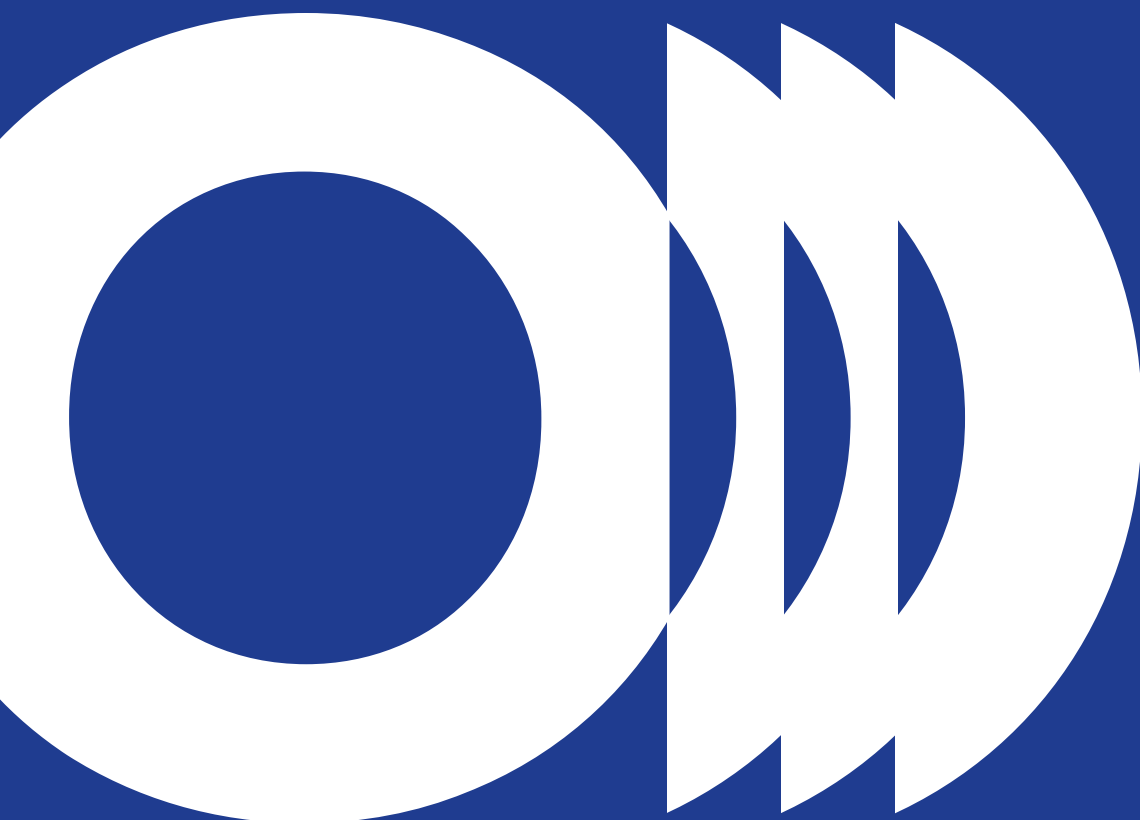


# EBU

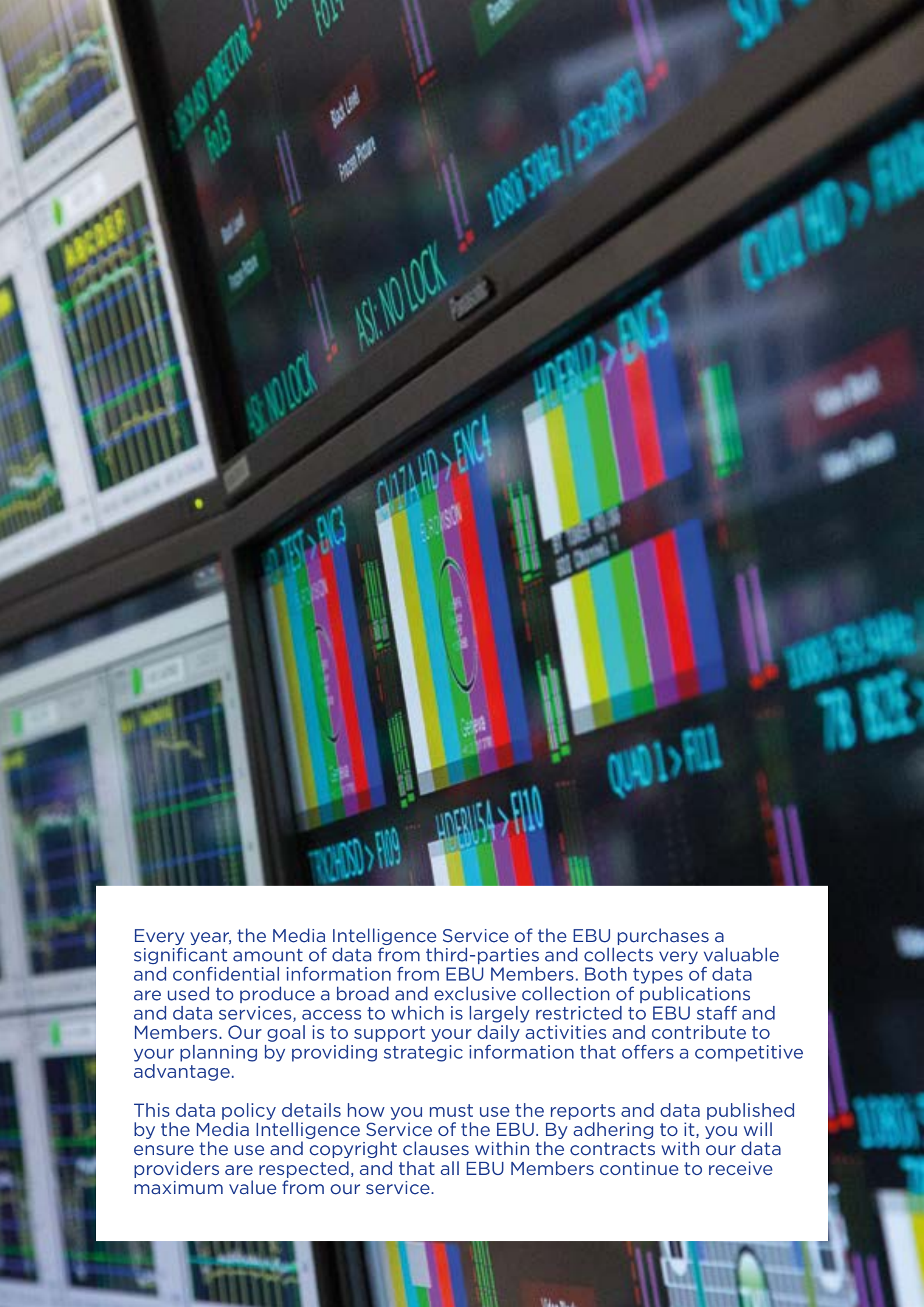
OPERATING EUROVISION AND EURORADIO

# DATA USE POLICY

MEDIA INTELLIGENCE SERVICE



JUNE 2018



Every year, the Media Intelligence Service of the EBU purchases a significant amount of data from third-parties and collects very valuable and confidential information from EBU Members. Both types of data are used to produce a broad and exclusive collection of publications and data services, access to which is largely restricted to EBU staff and Members. Our goal is to support your daily activities and contribute to your planning by providing strategic information that offers a competitive advantage.

This data policy details how you must use the reports and data published by the Media Intelligence Service of the EBU. By adhering to it, you will ensure the use and copyright clauses within the contracts with our data providers are respected, and that all EBU Members continue to receive maximum value from our service.

# BASIC PRINCIPLES

## **ONLY FOR EBU MEMBERS AND STAFF**

Data and reports provided by Media Intelligence Service (MIS) are **only for EBU Members and staff**. You **must not** share them with third-parties.

