

EBU

OPERATING EUROVISION AND EURORADIO



**PUBLIC SERVICE MEDIA
BRINGING THEIR
BEST FOR EUROPE**

TRUSTWORTHY NEWS & INFORMATION

IN **90%**

of European countries, public service media are the **MOST TRUSTED NEWS BRAND**



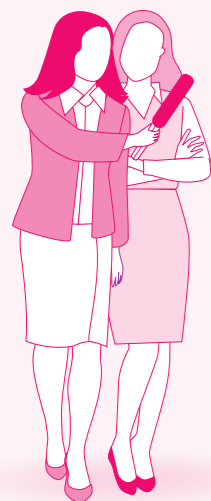
RADIO IS THE MOST TRUSTED FORM OF MEDIA and public service media operate

421

radio stations across the EU



INVESTIGATIVE, WIDE-REACHING & BALANCED JOURNALISM

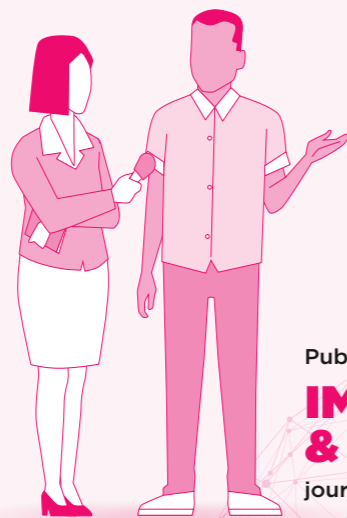


Public service media employ

45,000

JOURNALISTS ACROSS EUROPE, of which...

51% ARE WOMEN

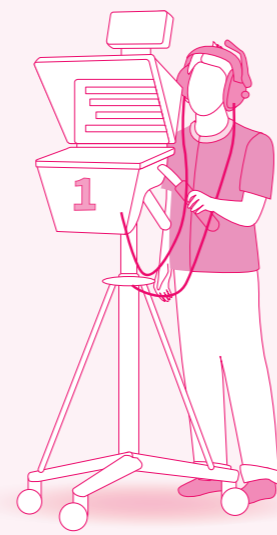


Public service media ensure **IMPARTIALITY & QUALITY** journalism

IN 2023,

54,000

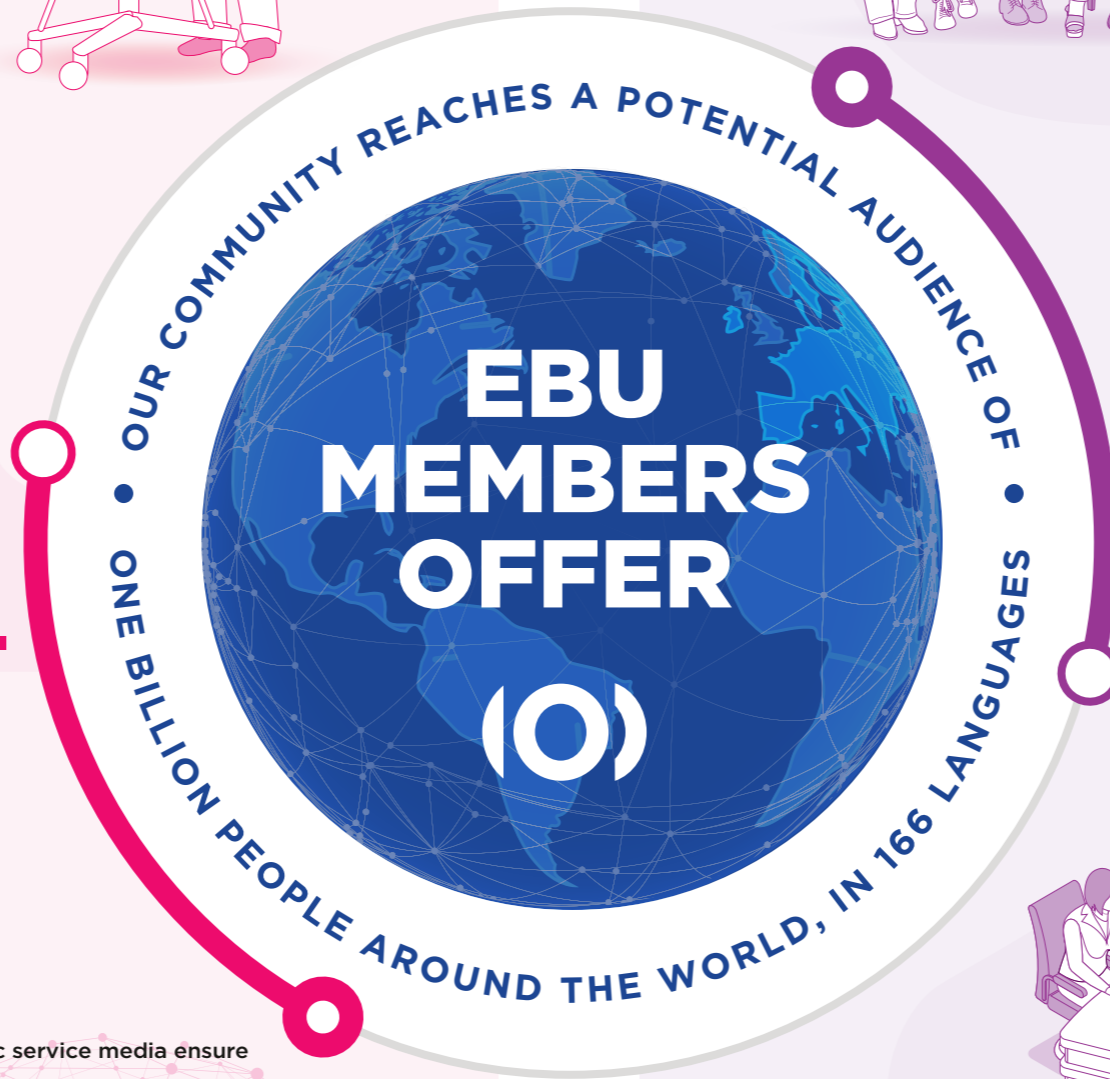
news items were **SHARED IN THE EUROVISION NEWS EXCHANGE**



