

EBU

OPERATING EUROVISION AND EURORADIO

STRATEGY SERVICES

EBU STRATEGIC INITIATIVES

INTERNATIONAL RELATIONS PLENARY
APRIL 2024

DIVERSITY, EQUITY, INCLUSION



EBU DEI 2024

- **Foster collaboration among colleagues working on DEI content initiatives**
- **Create awareness of the importance of fostering DEI in PSM with those who do not yet see it as a priority; promote best practices**

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New EBU DEI 90-min online sessions

- FOR EXECUTIVES IN PSM
- EVERY TWO MONTHS
- JANUARY: USING AI TO IMPROVE DEI IN PSM
- MARCH: WOMEN'S REPRESENTATION IN PSM CONTENT
- MAY: INSIGHTS ON NEURODIVERSITY
- JULY: FOCUS ON LGTB+ INITIATIVES AND REPRESENTATION
- SUMMER 2024: UPDATE OF THE EBU DEI CASE BOOK

The background features a large, abstract graphic composed of overlapping, semi-transparent circles and arcs in various shades of blue, teal, purple, and pink. The EBU logo is positioned in the top left corner.

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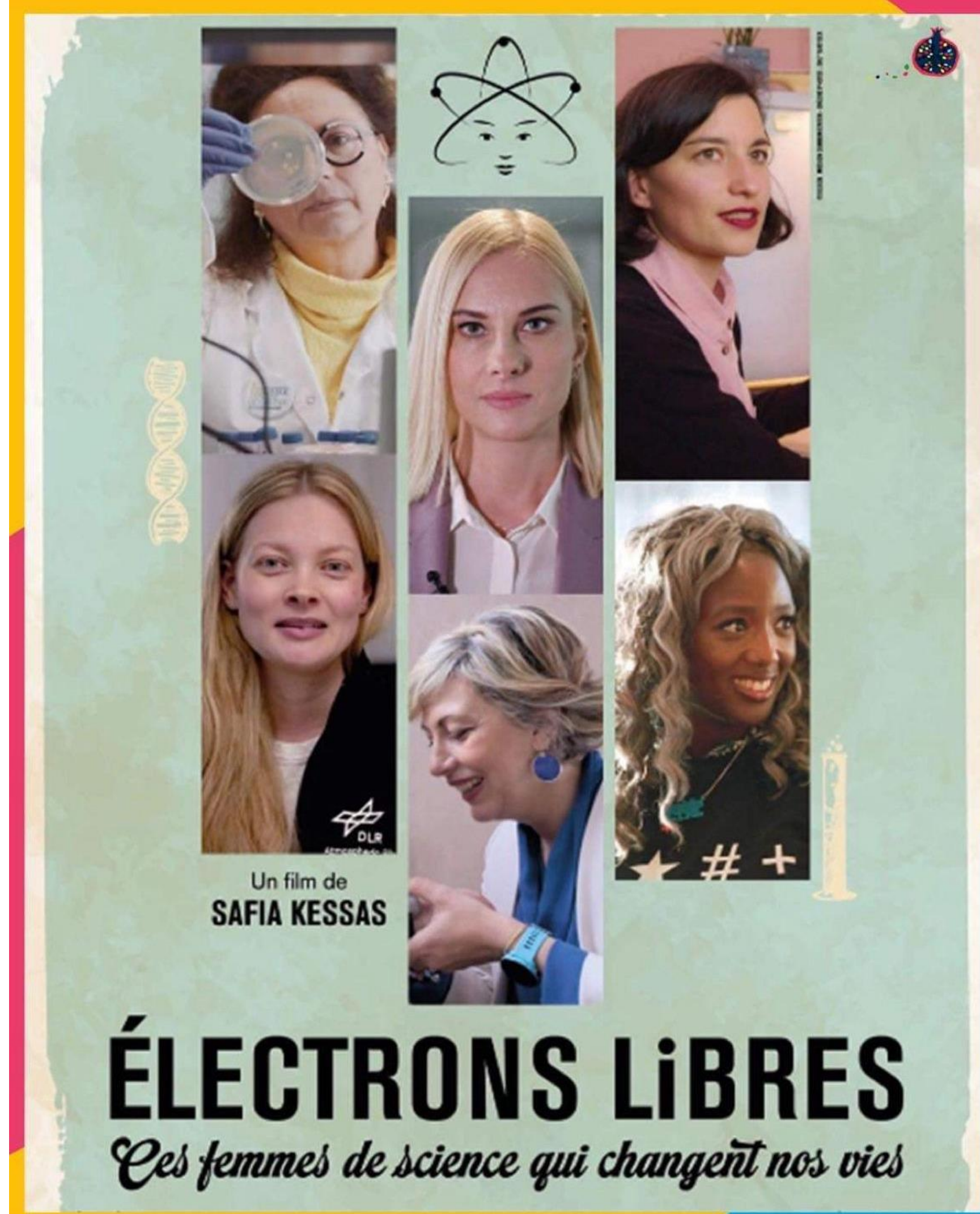
COLLABORATIVE DEI PROJECTS

