

**EBU**

OPERATING EUROVISION AND EURORADIO

# 2024 STRATEGIC PRIORITIES

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Leverage the scale of our Union for maximum reach & tailor our solutions for maximum impact

Focus on seven key priorities

Departmental workplans available in annexe

Provide thought leadership in the exploration and optimization of AI strategies and tools

Launch and grow the Eurovision  
Sport digital platform

Tailor-made support at  
the executive level

Invest additional resources to  
enable Members' transformation

Deliver the best content on  
the big 2024 international  
news events

Advocate for EU regulatory solutions to rebalance the relationship with big tech platforms in favour of PSM



Be an efficient and financially sustainable Member organization



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