Public service media in Europe advance media literacy every day, with

86%

PRODUCING DEDICATED MEDIA LITERACY PROGRAMMES, for TV, radio or online



SUPPORT FOR DEMOCRACY



Public service media promote social cohesion by introducing people to the national cultural memory, and by offering content and coverage of events that **ENHANCE THE FEELING OF BELONGING**

WELL-FUNDED AND INDEPENDENT PUBLIC SERVICE MEDIA GO HAND IN HAND WITH:

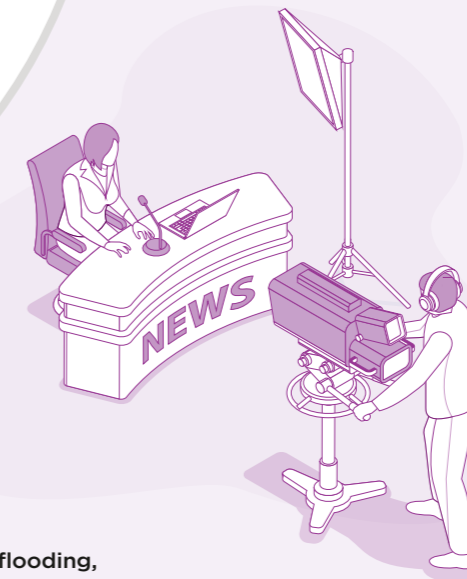
- A healthy democratic culture
- High scores for political participation
- A stronger interest in political issues and discussion
- A greater adherence to the democratic ideal
- A lower tendency to embrace authoritarian ideas.



RELIABLE NEWS IN CRISES

TERRESTRIAL BROADCAST, BOTH TV AND RADIO, IS THE MOST RELIABLE AND EFFICIENT MEANS TO REACH THE POPULATION IN CRISES

Terrestrial networks keep working during disasters, while other types of networks can be down for several days



In natural disasters, such as flooding, fire and storm, **THE CAR RADIO WAS THE ONLY REMAINING SOURCE FOR NEWS AND INFORMATION**



INVESTMENT IN LOCAL ORIGINAL CONTENT & CONTRIBUTION TO THE ECONOMY



€20

BILLION A YEAR IS INVESTED

by public service media into the content industry

2^{to}3

additional roles are created across the economy

FOR EACH JOB CREATED IN PUBLIC SERVICE MEDIA

86%

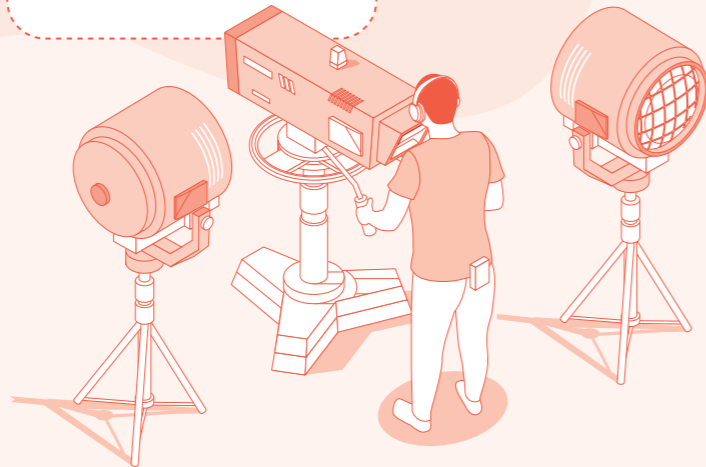
of public service media programming expenditures in the EU

