

#### **ABOUT THIS REPORT**



#### What is a crisis?

In the context of this report, the term 'crisis' will be limited to disasters, which are defined by the United Nations Office for Disaster Risk Reduction as follows: "A serious disruption of the functioning of a community or a society at any scale due hazardous to events interacting with conditions of exposure, vulnerability and capacity, leading to one or more of the following: human, material, economic and environmental losses and impacts."

#### EBU initiatives on the role of radio in times of crisis.

<u>EBU's Media Intelligence Services</u>, via this report, responds to the need for comprehensive insights into the role of radio in times of crisis, by highlighting the pivotal role of radio not only in its technical capabilities regarding terrestrial distribution but also in its broader impact.

Radio can help people at all stages of a crisis. During peaceful times, it can educate people by offering guidelines for potential disasters. This preparation increases the chance of handling a disaster better. Shortly before a disaster hits (such as a storm or a flood), it can send emergency warnings. Radio can provide information and companionship between the crisis's beginning and end. Finally, radio can play a (psychological) support role after a disaster, during recovery. This report focuses on the role of radio from early warnings to the end of a crisis.

This report starts with the context. It examines the prevalence and forecasts of natural disasters and the evolution of armed conflicts. Then, a list of cases highlights the indispensable nature of terrestrial radio distribution, showing its extreme resilience compared to other communication networks.

It also explores the unique qualities of radio as a medium that makes it a cornerstone of crisis communication, emphasizing its accessibility, reliability, reach and trust. Moreover, the report demonstrates the importance of Public Service Media (PSM) radio, emphasizing its role in providing trusted information, even in the most challenging circumstances.

<u>EBU's Technology & Innovation department</u> is at the forefront of this ongoing topic. Findings of this report partly rely on their expertise and the input provided by the Members. They often organize workshops and publish reports and recommendations. Hereafter is a list of some of their past initiatives:

- Joint ITU EBU Workshop "Broadcasting in times of crisis 2023"
- A Call to Action of World Broadcasting Unions
- Recommendation R156 and ITU Recommendation 1774



#### **SOURCES AND METHODOLOGY**

Data about man-made and natural disasters were collected from international organizations and programmes:

- World Meteorological Organization
- UN Office for Disaster Risk Reduction
- Climate Action European Commission
- Uppsala Conflict Data Program (2023)

The list of cases underlying the resilience of terrestrial radio distribution is based on two sources:

- EBU Members' responses to an EBU questionnaire on "the resilience of broadcasting networks in an emergency situation". The questionnaire was written and processed by EBU's Technology and Innovation department. It was sent to Members' technical departments in October 2021. Ten EBU Members have responded.
- Presentation from the joint ITU-R-EBU Workshop "Broadcasting in Times of Crisis- 2023" and a press release.

The primary sources used in the chapter "Why is radio a key medium in times of crisis?" are:

- EBU Members' data
- WorldDAB
- OFCOM United Kingdom
- Eurobarometer

The primary sources used in the chapter "Why is PSM radio essential?" are:

- EBU Members' data
- <u>Eurobarometer</u>
- Reuters Insitute for the study of Journalism



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#### **KEY FINDINGS AND RECOMMENDATIONS**



#### IN EUROPE, DISASTERS ARE FREQUENT AND INCREASING

From 1970 to 2019, 1 672 natural disasters were recorded. Due to climate change, their prevalence and impact will increase. In addition, war has returned on a large scale.

Disasters can hamper communication networks which are essential to limiting casualties.

It is crucial to adopt a a well-fitted strategy that anticipates increased instability.



#### RADIO TERRESTRIAL DISTRIBUTION HAS SHOWN RESILIENCE IN EXTREME CRISES

In extreme situations such as war, flooding, earthquake, fire, and storm, terrestrial radio distribution (FM/DAB+) continued to work when other networks often failed.

It was often the only available source of information.

We need to continue to invest in terrestrial distribution. It is a critical pillar in times of crisis.



#### RADIO DEVICES HAVE MANY ASSETS

FM/DAB+ radio devices are affordable, accessible, and easy to use. Thanks to robust terrestrial networks, they are also reliable. DAB+ Radio innovates by including emergency features.

People on the run can use them anytime and anywhere as they are portable and available in the car.

Radio needs to preserve its strengths also in terms of prominence, while exploring innovations.





#### RADIO IS A KEY MEDIUM WHEN A CRISIS HITS

Radio is part of people's daily lives. It reaches more than eight in ten European citizens every week.

