



EBU MUSIC

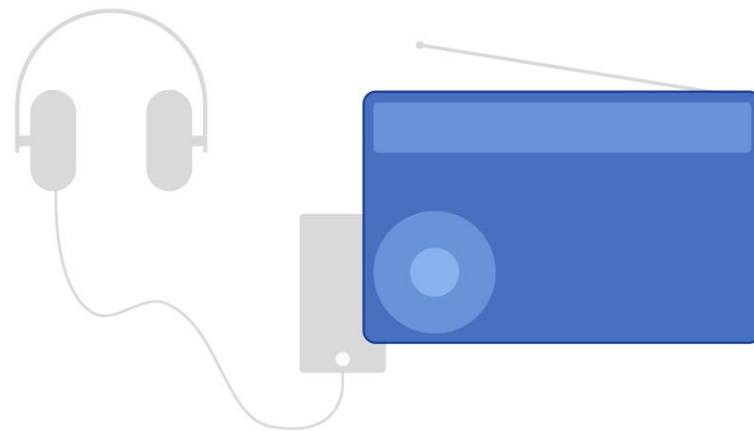
THE POWER OF MUSIC

GENEVA, 23 APRIL 2024

76% - Listen to the radio mainly for the music

67% - Tune into their favourite radio station because of the music it plays

63% - Said without music they would not listen to the radio



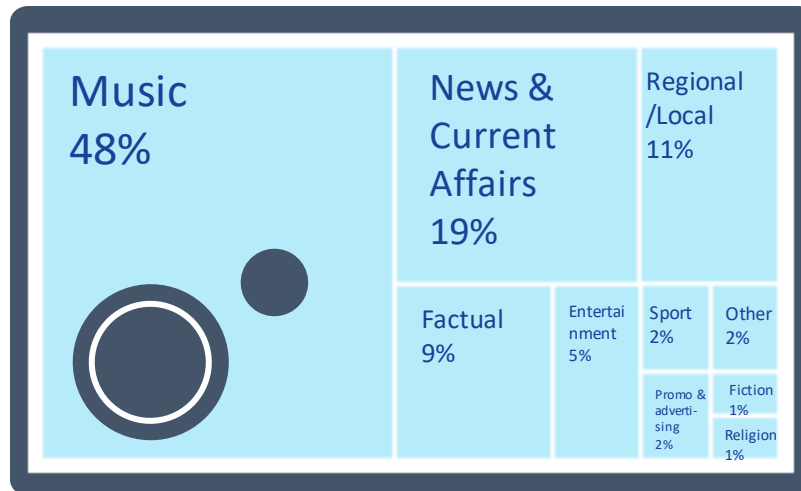
PSM RADIO PROGRAMMING

CLOSE TO HALF OF RADIO PROGRAMMING HOURS ARE MADE OF MUSIC

Close to one in two hours of PSM radio is dedicated to music.

The other most important genres in terms of volume of broadcast hours are news & current affairs, regional/local and factual. All three combined, they represent 39% of the output hours.

Entertainment and sport stand at 5% and 2%, respectively.



% of output hours

Note: Breakdown based on 38 PSM Organizations. 2022 data
Source: EBU based on Members' data

STRATEGIC DISCUSSIONS

**Together, increasing the
power of Radio & Music**



MUSIC STRATEGY COMMUNITY

**STRONGER BRIDGES | BEING
TRULY PART OF THE CULTURAL
LANDSCAPE & THE MUSIC
SECTOR**



From «We are on-air!
The story of radio
orchestras», premiered
on ARTE in October
2023, a co-production:
Accentus Music, MDR,
ORF.



et comment pourrait-on l'aider
à mieux l'appréhender ?

sommes à l'antenne

26:42

riez aimer aussi

Les vidéos les plus vues



**Votre question me déroute
car je ne connais pas le public.**

MUSIC AND RADIO 60-MINUTE SESSIONS
**IN CONVERSATION WITH
SIR SIMON RATTLE**



@EBU_HQ

“An orchestra should be part of the centre of society. We should be bringing people in and showing them that this music is life changing and giving them the opportunity to have their life changed.”



CHIEF CONDUCTOR OF THE BAVARIAN RADIO
SYMPHONY ORCHESTRA AND CHOIR

AUDIENCES FIRST: A NEEDS-DRIVEN TOOLKIT FOR CLASSICAL CHANNELS

- 62% of classical channels don't involve their listeners in programming decisions
- 63% of classical channels didn't collaborate lately with their research department for qualitative research

EBU STRATEGIC INITIATIVES

EBU Music involvement

WOMEN IN MUSIC – CELEBRATING DIVERSITY

5th edition



49 participating channels

Ambassadors:

Conductor Alan Gilbert (NDR
Elbphilharmonie)

UNESCO's Director for Gender Equality
Begona Lasagabaster

MUSIC AND RADIO 60-MINUTE SESSIONS

- . Fiona Talkington, Presenter, BBC Radio 3
- . Reena Esmail, Composer
- . Rhiannon Giddens, Musician
- . Vanessa Reed, President and CEO, New Music USA



EBU GREENER ORCHESTRAS

CONTENT

Distinctive & Diverse



SARAH VAUGHAN CENTENNIAL

27 March 2024

Offers from Yle, NDR, SWR

42 broadcasts

NICK CAVE AND THE BAD SEEDS



30TH ANNIVERSARY

Concert recorded in 1994,
offered by Radio Slovenija

20 broadcasts

BBC



**EUROPE'S
BIGGEST**
SOUNDSYSTEM
PARTY



BBC

**EUROPE'S
BIGGEST**
DANCE SHOW

EURIO)RADIO
OPERATED BY EBU



WDR 3

Public radio celebrates

200 years of

Beethoven's

Ninth



EBU

OPERATING EUROVISION AND EURORADIO

**LIVE FROM
WUPPERTAL'S
HISTORIC CITY
HALL**

7 May

18 broadcasts

2023 CHRISTMAS MUSIC DAY



15 contributors
[RTP, BNR, NPO,
Swedish Radio, SWR,
Yle, Latvian Radio,
Danish Radio, RÚV,
NDR, LRT, BBC, BR,
Czech Radio and
Radio France]

329 broadcasts
38 channels
30 countries
4 continents

Raising awareness, knowledge sharing
EBU Music for All



MUSIC&RADIO
60-MINUTE
SESSIONS

SOUND ENGINEERS SCHEME



Marvin Ware, BBC, visited the Rai Radiofonia Milano team



EBU OPERA PROGRAMMING SURVEY

EBU MUSIC UNIT
APRIL 2024

IMPORTANT DATES



Friday, 26 April - Euroradio Jazz Competition

Palma Ars Acustica competition, available to vote from **Friday, 26 April**; results announced **Monday, 10 June**

Monday, 29 April - Registration for the Music Plenary

Summer Festivals offer curation until **Friday, 3 May**

Friday, 31 May - Sound Engineers Scheme Applications

Wednesday, 19 June (tbc) – EURO proposals

Monday, 1 July (tbc) – Christmas Music Day proposals

**WE VALUE AND APPRECIATE YOUR
HELP VERY MUCH!**

The EBU Music team

