

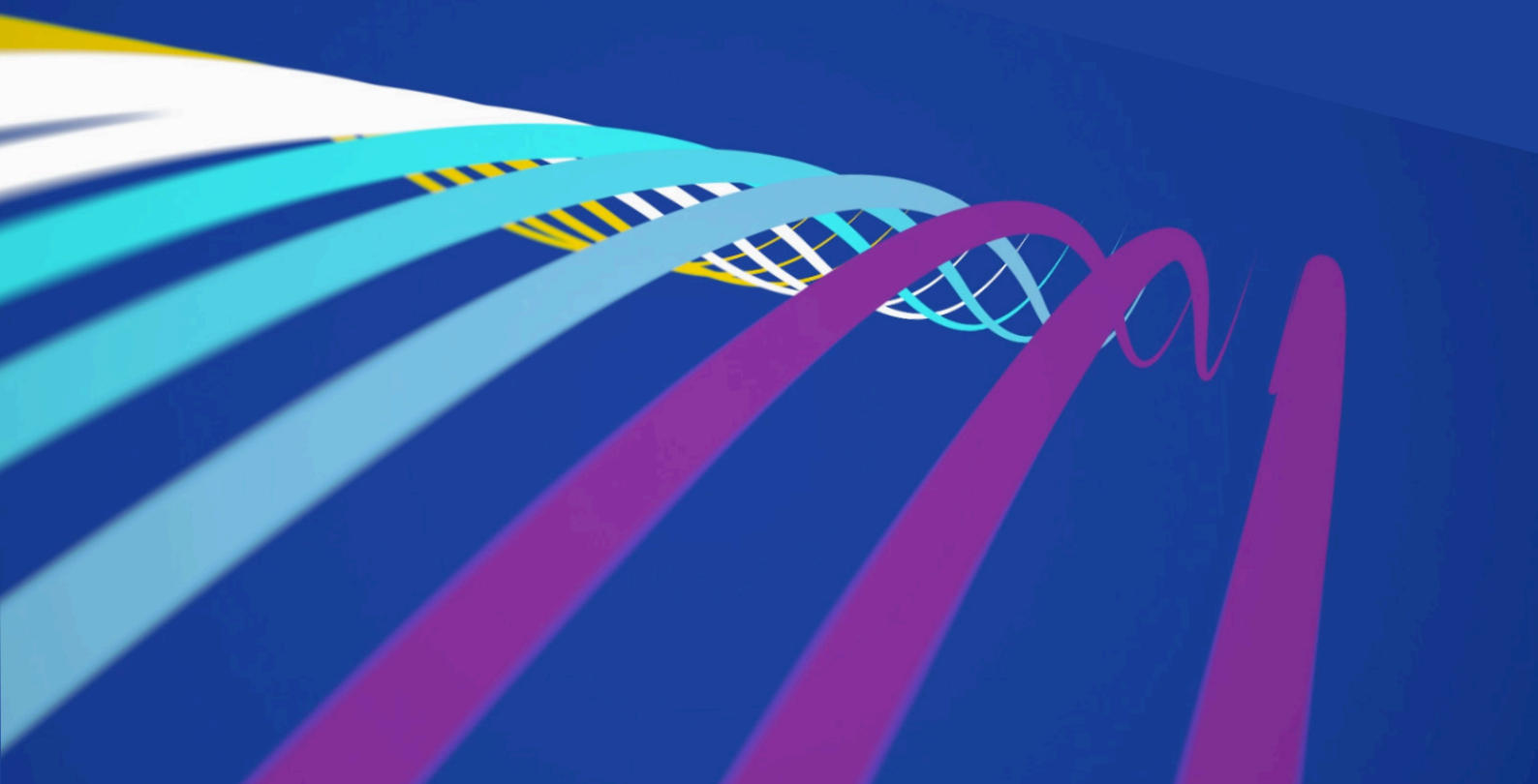
**EUR(O)VISION**

OPERATED BY EBU

# A EUROPEAN PERSPECTIVE



Connecting a continent  
through trusted news.