It is the most trusted medium, and a top-ofmind source of information, also when news matters most.

Moreover, it offers more than news. It provides a connection to the world and companionship in longlasting crises.

We need radio at each



#### PSM RADIOS CAN REACH EVERYONE AND SHOWED THEIR INDISPENSABILITY

PSM radios offer 647 local services and use 125 languages. They can reach people locally and in minority languages.

90% of European countries surveyed viewed PSM news as the most trusted source for news. PSM radio showed its vital importance in crises.

Societies need strong PSM.



#### **NATURAL DISASTERS**

In Europe, floods and storms are the most prevalent hazards.

Due to climate change, natural disasters are projected to become more common.

Many types of disasters can directly affect communication networks.



#### **NATURAL DISASTERS IN EUROPE**

In Europe between 1970 and 2019, the most prevalent hazards were floods and storms

According to the World Meteorological Organization, in Europe from 1970 to 2019, there were:

1672 recorded disasters



~160 000 deaths due to natural disasters



Heatwaves caused the greatest number of human losses (89%).

EUR 448 billion

in economic damages



Five hazards accounted for most of the economic losses: riverine floods (27%), general storms (15%), extratropical storms (14%), general floods (11%) and droughts (10%).

This represents on average 33
disasters per year.
The most prevalent hazards were
riverine floods (22%),
general storms (14%)
and general floods (10%).

#### **NATURAL DISASTERS PROJECTIONS**

Due to climate change, natural disasters are projected to become more common



The Global Assessment Report 2022, released by the United Nations Office for Disaster Risk Reduction, reveals that

#### In the world:

Over the past two decades, between

350 and 500

medium to large-scale disasters took place every year



By 2030, the number of disaster events is projected to reach

**560** 

every year



#### **NATURAL DISASTERS PROJECTIONS**

Europe will face more frequent and severe natural disasters.

And many types can directly affect all forms of communication networks:

#### **Heatwaves**



Heatwaves are already the deadliest natural disaster in Europe. With climate change, excessive heat will become more extreme and more frequent.

#### Wildfires



The climate crisis is leading to more frequent heatwaves and droughts. Both fuel wildfires, which can destroy communication networks or cause blackouts.

#### **Floodings**



River flooding is a common natural disaster in Europe. Climate change is expected to lead to an increase in extreme rainfall episodes, which will lead to more floods.

#### **Storms**

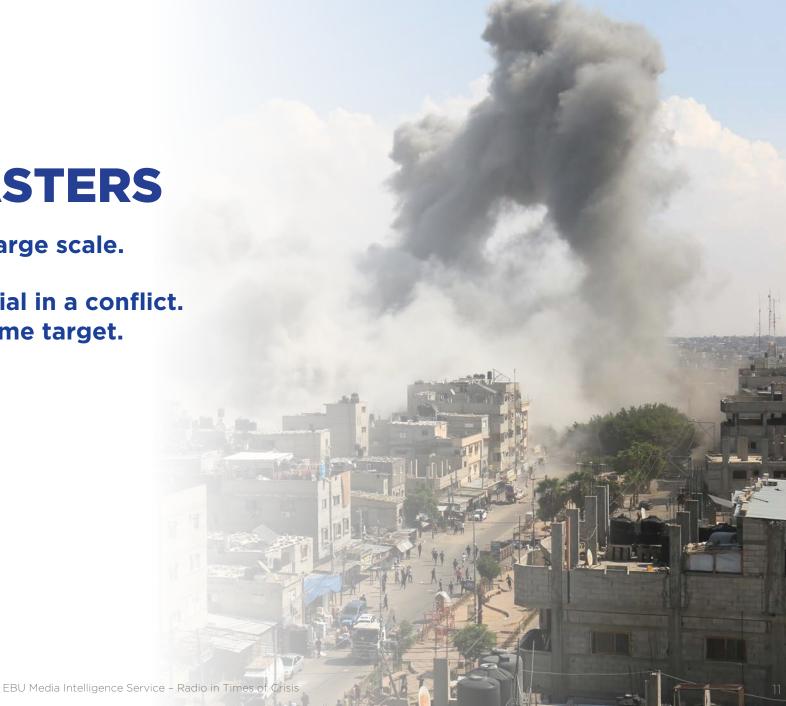


Storms are expected to become more frequent.
And damage caused by winter storms will increase.

