

The image features a dark blue background with a vertical red stripe on the left side. A large, semi-transparent red circle is positioned in the center, overlapping the red stripe. The EBU logo is prominently displayed in the top left corner.

EBU

OPERATING EUROVISION AND EURORADIO

EMPOWERING SOCIETY

A DECLARATION
ON THE CORE
VALUES OF
PUBLIC SERVICE
MEDIA

THIS IS OUR PLEDGE

We, the public service media (PSM) organizations united in the European Broadcasting Union, belong to the citizens we serve.

We accept the challenges of the digital revolution, which has changed and enriched our relationships with audiences at mass and individual level.

We are developing new ways to serve our public, anytime and anywhere, on new, emerging and existing platforms.

We are committed to including everyone, and to enhancing every community within our societies.

We exist to meet the democratic, cultural and social needs of Europe. By being free at the point of use, we are determined to reach every member of the public.

We want to play a defining role in guaranteeing freedom of expression and pluralism of views.

We believe in an open and transparent world of communication for the common good, beyond the profit motive.

We strive to perform to the highest standards, with moral integrity and maximum efficiency.

We realize that trust is at the centre of the relationship with our audiences, a trust that must be earned each and every day.

A black ink handwritten signature, appearing to be 'JP Philippot', with a stylized, looped structure.

Jean-Paul Philippot
EBU President

A blue ink handwritten signature, appearing to be 'I Delténre', written in a cursive style.

Ingrid Delténre
EBU Director General

THIS IS WHAT WE ARE THIS IS WHAT WE PROMISE

UNIVERSALITY

We aim to reach and offer our content to all segments of society, with no-one excluded. Everyone, everywhere.

We strongly underline the importance of sharing and expressing a plurality of views and ideas.

We strive to create a public sphere, in which all citizens can form their own opinions and ideas. We are aiming for inclusion and social cohesion.

We are multi-platform, sharing our content in all kinds of ways.

We are accessible for everyone, without thresholds.

We enable our audiences, and each individual, to engage and participate in a democratic society.

INDEPENDENCE

We want to be trusted programme-makers, trustworthy in all fictional and non-fictional programming, in all genres and formats, from news to entertainment, from science to sport, from culture to education.

We make our choices only in the interest of our audiences.

We strive to be completely impartial and independent from political, commercial and other influences and ideologies. Free to challenge the powerful, test prevailing assumptions, and contribute to an informed citizenship.

We want to be autonomous in all aspects within our remit such as programming, editorial decision-making, staffing.

Our commitment to independence needs to be underpinned by safeguards in law, and our commitment to the safety of journalists needs to be underpinned in all our actions.

EXCELLENCE

We act with high standards of integrity and professionalism and quality; we strive to create benchmarks within the media industries.

We foster our talent and train our staff.

We want to empower, enable and enrich our audiences. We want our work to result in maximum participation and involvement.

We understand that our audiences are also participators in our activities, and even at times contributors of news and programming.

DIVERSITY

Our audiences consist of a diverse range of interest groups: differing generations, cultures, religions, majorities as well as minorities. So we strive to be diverse and pluralistic in the genres we are programming, the views we are expressing, and the people who work with us.

We support and seek to give voice to a plurality of competing views – from those with different backgrounds, histories and stories. Conscious of the creative enrichment that can derive from co-existing diversities, we want to help build a more inclusive, less fragmented society.

ACCOUNTABILITY

We want to be open. We listen to our audiences and engage in a permanent and meaningful debate.

We publish our editorial guidelines. We explain. We correct our mistakes. We strive to report on our policies, budgets, editorial choices.

We are transparent and subject to constant public scrutiny. We want our audiences to understand the workings of our media organizations.

We strive to be efficient and managed according to the principles of good governance.

INNOVATION

We want to enrich the media environment of the countries and regions we work in.

We strive to be a driving force of innovation and creativity.

We aim at new formats, new technologies, new ways of connectivity with our audiences.

We want to attract, retain and train our staff so that they can participate in and shape the digital future, serving our public.

THIS IS WHAT WE WILL DO

To live out our core values requires constant efforts in organizations with very different backgrounds, histories and possibilities. But we want to live up to our commitments, knowing that our values can be realized only by appropriate actions and behaviour. Through our union's fundamental principle of solidarity, we shall help each other to realize our common pledge. We shall monitor our progress permanently in a spirit of honest and open reflection.

THIS IS WHAT WE NEED

To fulfil our commitment to the public, we require robust legislation, adequate and sustainable funding. We require professional governance to safeguard editorial independence and to ensure that we can perform to the highest professional standards.

EBU ACTIVE MEMBERS

Albania

- Radiotelevizione Shqiptar

Algeria

- Entreprise Nationale de Télévision / Entreprise Nationale de Radiodiffusion Sonore / Télédiffusion d'Algérie

Andorra

- Radio i Televisió d'Andorra, S.A.