GOES TO ORIGINAL CONTENT

OVER 40%

of all financing of original European content

IS COVERED BY PUBLIC SERVICE MEDIA



OUR COMMUNITY REACHES A POTENTIAL AUDIENCE OF ONE BILLION PEOPLE AROUND THE WORLD, IN 166 LANGUAGES

EBU MEMBERS OFFER

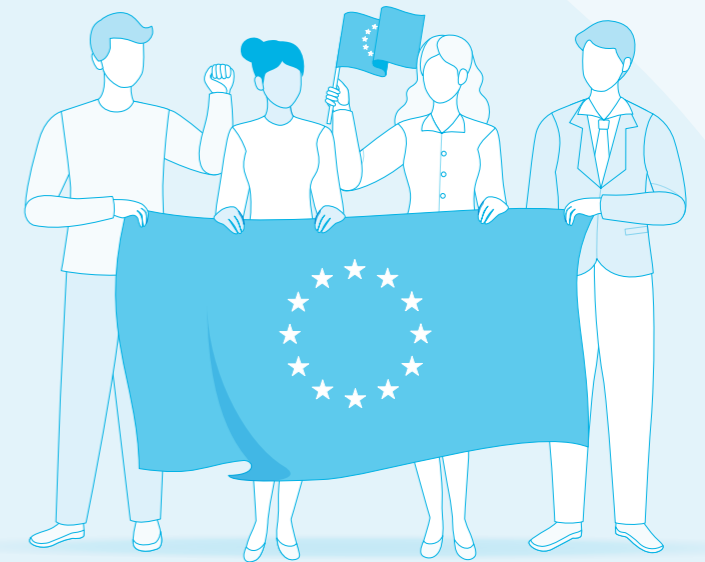
(10)

QUALITY CONTENT FOR EVERYONE



WITH 888

REGIONAL AND LOCAL TV AND RADIO SERVICES, public service media cover the stories that matter to the whole community



91%

OF EBU MEMBERS' TV OUTPUT IS OF DOMESTIC OR EU ORIGIN



EBU MEMBERS OFFER CONTENT IN 85 MINORITY LANGUAGES VIA

224

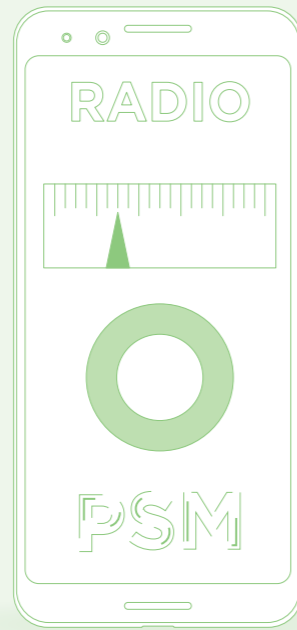
TV, radio services and internet streams that specifically target linguistic minorities, ethnic minorities, non-native citizens and migrants