### **MAN-MADE DISASTERS**

War has returned to Europe on a large scale.

Communication networks are crucial in a conflict. This is also what makes them a prime target.



#### **CONFLICTS IN EUROPE**

The 90s were marked by the Balkan wars. The following decade saw smaller-scale conflicts and violence, resulting in reduced casualties. Tensions resurged in 2014, climaxing with the Russian invasion of Ukraine in 2022.



Number of deaths in armed conflicts in Europe - 1990-2022

Per type of conflict - in %

**50%** 

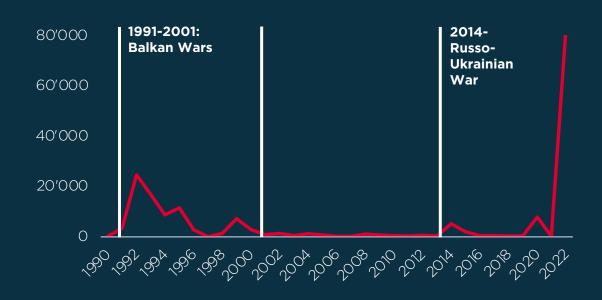
due to **intrastate conflicts** (between a state and a non-state armed group within the state's territory, e.g. for the autonomy of a territory)

**39%** 

due to **interstate conflicts** (confrontation opposing sovereign states, e.g. a dispute over territory)

10%

due to **one-sided violence** (use of armed force by the government of a state or by a formally organized group against civilians which results in at least 25 deaths e.g. terrorism) Yearly evolution - main conflicts highlighted



Source: EBU MIS - based on Uppsala Conflict Data Program (2023)

## COMMUNICATION NETWORKS ARE OF CRUCIAL IMPORTANCE FOR CIVILIANS DURING CONFLICTS



Communication networks are crucial for minimising casualties in conflicts.

They offer indispensable capabilities:



Inform the public



- Frequent updates



Facilitate emergency

response

Coordination between services

- Needs assessment



Communication networks are prime targets due to their strategic importance.

They can be affected in several ways:



Physical damage



Disruption of power supply



Interference/
Cyber attacks



Difficult maintenance/loss of workers



## TERRESTRIAL DISTRIBUTION SHOWED RESILIENCE IN NATURAL DISASTERS

In various situations, such as flooding, storm and fire, radio via terrestrial distribution kept working while other networks went down.



#### FLOODS - EUROPE 2021 FOCUS ON GERMANY

#### **Crisis situation**

Between 12 and 15 July 2021, heavy rain fell across the United Kingdom, west of Germany, and neighbouring Netherlands, Belgium, and Luxembourg, creating severe floods. In Germany, it caused more than 180 deaths and massive material losses. Direct damage was estimated at EUR 33.4 billion, with a further EUR 7.1 billion in indirect damage.



#### Impact on telecommunication and media distribution:



The flooding destroyed cell phone networks. Using mobiles for warnings and communication was not possible anymore.



For several days, some of the affected areas faced blackouts, no access to the internet and no mobile network.





Terrestrial radio distribution proved to be crisis-proof. Both FM and DAB+ distribution continued to work during and after the disaster.

Radio broadcasting was possible without interruption. Only 2 local stations had a transmission break due to the studio's power failure. Others relied on generators.



## FLOODS - EUROPE 2021 FOCUS ON BELGIUM

#### **Crisis situation**

Between 12 and 15 July 2021, heavy rain fell across the United Kingdom, western Germany, and neighbouring Netherlands, Belgium, and Luxembourg creating severe floods. In Belgium, it caused more than 40 deaths, and more than 10 000 residents were left homeless.



#### Impact on telecommunication and media distribution:



Terrestrial networks kept on working during the disaster.



While all the other types of networks were down for several days.



The disaster showed that terrestrial networks are resilient to extreme weather conditions.

Therefore, they can be considered as reliable networks to share information in times of crisis.



#### **STORM - IRELAND 2017**

#### **Crisis situation**

Storm Ophelia was regarded as the worst storm to affect Ireland in 50 years. On 16 October 2017, gusts of up to 191 km/h (119 mph) were recorded at Fastnet Rock off the coast of County Cork, the highest wind speeds ever recorded in the country. Three people died and the total damage across the country stood at EUR 68.7 million.



#### Impact on telecommunication and media distribution:



National broadcast radio services remained on-air while other networks experiences significant failures. Prolonged outages lasting up to several days.