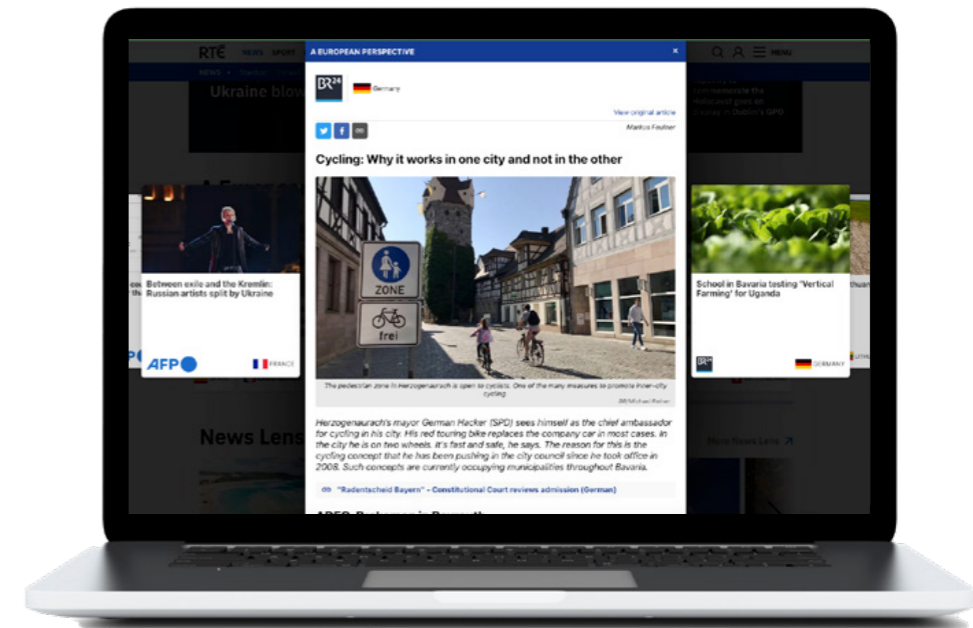
Harnessing the scale, power and collaboration of EBU Members through a unique technical and editorial collaboration, **A European Perspective** brings digital audiences the best journalism in their own languages.

## INTRODUCTION

In the 1920s, Arthur Burrows, First Secretary General of the Information Broadcasting Union (later the EBU), was quoted as saying, *“If nations could see what news for others was, and how others lived, it would engender peace and understanding”*.

A century later, several PSM came together to envisage how they could share impactful journalism via their online platforms and in 2021, **A European Perspective** (AEP) was launched.

It remains clear that whilst focusing closely on local and national news is essential, today’s media must collaborate with other like-minded players to look for solutions and bring different perspectives; only then can they truly *“engender peace and understanding”*.



### WHAT IS AEP?

**A European Perspective** is a pan-European networked newsroom where journalists work collectively to inform citizens. It shares stories across borders and brings insights into issues redefining the world.

It has informed audiences on the climate crisis, the war in Ukraine and the cost of living crisis. It harnesses the unique scale, power and collaboration of the EBU Community, bringing digital audiences the best journalism and curated, contextualized content in their own languages. EBU Members collectively employ 45,000 journalists and invest €6 billion in news and current affairs annually.

### WHY IS IT IMPORTANT?

Because it connects a continent through trusted stories, it therefore shapes a European public sphere rooted in EU values.

The AEP initiative has the unique potential to act as a beacon for audiences seeking to navigate their way through an increasingly oversaturated and disordered media space.

And it’s available on trusted digital platforms, and discoverable on social networks, where younger audiences, especially, search for information.

### WHO IS LEADING THIS INITIATIVE?

AEP is led by the EBU together with the participating public service organizations, who use their resources to produce and share content.

The initiative was supported by two consecutive EU project grants of a total value of just over €3.1m.

## HOW DOES IT WORK?

AEP is driven by a content exchange system that allows participating Members to contribute their own content and to monitor news stories produced by their counterparts. News articles are machine translated by a EuroVox EBU tool and surfaced using a state-of-the-art automatic content recommendation tool (PEACH). The result is a newsfeed embedded on public service digital platforms.

Importantly, whilst the project involves AI, journalists are at the heart of decision-making ensuring content quality and integrity.