Armenia

- Public Television & Radio Armenia, comprising:
 - Public Television of Armenia
 - Public Radio of Armenia

Austria

- Österreichischer Rundfunk

Azerbaijan

- İctimai

Belarus

- Belaruskaja Tele-Radio Campanija

Belgium

- Vlaamse Radio- en Televisieomroep and Radio Télévision Belge de la Communauté française

Bosnia-Herzegovina

- Javna Radio Televizijska servis Bosnia i Hercegovine

Bulgaria

- Bălgarsko Nacionalno Radio
- Bălgarska Nacionalna Televizija

Croatia

- Hrvatska Radiotelevizija

Cyprus

- Cyprus Broadcasting Corporation

Czech Republic

- Český Rozhlas
- Česka Televize

Denmark

- DR
- TV2/Danmark

Egypt

- Egyptian Radio & Television Union

Estonia

- Eesti Rahvusringhääling

Finland

- MIV Oy
- Oy Yleisradio Ab

France

- Groupement des Radiodiffuseurs français de l'UER, comprising the following organizations:
 - Télévision Française 1
 - France Télévisions (France 2, France 3, France 4, France 5, and Réseau France Outre-mer)
 - Canal Plus
 - Radio France Internationale
 - Radio France

Georgia

- Georgian TV & Radio Broadcasting

Germany

- Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland* (ARD), comprising the following organizations:
 - Bayerischer Rundfunk
 - Hessischer Rundfunk
 - Mitteldeutscher Rundfunk
 - Norddeutscher Rundfunk
 - Radio Bremen
 - Rundfunk Berlin-Brandenburg
 - Saarlandischer Rundfunk
 - Südwestrundfunk
 - Westdeutscher Rundfunk
 - Deutsche Welle
 - DeutschlandRadio
 - Zweites Deutsches Fernsehen

Greece

- Elliniki Radiophonia-Tileorassi SA

Hungary

- Magyar Rádió
- Magyar Televízió

Iceland

- Ríkisútvarpid

Ireland

- Raidió Teiléifis Éireann
- TG4

Israel

- Israel Broadcasting Authority

Italy

- RAI-Radiotelevisione Italiana

Jordan

- Jordan Radio & Television Corporation

Latvia

- Latvijas Televizija
- Latvijas Radio

Lebanon

- Télé-Liban

Libya

- Libyan Jamahiriya Broadcasting

Lithuania

- Lietuvos Radijas ir Televizija

Luxembourg

- CLT Multi Media
- Établissement de Radiodiffusion Socioculturelle du Grand-Duché de Luxembourg

Former Yugoslav Rep. of Macedonia

- MKRTV

Malta

- Public Broadcasting Services Ltd

Moldova

- Teleradio-Moldova

Monaco

- Groupement de Radiodiffusion monégasque, comprising:
 - Radio Monte-Carlo
 - Télé Monte-Carlo
 - Monte-Carlo Radiodiffusion

Morocco

- Société Nationale de Radio Télévision

Montenegro

- Radiotelevizija Crne Gore

Netherlands

- Nederlandse Publieke Omroep, comprising:
 - Algemene Omroepvereniging AVRO
 - Omroepvereniging BNN
 - Vereniging De Evangelische Omroep
 - Katholieke Radio Omroep
 - Omroep MAX
 - Nederlandse Christelijke Radio Vereniging
 - Nederlandse Omroep Stichting
 - NTR
 - TROS
 - Omroepvereniging VARA
 - Omroepvereniging VPRO

Norway

- Norsk Rikskringkasting
- TV 2 AS

Poland

- Polskie Radio i Telewizja:
 - Telewizja Polska SA
 - Polskie Radio SA

Portugal

- Rádio e Televisao de Portugal

Romania

- Societatea Română de Radiodifuziune
- Societatea Română de Televiziune

Russian Federation

- Channel One Russia
- Radio Dom Ostankino, comprising:
 - Radio Mayak
 - Radio Orpheus
 - Radio Voice of Russia
- Rossijskoe Teleradio

San Marino

- San Marino RTV

Serbia

- Radiotelevizija Srbije

Slovakia

- Rozhlas a televízia Slovenska

Slovenia

- Radiotelevizija Slovenija

Spain

- Radio Popular SA COPE
- Radiotelevisión Espanola
- Sociedad Espanola de Radiodifusión

Sweden

- Sveriges Television och Radio Grupp, comprising:
 - Sveriges Television AB
 - Sveriges Radio AB
 - Swedish Educational Broadcasting Company
- TV4

Switzerland

- SRG SSR

Tunisia

- Radio Tunisienne et Télévision Tunisienne
 - Radio tunisienne
 - Television tunisienne

Turkey

- Türkiye Radyo-Televizyon Kurumu

Ukraine

- Natsionalna Radiokompanya Ukrainy and Natsionalna Telekompanya Ukrainy

United Kingdom

- British Broadcasting Corporation
- United Kingdom Independent Broadcasting, comprising:
 - Independent Television:
 - The Network Centre, grouping:
 - ITV Anglia Television
 - ITV Border Television
 - ITV Central Television
 - Channel Television
 - ITV Granada Television
 - STV Central
 - ITV Wales Television
 - ITV West Television
 - ITV London Television
 - ITV Meridian Television
 - STV North
 - ITV Tyne Tees Television
 - Ulster Television
 - ITV Westcountry Television
 - ITV Yorkshire Television
 - Channel 4
 - Sianel 4 Cymru

Vatican State

- Radio Vaticana