#### In the affected areas:

- Estimate ~20% of households lost electrical power
- Estimate ~33% of fixed link broadband lost service
  - Significant local outages to mobile networks

#### **BUSHFIRE - AUSTRALIA 2019-2020**

#### **Crisis situation**

The 2019-2020 Australian bushfire season has been considered one of the most catastrophic. Over 24 million hectares, an area the size of the UK, were burnt. The fires killed more than 30 people and caused air pollution, which was linked to nearly 445 deaths. Nearly three billion animals were killed or displaced and over 3 000 homes were destroyed. The intensity of the crisis peaked between 31/12/2019 and 14/01/2020.



#### Impact on telecommunication and media distribution:



In some severely affected areas, terrestrial networks kept on working during the disaster.



While digital and telecommunications failed.



For many people, ABC Local Radio was the only way to access timely information.

PSM Radio helped people survive.

#### **EARTHQUAKE - TÜRKIYE 2023**

#### **Crisis situation**

On 6 February 2023, an earthquake struck southern and central Türkiye and northern and western Syria. It is the fifth deadliest earthquake of the 21st century. The official death toll is 53 537 in Türkiye and is estimated between 5 951 and 8 476 in Syria. In Türkiye, 14 million people were impacted by the earthquake. More than 850 000 housing units were either destroyed or badly damaged.



#### Impact on telecommunication and media distribution:



Terrestrial networks kept on working during the disaster in Türkiye.

Even in the event of an extreme earthquake, terrestrial networks show resilience.



FM Radio broadcasting was possible without interruption.

Some stations were undamaged, while others relied on generators.



Communication networks are crucial for minimising casualties in conflicts. Terrestrial radio distribution has shown reliability in various cases.



#### **WAR REFUGEES - UKRAINE 2022**

#### **Crisis situation**

Russia seized and annexed Crimea in 2014. In 2022, Russia launched a full-scale invasion of Ukraine.

Over 660 000 refugees fled in the first week of the 2022 invasion to neighboring countries. Many others were internally displaced.



#### Impact on telecommunication and media distribution:



In many areas, terrestrial distribution was still working while access to the internet was missing.





The only way for refugees to receive vital information was often via their car radio or using battery-operated radio.



#### **TERRORIST ATTACK - BELGIUM 2016**

#### **Crisis situation**

On 22 March 2016, two coordinated terrorist attacks in Brussels, Belgium, were carried out by the Islamic State (IS). Two suicide bombers detonated bombs at Brussels Airport in Zaventem, and one detonated a bomb on a train leaving Maalbeek/Maelbeek metro station in central Brussels. Thirty-two people were killed and more than 300 were injured.



#### Impact on telecommunication and media distribution:



All the cellular networks were down for several hours. The networks were saturated due to the numerous calls and activities on the internet that followed the attack.



Terrestrial networks and cable networks were still working. Radio stations continued to broadcast trusted information on which people could rely.





# RADIO IS IMMEDIATE RADIO IS ACCESSIBLE

RADIO DEVICES ARE PORTABLE



#### FOR EMERGENCY WARNING MESSAGES, PSM RADIO IS VALUED FOR ITS REACH AND RESILIENT NETWORKS



#### **Example: Swiss Emergency broadcast**

In the event of a major incident such as:



**Natural** 

Nuclear/ disaster chemical





infrastructure



**Infrastructure** destruction



**National Blackout** 

#### The emergency procedure starts:







**Warning message** distributed to:







During a significant crisis, Swiss authorities issue a warning message through multiple delivery means to ensure widespread dissemination. The primary distribution networks are selected for their resilience. They include 5 000 stationary and 2 200 mobile sirens nationwide, along with PSM radio via terrestrial networks. Additionally, the message is shared on an official emergency mobile app and then relayed by other partners like the Swiss weather app and private radio stations.



#### **RADIO DEVICES HAVE MANY ASSETS**



**Widely available and affordable:** Radios are widely available in the world. They are commonly found in homes, vehicles, workplaces and portable devices. Basic models are affordable, and listening is free.

**Portability:** Radios are highly portable and can be easily carried around.





**Ease of Use:** Requires minimal technical expertise. Tuning in to stations and adjusting volume settings is typically intuitive, making radio accessible to people of all ages and levels of technological literacy.

**No internet required:** This makes radio accessible to people in areas with limited internet infrastructure or during internet outages.