## **FOLLOW THE GUIDELINES (SECTION 7)**

The data and information included in our reports may be used for INTERNAL and EXTERNAL activities; however, you must **adhere to the guidelines** set out in this document (section 7).

## **CHECK BEFORE PUBLISHING**

As a general rule, it is advisable to **check with us before publishing any document quoting data from our reports**. Please, contact us at [mis@ebu.ch](mailto:mis@ebu.ch), or call us (+41 22 717 22 97). We will be very happy to help you.

# FREQUENTLY ASKED QUESTIONS

## **1. WHAT IS THE MEDIA INTELLIGENCE SERVICE (MIS)?**

The Media Intelligence Service (MIS) is the market research unit of the EBU, within the Strategy & Media Intelligence Service. ([www.ebu.ch/mis](http://www.ebu.ch/mis)).

## **2. WHAT DOES THE MIS DO?**

Our mission is to provide EBU staff and Members with reliable market data, trustworthy analysis and relevant arguments to make the case for public service media. By doing this, we support our Members' daily activities and their strategic planning. Our data and reports are intended to provide a competitive advantage. This is why their use is subject to strict rules, as set out in this document.

## **3. WHERE CAN I FIND YOUR DATA / REPORTS?**

All MIS publications are available on our Media Intelligence Publications page, on the EBU website. [www.ebu.ch/media-intelligence/publications](http://www.ebu.ch/media-intelligence/publications).

Access to the portal is restricted to EBU Members and staff. Users need to log in before consulting our reports.

## 4. WHAT ARE YOUR SOURCES?

We obtain data from multiple sources:

- EBU Members
- Third-parties (data providers), such as Médiamétrie, Ampere, Zenith, etc.
- National and international institutions, regulators, professional associations, such as the European Audiovisual Observatory, IMF, World Bank, European Commission, etc.

This is another reason why special terms and conditions apply to the use and circulation of our data and reports.

## 5. ARE MIS DATA / REPORTS PUBLIC? MAY I SHARE THEM?

**In most cases, NO.**

**Most of the time, the data and reports provided by MIS are FOR EBU MEMBERS AND STAFF ONLY.**

Each document we produce has a confidentiality note included on the back cover. Since June 2018, a clear indication on the cover about their INTERNAL USE or PUBLIC status has been updated, in line with the EBU wide 'Information Classification Policy' approved in May 2018. In documents published prior to June 2018, INTERNAL USE documents were labelled as RESTRICTED. For those documents, all policies stated here for INTERNAL USE documents apply.

This means that **INTERNAL USE DOCUMENTS MUST NOT BE SHARED** with people who are not employees of the EBU or one of its Members.

Public reports may be shared and circulated without any restrictions.

## 6. WHY IS THE ACCESS, USE AND CIRCULATION OF MIS DATA AND REPORTS RESTRICTED?

The restrictions applied to the use and circulation of our data and reports are for several reasons:

### **CONFIDENTIALITY**

Some data about PSM are sensitive, as they disclose information about their strategy, funding, use of resources, or other confidential aspects of their business. If such information is not used properly, it might damage our Members' reputations, or it could be used by third-parties against our Members' interests.

### **COPYRIGHT**

According to the terms of use in our contracts, this data may only be used to produce reports that are shared exclusively with our staff and EBU Members.

### **COMPETITIVE ADVANTAGE**

Providing our Members with a competitive advantage and added value is one of our main goals. If MIS data and reports are circulated without any restrictions, the value for money obtained by our Members is reduced.

## 7. MAY I USE YOUR DATA OR THE INFORMATION CONTAINED IN MIS PUBLICATIONS TO PRODUCE MY OWN REPORTS OR PRESENTATIONS?

Despite of the restrictions mentioned above, you may use the data and information provided in our reports to create your own reports and presentations.

To do this, you **must adhere to** these guidelines:



### FOR USE WITHIN YOUR MEMBER ORGANISATION

(i.e. a report or presentation to your board, for a strategy meeting within your department, etc.)

- You may use the data, graphics and information included in our reports without any restrictions.
- Be sure that you source the data correctly:
  - Refer to the MIS document where you found the information you want to use
  - Indicate the original source (i.e. Médiamétrie, European Audiovisual Observatory, EBU Members, etc.)

