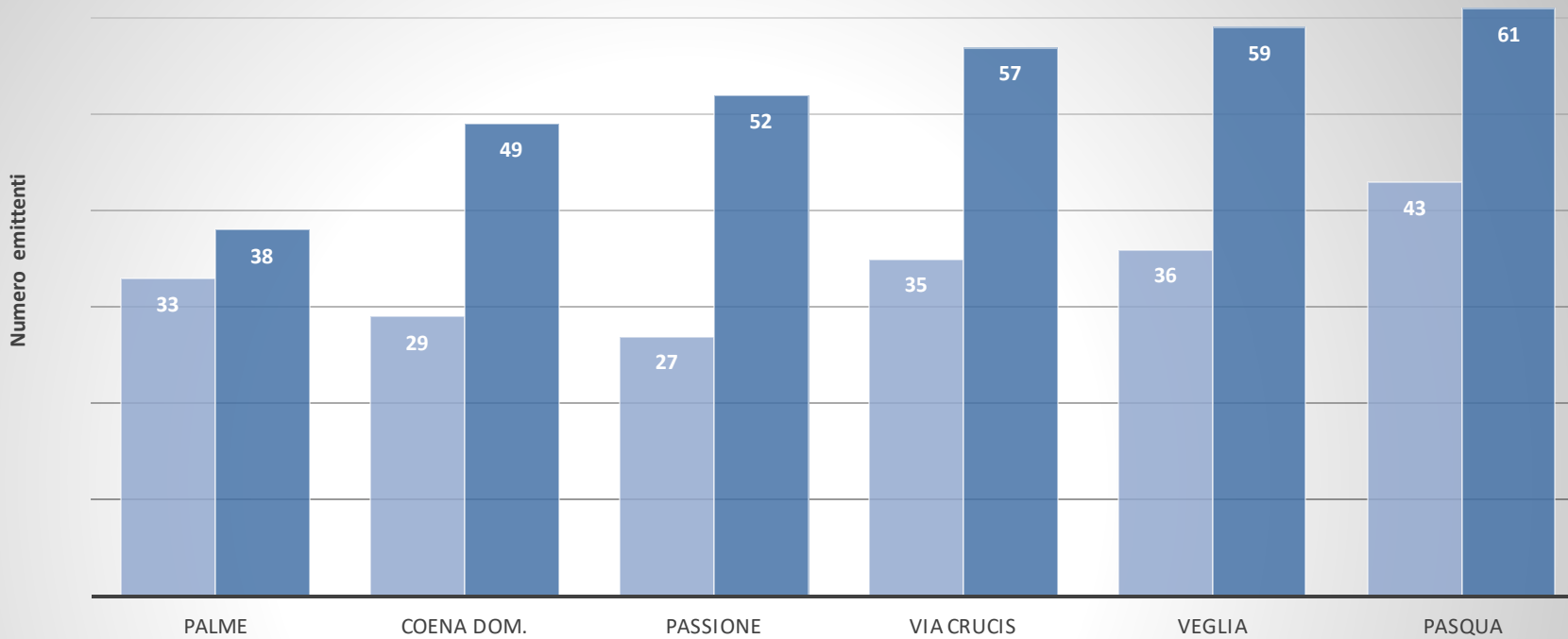
IN ADDITION TO THE EBU DISTRIBUTION
THE VATICAN DISTRIBUTED EASTER CELEBRATIONS TO ITS PARTNERS
THROUGH ITS OWN NETWORK

- **104 CATHOLIC AND COMMERCIAL RADIOS AND TELEVISIONS**
- **IN 36 COUNTRIES**

- These data refers to the requests received by the International Relations Office and on the availability of the live signal on the satellites used by the Vatican for the live distribution of the aforementioned events in Europe (Eutelsat Hotbird), in the Americas (Hispasat) and in Africa.
- Some broadcasters used, in addition to the international sound produced by Vatican Media, the multilingual commentaries of Vatican Radio - Vatican News.