#### IN THE CAR, RADIO IS STANDARD, RELIABLE AND EASY TO USE

In many cases of emergency, using the car can be the quickest way to reach a safe area.

In these cases, drivers need information.

The car radio can save lives.

It is reliable and uses resilient terrestrial networks.



**Drivers highly value** car radio's assets:

"Radio is consistently reliable"

THE WAR

**87%** Agree

"Radio is one click away"

"How much do you agree with the following statements about FM/DAB Radio in the car?"

Average % "strongly" or "somewhat" agree



91% Agree "Radio is easier to listen to than other types of audio"



80%

Radio is by far the most used audio source in the car. 61% of all interviewed people in the UK, France and Germany said they listen to FM/DAB(+) radio in the car most often. It is 44 points more than online music services. In normal times, radio offers a great source of entertainment and news for drivers and passengers. In times of crisis, FM/DAB(+) radio becomes a lifeline. It is highly reliable, thanks to the terrestrial distribution, it doesn't require a power supply, it is easy to use and it offers trusted information. For all these reasons FM/DAB radio needs to remain standard in the car.



Radio new update

## BATTERY-OPERATED RADIOS ARE FEATURED IN EMERGENCY KITS THANKS TO ALL THEIR ASSETS

In the event of a blackout or for people on the run, battery radio is a key survival tool.

## Battery-operated radio have many assets:



- **Reliability:** using resilient distribution means: FM/AM and DAB, they are reliable tools for accessing crucial information
- Accessibility: An easy-to-use tool that can be carried around
- Longevity: radio consume relatively low power and they have long battery life
- Versatility: they often come with extra features such as phone charging capabilities, flashlight, alarm to attract rescuers' attention...







Battery-operated radios are a key element of emergency kits.

**Examples of official emergency kits:** 

#### In France

#### In Germany



In some extreme situations, people are on the run and can't use a car or are left at home without electricity and cellphone networks. In all these cases, battery-operated radio are extremely useful and that's why they are included in official emergency kits.

Societies should make sure that there is broad awareness of the importance of emergency kits, which include battery-radio.



#### RADIO DEVICES ARE INNOVATIVE

## DAB+ can offer additional immediate emergency warning options on top of the regular broadcasts:



#### **Alarm Announcements Switching (AAS)**

Provides on your home or car device the ability to redirect DAB+ receivers to play out a predefined radio service which delivers emergency information, advice and directions. Audio, text and images can be used.



#### Wake-up functionality (uses alarm announcements signaling)

Radio in standby wakes up on regular basis and searches for emergency warnings. Warnings can be effective even when no one is actively listening to the radio.



FM/DAB+ Radio receivers are valued in times of crisis because they use resilient terrestrial distribution networks. In addition to this unique reliability, receivers can be innovative and include further functionalities. Alarm Announcements Switching and wake-up functionalities would allow quicker and more precise reach. In Germany, radio organizations, equipment manufacturers and network operators have joined forces to agree on the system outline, receiver requirements, location code and system operation. They plan to have the first marketable devices ready in Q1 2025.



#### RADIO HAS A WIDE REACH

LISTENING TO RADIO NEWS IS AN INGRAINED HABIT

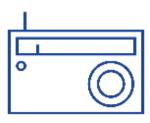
## RADIO IS THE MOST TRUSTED MEDIA



## RADIO REACHES MORE THAN 8 IN 10 EUROPEAN CITIZENS EVERY WEEK

#### **RADIO WEEKLY REACH**

(29 EBU markets, 2022)







## **EUROPEAN**YOUTH

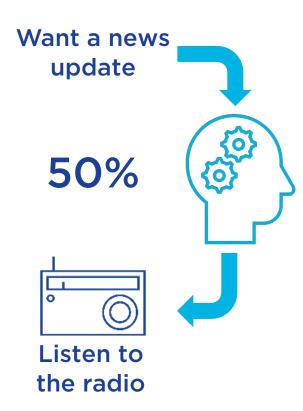


Note: Weekly reach based on 15+ minutes consecutive listening (reach definitions can vary among countries). Youth 15- to 24-year-olds.