ESSENTIAL APPLICATIONS

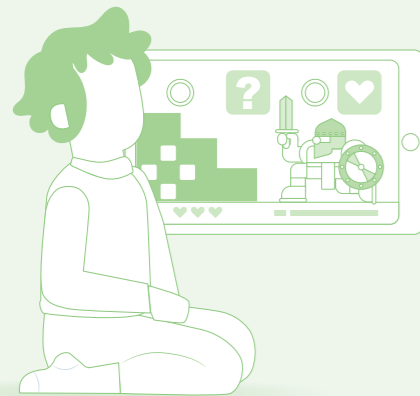
NEARLY
ALL

Public service media
OPERATE A DEDICATED
ONLINE NEWS APP



94%

of public service media offer
their audio services via
MOBILE APPS



79%

make their children's content
AVAILABLE IN AN APP

In total
offering

110 APPS FOR
CHILDREN

SUSTAINABILITY INITIATIVES

OVER

25

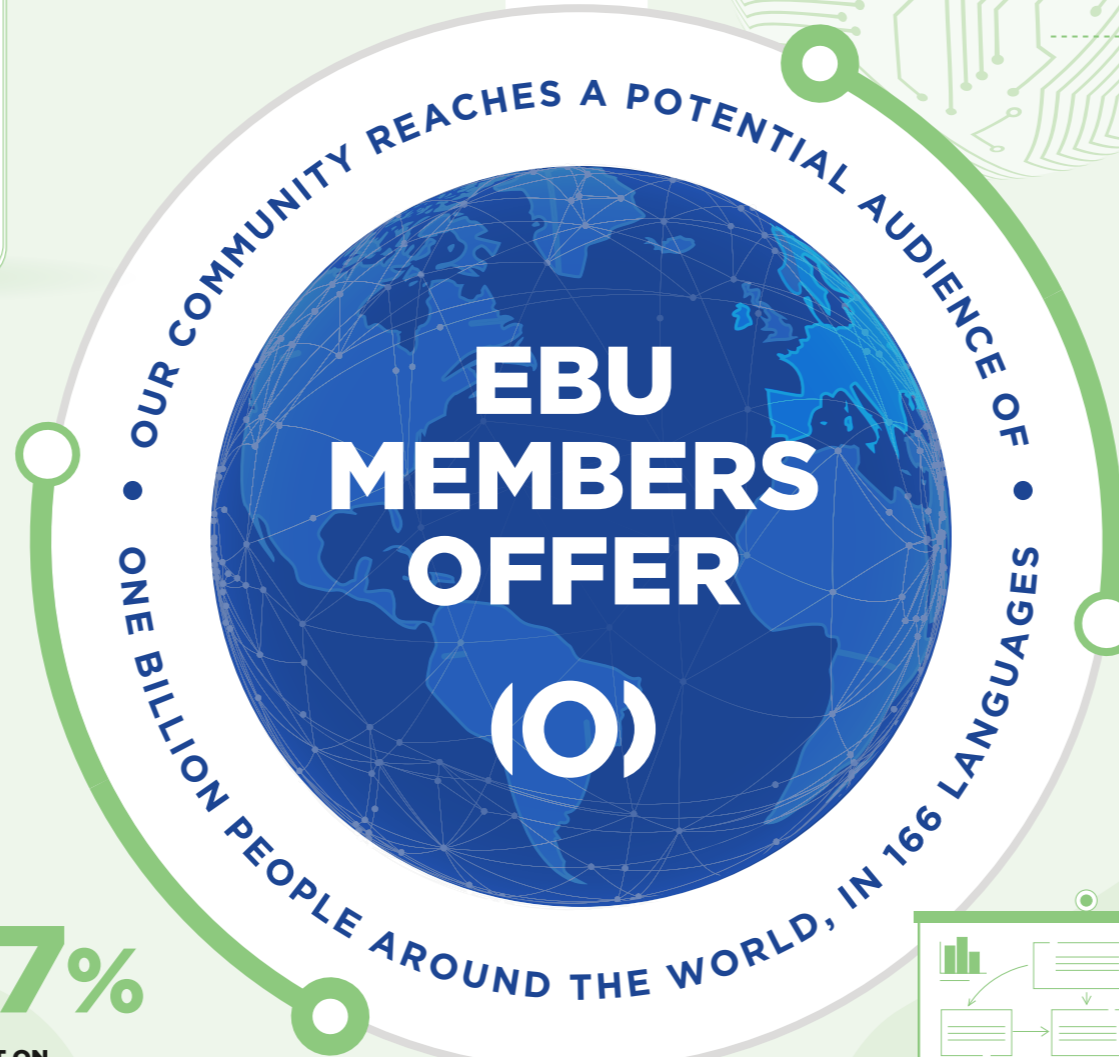
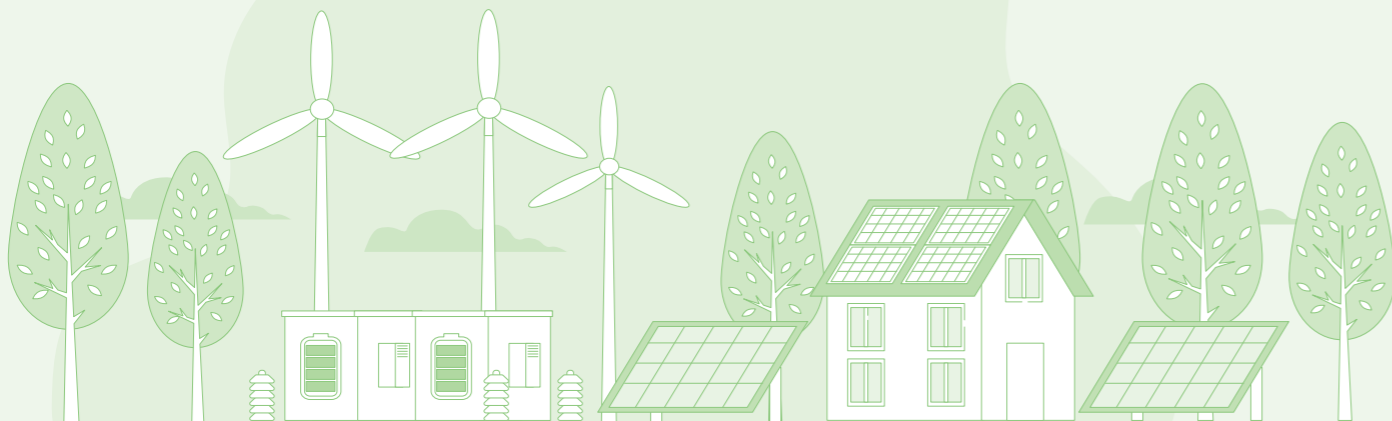
public service media
organizations are
involved in
SUSTAINABILITY