- **ESTIMATION: MORE THAN 70 MILLION PEOPLE REACHED (EBU + RV/CTV DISTRIBUTION)**

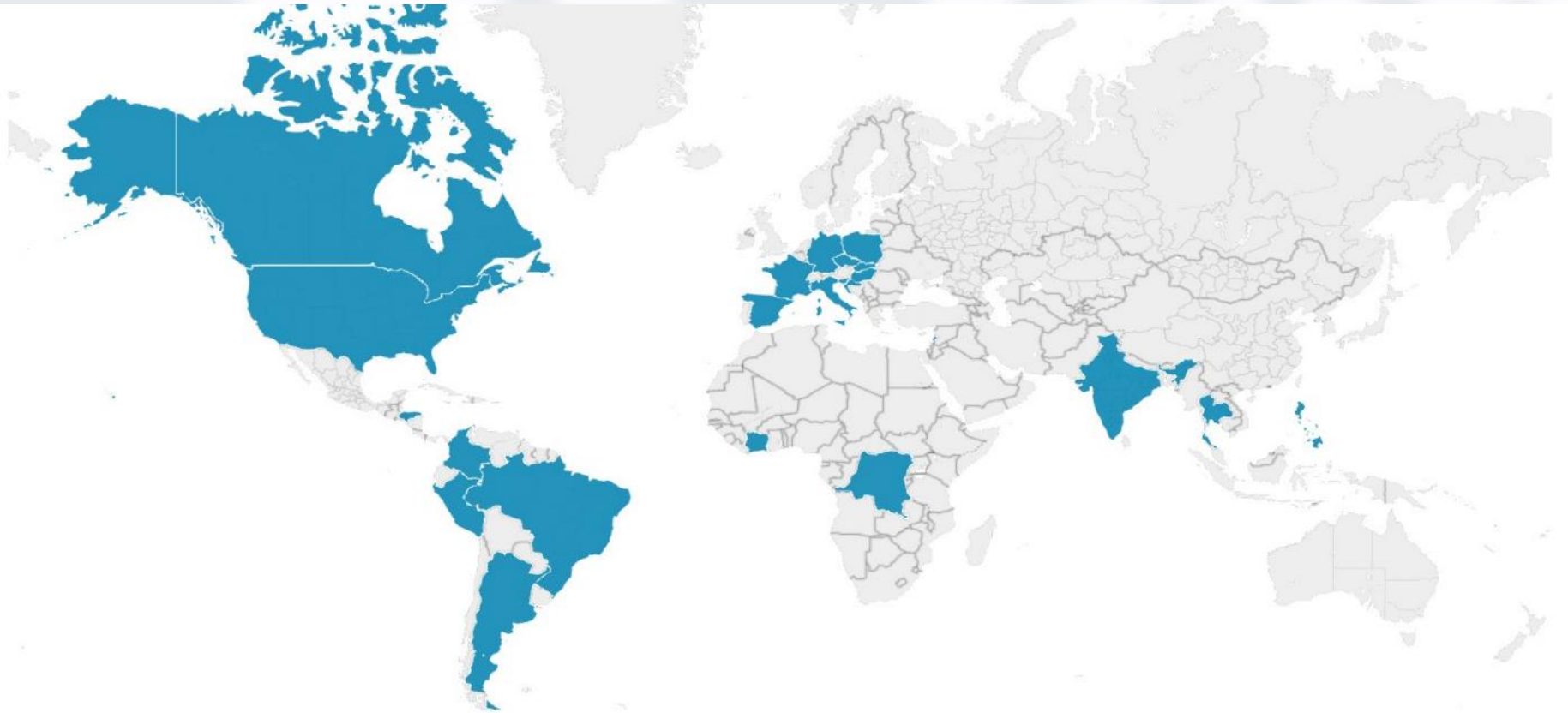
EASTER BROADCASTS 2020 – VATCANDI DISTRIBUTION – NUMBER OF BROADCASTERS



■ TV CATTOLICHE ■ RADIO CATTOLICHE



COMMERCIAL AND CATHOLIC BROADCASTERS – EASTER BROADCASTS 2020





A NEW CENTRALITY FOR PSM?

THE TERRIBLE DAYS OF THE PANDEMIC EMPHASIZED THE PSM ROLE WITHIN THE PUBLIC SPHERE:

- INCREASE OF THE AUDIENCE COMPARED TO PREVIOUS YEARS
- PSM AS MEANS OF RESILIENCE, ABLE TO ELICIT A REACTION FROM THE PUBLIC, *TO MAKE SENSE IN THE NON-SENSE....*
- PSM PROVIDE INSPIRING CONTENTS AND STORIES
- PSM CREATES COMMUNITIES
- PSM PROVIDES PROSPECTIVE
- PSM, WITH THEIR CONTENTS AND INFORMATION, FILL IN THE GAPS PROVOKED BY THE UNKNOWN AND UNCERTAINTY



THANK YOU
from
Giacomo Ghisani

Radio Vaticana