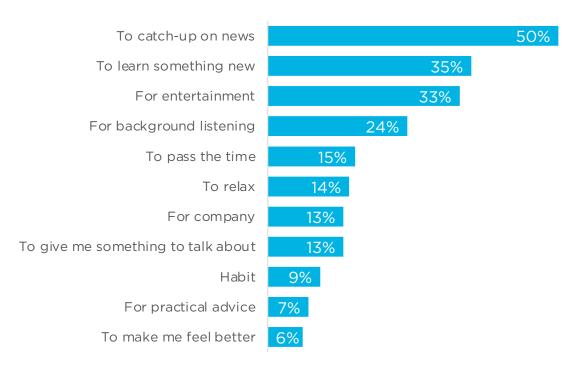
The vast majority of people are reached by radio every week. The weekly reach stood at 83.6% in 2022. Even among youth, who are often described as less familiar with the radio medium, the weekly reach stood at 74.6% in 2022. These high percentages show how widely accessible radio is.



## CATCH-UP ON NEWS USING THE RADIO IS AN INGRAINED HABIT AMONG LISTENERS







Speech-based radio is listened to for many reasons. It offers company, entertainment and knowledge. However, one main reason particularly stands out. Half of radio listeners consume speech-based radio to catch up on the news. This means that, for many radio listeners, it is an ingrained habit likely to remain in times of crisis.

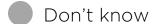


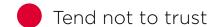
#### RADIO IS THE MOST TRUSTED MEDIA IN EUROPE

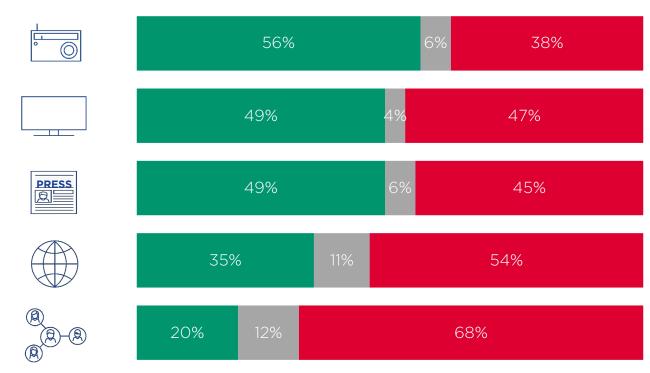
#### TRUST IN MEDIA IN THE EU

(% of population, 2022)









Note: Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT.

In times of crisis, people need trusted information. Radio appears as the key media as it is the most trusted one. 56% of EU citizens trust it. By contrast, the internet and particularly online social networks are the least trusted media at the EU level. Less than one-quarter of EU citizens tend to trust social networks, compared to 35% that tend to trust the internet.



IN LONG-LASTING CRISIS, RADIO IS A LIFELINE AND A COMPANION

IT IS ESPECIALLY CRUCIAL FOR THE ELDERLY



#### RADIO OFFERS COMFORT AND COMPANY IN LONG-LASTING CRISIS



How did radio help listeners' mental state during 2020 covid crisis lockdown - On a scale from 0 to 5 (Averaged among Spanish radio listeners, 2020)



Disasters vary in length. Some of them, such as wars, heatwaves and pandemics, can be long. In these cases, radio is not only used to receive information and guidelines but also for sources of distraction, entertainment and company. Thanks to its agility, radio follows listeners' needs throughout all stages of the crisis until its end.



# OLDER PEOPLE ARE MORE AT RISK IN LONG-LASTING CRISES RADIO OFFERS THEM VITAL INFORMATION AND COMPANY

#### Seniors are particularly vulnerable in long-lasting crises:



71 % of people who died from COVID-19 in the UK were over 74-year-old.



+70 000 people died due to excessive heat across Europe during summer 2022.

More than half were over 80 years old.

# Radio has many assets:



It is part of a daily routine for many

Radio Weekly Reach Daily Radio Listening Time

84%

2h50m

Among Seniors (65+), 26 EBU markets, 2022

#### **Recommendations are often:**



To stay at home



To catch-up on news



To follow the health guidelines

#### It offers information and companionship:



It relieves loneliness



It provides news and guidelines



It is easy to use

Note: Weekly reach based on 15+ minutes consecutive listening (reach definitions can vary among countries). Seniors 60+ year-olds.