This prevents misunderstandings and places the data in their proper context.

- Draw the readers' attention to these restrictions: **THEY CANNOT SHARE THE INFORMATION WITH THE OUTSIDE WORLD**. You can place a written warning in a visible place within your document and you can also inform them orally.
- Avoid unnecessary distribution of data. Share documents or data only with people who will use them. Please, again inform them of the restrictions.



### FOR USE OUTSIDE YOUR MEMBER ORGANISATION

- To avoid damaging any EBU Member's interest or public image:
  - Do not quote data from a single organization (i.e. How much money the BBC generated from commercial activities)
  - Refer to data about national markets (i.e. In the UK public service media earned X from commercial activities) (only if more than 1 PSM organization operate in that national market)
  - Refer to internationally aggregated data (EU, EBU area, multimarket aggregation) (i.e. In the EU, PSM organizations earned X from their commercial activities.
  - Limit the data quoted to what is strictly necessary (if describing five markets, stick to the data about them, and avoid providing data from other countries)
- Be sure that you source the data correctly:
  - Refer to the MIS document where you found the information you want to use
  - Indicate the original source (i.e. Médiamétrie, European Audiovisual Observatory, EBU Members, etc.)

This prevents misunderstandings and places the data in their proper context.

- As a general rule, it is advisable to check with us before publishing any document quoting data from our reports. Please, contact us at [mis@ebu.ch](mailto:mis@ebu.ch), or call us (+41 22 717 2297). We will be very happy to help you.



## **8. WHAT SHOULD I DO IF I HAVE DOUBTS ABOUT HOW TO USE YOUR DATA/ REPORTS?**

You can always contact us, and we will be very happy to help you. The easiest way to do this is by writing to [mis@ebu.ch](mailto:mis@ebu.ch) or calling us (+41 22 717 22 97)

In your email, please include as much information as possible about:

- Your name, position and organization
- The data you want to use
- How you want to use it (produce a report, presentation, etc.)
- How you will share the information (internal use, public event, online distribution, etc.)

## **9. WHAT HAPPENS IF I SHARE RESTRICTED DATA OR REPORTS OR DO NOT FOLLOW YOUR GUIDELINES?**

Firstly, you should be aware that you would be breaching the professional principles that we apply to our work, and your actions might have negative repercussions on the EBU, EBU Members, your organization and you personally.

Secondly, if the third-parties owning the copyright on the data in our reports identify a breach in the terms of use of our contracts, they can hold the EBU liable. This might result not only in extra work for us but we may be forced to pay compensation and then also suffer restrictions on buying or sharing information from that source in the future.