## WHAT DOES IT OFFER AUDIENCES?

It offers a hub of trusted news, providing a variety of perspectives and therefore countering disinformation.

It is clear that the audience has an appetite for this type of content; audience surveys conducted in nine countries confirmed that 90% of respondents were interested in this news offer proposal.

## WHAT DOES IT OFFER PARTICIPATING ORGANIZATIONS?

Public service organizations are able to promote their quality news stories across Europe reaching new audiences with their brands and offering their own audiences multiple perspectives from other trusted sources. This amplifies the value of the investment made to support national public service organizations extending it to citizens beyond national borders.

## HOW SUCCESSFUL HAS IT BEEN?

Since its inception in 2021, Member interest has grown. There are currently 20 public service organizations in 15 countries providing trusted media content and unlocking the exceptional news gathering and sharing potential of **A European Perspective**.

Since July 2021 more than 20,000 news stories have been exchanged, garnering 7 million reads, and 138 million views, and recorded 350 million impressions.

It has created a highly-impactful media operation that draws on existing skills, leverages long-standing trust-based relationships with local audiences and amplifies the trusted public service brands.

## HOW WILL AEP EVOLVE?

The next phase will build on this success. The project will continue to push boundaries, pioneering decentralized ways of working and exploring innovations at the intersection of journalism and technology.

A new social media strategy will increase public engagement, reaching new, younger audiences. The development of public service journalism algorithms is also underway, which will assist editors in their selection of content that reflects core public service values and embraces a constructive approach.

## A European Perspective

BROUGHT TO YOU BY EUROVISION

A news sharing initiative from Europe's public service media

Arctic could be ice-free a decade earlier than thought

Between exile and the Kremlin: Russian artists split by Ukraine

Cycling: Why it works in one city and not in the other

School in Bavaria testing 'Vertical Farming' for Uganda

Earth turns Lithuania drought

AFP FRANCE AFP FRANCE BR24 GERMANY BR24 GERMANY LRT .it



Join us if you'd like to support innovation and give your audience **A European Perspective**.

Contact: Justyna Kurczabinska, Head of News Strategy and Project Director

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

[www.europeanperspective.net](http://www.europeanperspective.net)

# MEMBER TESTIMONIALS



**“ AEP is an opportunity for us to access stories about unique and shared experiences of people across Europe while allowing us to reach millions of people with our content. And, we get to be involved in developing and testing new digital technologies that we can adapt to R U R U W R V E W V P R Y R R U G W transformation”**

Fiona Hearst, Multimedia Journalist at RTÉ



**“ We need to offer additional value, and this is what AEP can do. It also helps with the users questioning our funding, so we need to provide something that they don't get anywhere else, and I think that AEP can do that.**

**“AEP lets you share content of course: take the best of what it can offer and show it to your audience. But in this era of big data, AI and with competitors like Google, Facebook and YouTube who manage tons of data, it becomes an opportunity because it is a de facto a giant S E F P G G W E V , W W V U W S R W R W for the future of PSM and allows us to be on the leading edge of innovation”.**

Jana Heigl, Fact-checking journalist at BR24



**“ This initiative promotes a platform for diverse voices across Europe to share their stories, opinions and perspectives on the issues that matter most to them. The participating EBU Members seek to bridge cultural and linguistic divides by fostering an understanding and dialect amongst European citizens using cutting-edge technology”.**

Tove Mylläri, Experiments & Collaborations  
Team Lead at Yle News Lab



**“ There are 26 million persons who have seen the RTVE logo and the RTVE name on their national public service media website and I bet many of them didn't know before what RTVE was or which country it was from”**

Gorka Zubizarreta, Web content editor at RTVE:



**“ AEP adds unique value to our website and our app. Rather than divert audiences to other sources and websites, it helps people understand the news close to them but adds these critical European perspectives from trusted journalists from all over Europe. And the best of it is that by pooling resources with our EBU F R V W V U I F W R I G R W V F**

Olle Zachrisson, News Commissioner at Sveriges Radio



Co-funded by  
the European Union

[www.europeanperspective.net](http://www.europeanperspective.net)

May 2023