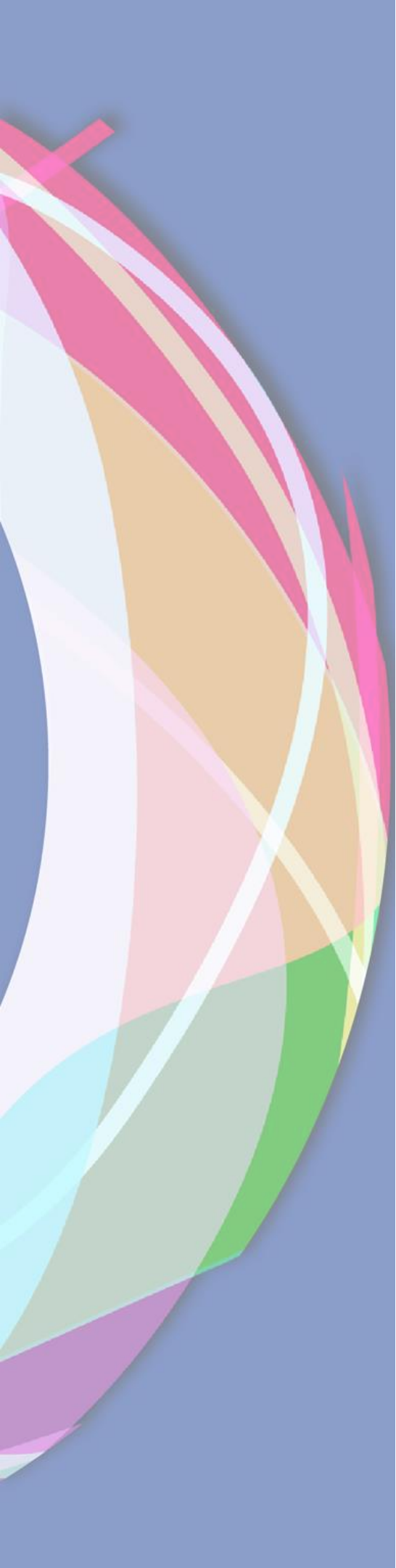
- EBU GENDER EQUALITY MEETING IN FEBRUARY (EBU BRUSSELS)
- EBU ANNUAL MEETING FOR DEI EXPERTS IN APRIL (RUV)
- CONTENT COLLABORATION INITIATIVES (SEE NEXT SLIDES)

Women in Science

Premiere

8 February 2024 Brussels





Women in PSM Music content
Celebrating diversity
Survey and short report, best practices

REPORTING ON CASES OF HARASSMENT AND ABUSE IN SPORTS



1 EDITORIAL GUIDELINES

Recommendations
Best practice
Case studies
Self-care

2 KNOWLEDGE PRODUCTION

Contribute to sports media scholarship by commissioning academic research on the topic.

3 NETWORK

Create an EBU-wide network of journalists to offer guidance and support when needed.

SUSTAINABILITY



- **Facilitate knowledge exchange among colleagues working on Sustainability initiatives**
- **Support PSM executives in understanding and implementing Sustainability strategies and programmes in different areas**

YOUNG AUDIENCES



YOUNG AUDIENCES

4

HEADS OF KIDS MEETINGS

3

YOUTH GROUP MEETINGS

1

YOUTH BRAND TALK

1

KIDS' PITCHING SESSION

TOPICS:

- For kids: live action, news, platforms, animation, audio.
- For youth: platforms, reaching target audience, strengthening youth brands
- Sharing ideas and success stories with the launch of the Young Audiences casebook

7 MEMBERS PARTICIPATED IN THE 2023 #SAYHI CAMPAIGN

We've also partnered with the Music team who organized two 60-minutes session focusing on classical music for kids and young adults and with the Radio Team as we had a special kids session during the Podcast Forum.



In total, we have 9 meetings that we've organized and 3 that we've partnered with

KIDS COPRODUCTIONS:

For the kids' drama series, we'll select on top of the 5 films from European countries, some extra 4 coming from our Sister Union ABU.



AI



- Shape PSM AI strategies
- Influence tech players for the benefit of PSM
- Influence AI legislation for the benefit of PSM and to safeguard our position in the market
- Ensure trusted news in the era of generative AI
- Enhance PSM creativity through AI
- Launch the EBU Academy School of AI
- Collaborate around relevant technological developments



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PSM AI STRATEGIES

LESSONS LEARNED SO FAR

EBU STRATEGY SERVICES

APRIL 2024

1. AI STRATEGY IS CORPORATE STRATEGY

PHOTO/UNSPLASH



2. ADAPT YOUR CULTURE, GOVERNANCE, STRUCTURE

PHOTO/UNSPLASH



3. MISSION AND AUDIENCE FIRST, TECHNOLOGY SECOND

PHOTO/UNSPLASH



4. MAP YOUR PRIORITIES

PHOTO/UNSPLASH



5. BE METHODICAL



PHOTO/UNSPLASH



6. IMPORTANCE OF ETHICS & TRUST



7. INVEST IN AI LITERACY, INTERNALLY AND EXTERNALLY

PHOTO/UNSPLASH



8. FIND SCALE IN COOPERATION

PHOTO/UNSPLASH



9. SCRAPING: IN OR OUT?



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10. EXPERIMENT, EXPLORE, EXPERIENCE

PHOTO/UNSPLASH



QUESTIONS?



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THANK YOU

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