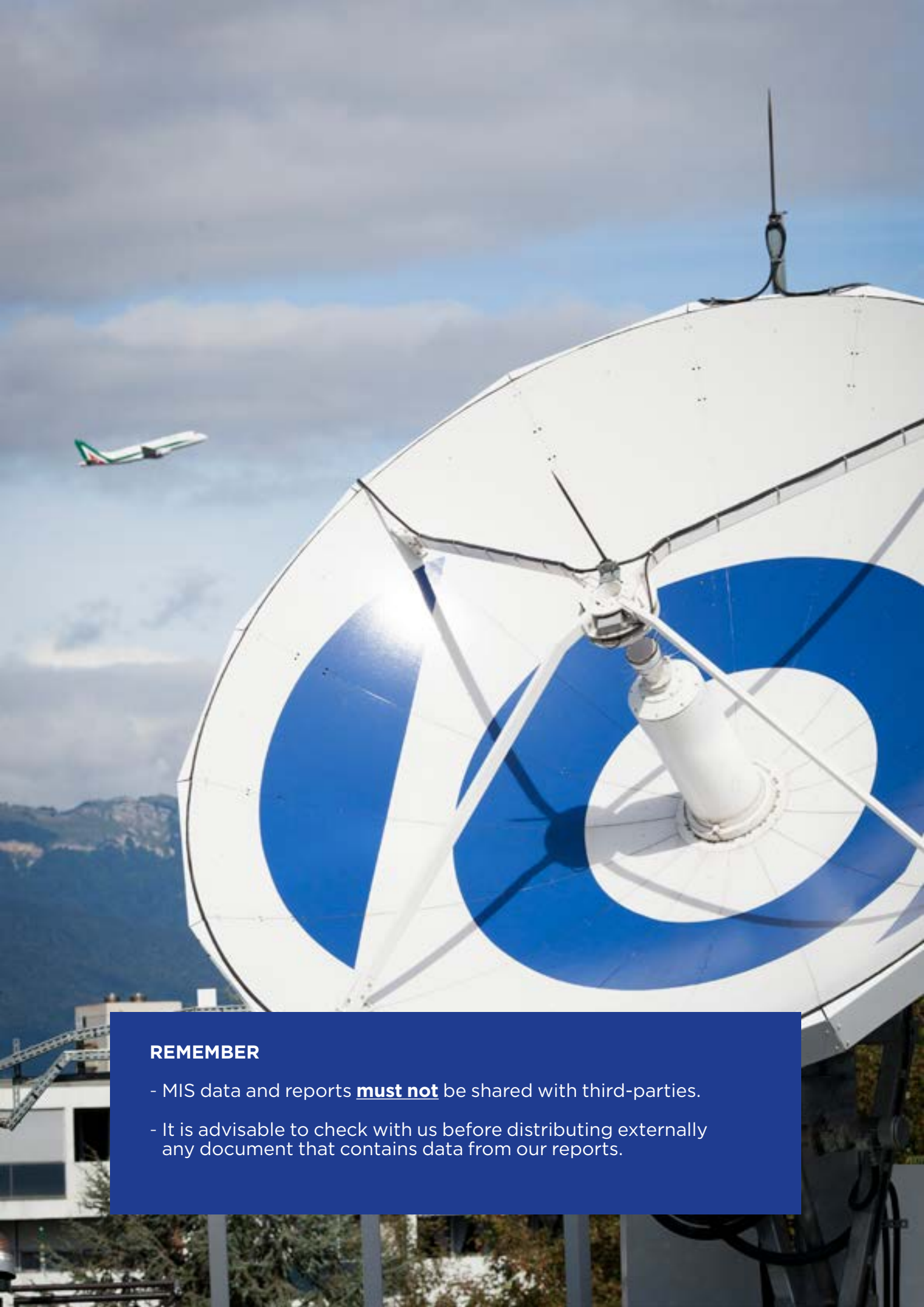
Thirdly, if we identify the person responsible for any inappropriate use of our data or report, several actions could be taken:

- The infringement will be communicated to that person and to their direct manager as well as the top-management of their company.
- The identity of that person or the company employing them may be disclosed to the data provider, so the EBU would not be held liable for the breach of contract.
- The third-party could decide to take legal action against the person and their employer for the breach.
- The EBU might decide to suspend that person's access to MIS services.

## **10. HOW DO YOU TRACK WHO DOWNLOADS YOUR REPORTS? CAN YOU IDENTIFY WHO LEAKS INFORMATION?**

As with any other organization operating a website with a restricted access area, the EBU is capable of retrieving information about how the users navigate the website and download documents. This is mostly used to improve our service.

Should misuse of our documents be detected or suspected, data regarding who has downloaded a certain document can be retrieved. While that information does not allow us to identify the use of the file once it has been downloaded, it helps us to pinpoint where the source of the leak is likely to be.



## REMEMBER

- MIS data and reports **must not** be shared with third-parties.
- It is advisable to check with us before distributing externally any document that contains data from our reports.

**EUROPEAN BROADCASTING UNION**

L'Ancienne-Route 17A  
CH-1218 Le Grand-Saconnex  
Switzerland

Contact:

For any comments or to clear up  
any doubts, please contact us:

EBU - MEDIA INTELLIGENCE SERVICE

[mis@ebu.ch](mailto:mis@ebu.ch)

+41 22 717 22 97