

The background of the slide is a photograph of a modern glass-walled building with several satellite dishes mounted on its exterior. The sky is clear and blue. A large, semi-transparent white circle is positioned on the right side of the image, partially overlapping the building and sky. The EBU logo is located in the top left corner.

# EBU

OPERATING EUROVISION AND EURORADIO

## **BROADCASTING IN TIMES OF CRISIS - 2023**

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# BREAKING THE SILENCE ...

- › **“The absence of information in a blockade accomplishes two goals.**
- › **Chaos is the first.** People don't know what's going on, and they panic. At first I couldn't understand why Mariupol fell apart so quickly. Now I know it was because of the lack of communication.
- › **Impunity is the second goal.** With no information coming out of a city, no pictures of demolished buildings and dying children, the Russian forces could do whatever they wanted. If not for us, there would be nothing.
- › That's why we took such risks to be able to send the world what we saw, and that's what made Russia angry enough to hunt us down.
  
- › **I have never, ever felt that breaking the silence was so important”\***.

\*By MISTYSLAV CHERNOV AP reporter in Ukraine - <https://apnews.com/article/russia-ukraine-europe-edf7240a9d990e7e3e32f82ca351dede>



# THE IMPORTANCE OF BROADCASTING

- › **Broadcasting is essential to sustainably reach entire populations.**
- › **The Ukrainian** authorities and broadcasters are using all available existing and legacy broadcasting technologies, including DTT, FM, MW and SW transmissions and, extensively, satellite technologies<sup>3</sup> are helping to reach the population independently of local infrastructure.
- › The importance of broadcast transmitters is underlined by the fact that they are key targets of the Russian army, like they were already during the Yugoslavian war in the 90's, underlining the **need to design, develop and deploy future resilient information networks** that must involve multiple technologies in a sustainable combination of complementary technologies.
- › **Floods in Germany in 2021 in the Ahr Valley revealed** that critical infrastructure was damaged to a point beyond repair and ceased operation including electricity, and consequently **cellular networks**. 'For many hours **information** could reach population **only via** broadcast networks relayed by high towers in **FM and DTT**.
- › The recent **earthquake in Turkey and Siria** has once again confirmed the importance of broadcasting as will see in the TRT international presentation by Ferhat Uzaktaş. **FM broadcast stations never stopped** and 30 min after the first earthquake images and key information was available on terrestrial broadcasting networks.

# EBU RECOMMENDATION 156

- › The EBU calls on national regulators and public service media to maintain **multiple media distribution infrastructures** in order to ensure service continuity and maximized reach in times of crisis.
- › Resilience is a benefit of the **co-existence of multiple distribution platforms**
- Only a combination of multiple, different distribution infrastructures can ensure that 100% of the population and territory can be reached. This **includes both broadcast and broadband networks**.
- Broadcast networks, both satellite and terrestrial, can provide near-universal coverage and efficiently reach very large audiences, hence they are an essential part of the national communications infrastructure, alongside broadband and cable networks.
- **The distribution infrastructure must be used and developed every day** during normal times, to be ready for emergencies, delivering public service broadcasting, to inform, educate and entertain the whole population.

# THE 5G BROADCAST EXAMPLE

- › Any user device (from **cellular to vehicles**) will have the ability of **jointly receive IP broadcast and unicast** traffic
- › Information distributed in broadcast mode during emergencies will be **more protected** and received by end users also when the unicast delivery would be compromised
- › In daily operations missing packets can be **repaired in real time using the unicast connection**
- › This solution allows for **a resilient and sustainable delivery infrastructure, with guaranteed QOS** to any end users



5G terrestrial transmitters



5G-Cellular infrastructure



5G terminals

# PROTECTING SPECTRUM RESOURCES FOR BROADCASTING

- A stable regulatory framework provides stability and long-term certainty
- Access to sufficient spectrum resources is essential for the continuous development of broadcasting technologies and networks.
- The critical network infrastructure must leverage the well-known strengths of broadcasting :
  - Robustness
  - Ability to reach large audiences simultaneously
  - No risk of congestion or delays
  - Relying upon resilient infrastructures

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