Source: EBU MIS based on Office for National Statistics (UK, year 2020 to 2022), Forbes "Extreme Heat Killed Over 70,000 In Europe Last Year, Study Finds." (21/11/2023) and The Telegraph "How extreme heat is killing Europe's elderly" (10/07/2023) (on the left) / Members data (on the right)



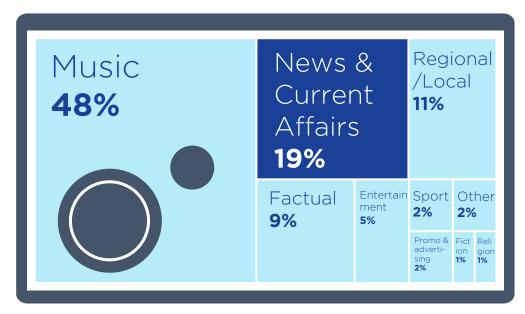
# PSM NEWS IS THE MOST TRUSTED

# PSM RADIO HAVE PROVEN THEIR INDISPENSABILITY IN CRISES



# **NEWS IS AT THE HEART OF PSM RADIO'S ACTIVITY**

# 600 000+ hours of news per year



% of output hours

# RADIO-ONLY ORGANIZATIONS SPEND

56%

# OF THEIR PROGRAMMING EXPENDITURES ON NEWS

PSM have an extraordinary news expertise, which is highly needed in times of crisis.

Public service media produce and broadcast over 600 000 hours of radio news and current affairs each year across the EBU area. Radio-only PSM organizations are impressively committed to news programmes. 56% of all their 2022 programming expenditures were spent on news and current affairs programmes.



# PSM NEWS IS MOST TRUSTED IN 28 OF 31 EUROPEAN COUNTRIES

#### **TRUST IN PSM NEWS**

(2022)

#### PSM most trusted news source/brand:

Source Flash
Eurobarometer

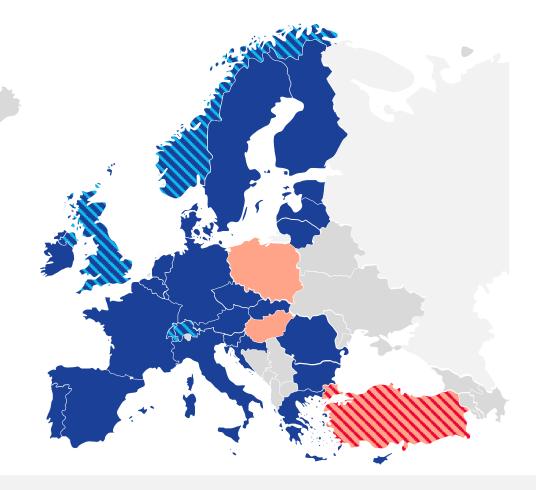
Source Reuters Institute Digital News Report

#### PSM not most trusted news source/brand:

Source Flash Eurobarometer

Source Reuters Institute
Digital News Report

Country not included



Public service media news is most trusted in 28 of 31 European countries. Only in Poland, Hungary and Türkiye are PSM not the most trusted news source. In 14 of the 27 EU countries (52%), at least half of the population mentions PSM among the news sources they trust the most. Also, in the UK, Norway and Switzerland (French and German-speaking parts), more than half of the population ranks PSM news as a top trusted brand.



### PSM RADIO HAVE PROVEN THEIR INDISPENSABILITY IN CRISES





# ABC Australia – 2019-2020 bushfire season

Among Australian people



claimed they trusted **ABC Local Radio** information during the bushfire crisis.



54%

claiming they used the **ABC** as their **main source** of information during the crisis.

Among those living in affected areas



**59%** 

said they acted on information from the ABC to ensure their personal safety or the safety of others

Among those aware of the ABC broadcast services



OPERATING EUROVISION AND EURORADIC

agreed ABC's broadcasting of the bushfire crisis was high-quality, frequently updated and always available when they needed it.



Radio France - COVID-19

Among French people



claimed that **PSM radio and TV delivered trusted information** in the context of the COVID-19. This is the **highest score** across all media.

Among those who listened at least once to PSM radio to learn about COVID-19 - % strongly" or "somewhat" agree



86%

agreed that **PSM radio help them know what actions** to take to
guarantee their **safety** and that of
their loved ones



84%

agreed **PSM radio played their role in providing information** on the COVID-19 crisis



agreed **PSM radio** have a good balance between news, entertainment and cultural programmes.

Note: (For Radio France): Among French 15-75, CAWI interview: 17-28 April 2020 Source: "Australians turn to the ABC during bushfires crisis" ABC Australia press release (02/06/2020) / Radio France - "Enseignements: Radio France pendant le confinement"

# PSM HAVE SPECIAL RESPONSIBILITIES IN TIMES OF EMERGENCY

PSMs bear special responsibilities and are considered critical in times of emergency. The cases here show the importance of ensuring the continuity of PSM transmissions in exceptional circumstances. The exact modalities for emergency transmissions and contingency plans are defined in different national legal texts, for example, in PSM laws or agreements with governments, or more specific legal acts [related to crisis management].