80%

of public service media already
have or are looking into a
**STRATEGY FOR SUSTAINABILITY
IN TECHNOLOGY**

47%

**REPORT ON
SUSTAINABILITY**



INNOVATION WITH THE LATEST TECHNOLOGY

**PUBLIC SERVICE MEDIA DRIVE
DIGITAL TECHNOLOGY,
STANDARDS AND INNOVATION**
(such as UHD TV, DAB+, and DVB),
while supporting interoperability
and net neutrality



**PUBLIC SERVICE MEDIA
PIONEER TOOLS AND
APPLICATIONS TO
BREAK DOWN
LANGUAGE BARRIERS**
and create a more
cohesive public sphere,
enabling public discourse
at a European level

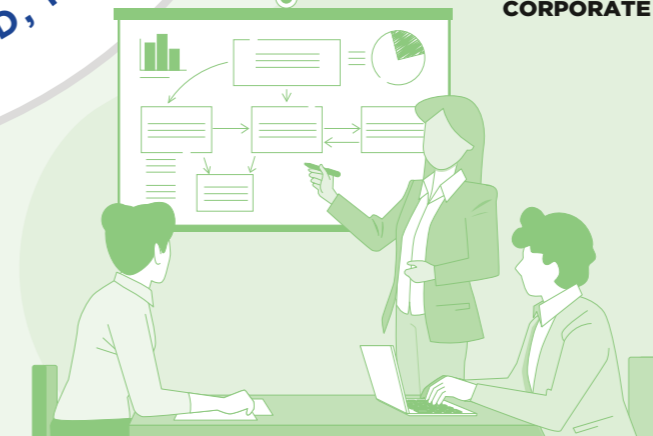
ARTIFICIAL INTELLIGENCE

90%

of public service media
see **AI AS PART OF
THEIR FUTURE
CORPORATE STRATEGY**

73%

ARE ALREADY USING AI
to some extent



SOURCES: Public Service Media Strengthening Media Literacy, Public Service Media & News, Public Service Media 360° Value, Public Service Media International Services, Public Service Media Access Services, Public Service Media Staff Diversity And Diversity, Equity And Inclusion Strategies 2023, The Economic Impact Of Public Service Media, Democracy And Public Service Media, TV Audience Trends 2023, Radio Audience Trends 2023, Public Service Media Contribution To The European Creative Sector, Audio in Cars, Audio Essentials, Children & Public Service Media, AI and Public Service Media, Sustainability: An Outline Of Public Service Media Involvement, How Public Service Media Report On Their Activities Eurobarometer 96 Eurobarometer Media & News survey 2023, Public Service Media's Competitive Environment, The EBU community in numbers, EBU annual report 2023 (forthcoming), Public Service Media Linear Services & Social Media Accounts 2023.

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ABOUT THE EBU

The European Broadcasting Union (EBU) is the world's leading alliance of public service media (PSM). We have 112 member organizations in 56 countries and have an additional 31 Associates in Asia, Africa, Australasia and the Americas. Our Members operate nearly 2,000 television, radio and online channels and services, and offer a wealth of content across other platforms.

Together they reach an audience of more than one billion people around the world, broadcasting in 166 languages. We operate Eurovision and Euroradio services.