The map below is for illustrative purposes only and is by no means exhaustive.



**SRG SSR** 

Agreement, art. 6, Defence and Emergency Arrangements

"If it appears to any UK Government Minister that an emergency has arisen, that Minister may request that the BBC broadcast or otherwise distribute any announcement or other programme."

Full Agreement here

#### Switzerland SRG SSR

**UK BBC** 

Concession, art. 24, Prestations en situation de crise

«La SSR prend les mesures techniques et organisationnelles nécessaires pour lui permettre de remplir aussi complètement que possible son obligation de diffuser des programmes de radio, même en situation de crise»

Full Concession <u>here</u> (French) <u>here</u> (German) or <u>here</u> (Italian)

Source: EBU based on Members' information.



Norway NRK

Bylaws, art. 23

"NRK should have a special responsibility for emergency preparedness. NRK should enable the governing authorities to reach out to the population with information over the broadcasting network in the event of a national crisis or disaster."

Full Bylaws in English here

#### Finland Yle

#### Act on Yle, section 7 Public Service

Yle shall "broadcast official announcements that are further specified by decree, and prepare for broadcasting in exceptional circumstances"

Full Act in English here

#### Austria ORF

#### ORF Law. § 5 (6). Other special orders

ORF "hat (...) Bundes- und Landesbehörden sowie den Behörden der im jeweiligen Verbreitungsgebiet gelegenen Gemeinden für Aufrufe in Krisen- und Katastrophenfällen und andere wichtige Meldungen an die Allgemeinheit (...) zu jeder Zeit die notwendige und zweckentsprechende Sendezeit kostenlos zur Verfügung zu stellen." / is obliged to provide national and state authorities as well as authorities of municipalities located in the respective broadcast area with the necessary and appropriate broadcast time free of charge for announcements in crises and disaster situations and other important messages to the public at any time. Full ORF Law in German here



vle

N'K



# **PSM RADIO CAN REACH LOCAL COMMUNITIES**



PSM RADIO SERVICES ARE TARGETING REGIONAL/LOCAL AUDIENCES

368

204















Disasters hit regions differently and are often localized. PSM radio have a wide network of regional services which can be particularly useful to disseminate information locally.

### PSM RADIO ADDRESS EVERYONE

**82** 

radio services specifically target:



Linguistic minorities



Ethnic minorities



Non-native citizens



Migrants

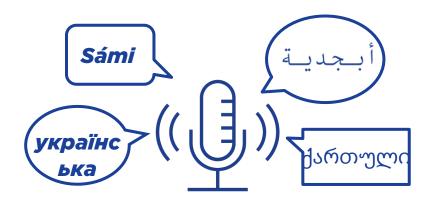
PSM radio services use:

125

85

Different languages

Minority languages



Using regional and minority languages is important in all contexts, but especially in times of crisis. During a disaster, language barriers could put certain segments of the population at greater risk. PSM radio address everyone. Across EBU Members, PSM radio cover 125 different languages. They also use 85 minority languages (according to the Council of Europe's definition).

### WHAT SHOULD I READ NEXT?



#### **AUDIO ESSENTIALS**

PSM have been a staple of the audio industry since the first radio show hit the airwaves. However, like in most other media industries, the digital revolution has brought new competitors, challenges and opportunities for PSM in the audio sector. This report provides an overview of the current major trends in audio, as well as a deep dive into what PSM are doing in this sector.



#### **PODCAST: DEEP DIVE INTO A GROWING MARKET**

The evolution of podcast is not slowing down. The offer has become infinite thanks to easy production and distribution; the market is growing with increasing advertising investment and more varied sources of monetization; and podcast consumption is now competing with traditional media. This report aims to offer an overview of all these dimensions of podcast as well as highlight public service media offer and how they perform in their market.

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The Media Intelligence team identifies issues that impact public service media (PSM) and provide our Members with reliable data, trustworthy analysis and relevant arguments to build their case.





Datasets







Our experts cover a broad range of topics, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.



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# **ABOUT THE EBU**

The European
Broadcasting Union
(EBU) is the world's
leading alliance of PSM.

We have 112 member organizations in 56 countries and have an additional 30 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.

# **MEDIA INTELLIGENCE SERVICE**

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