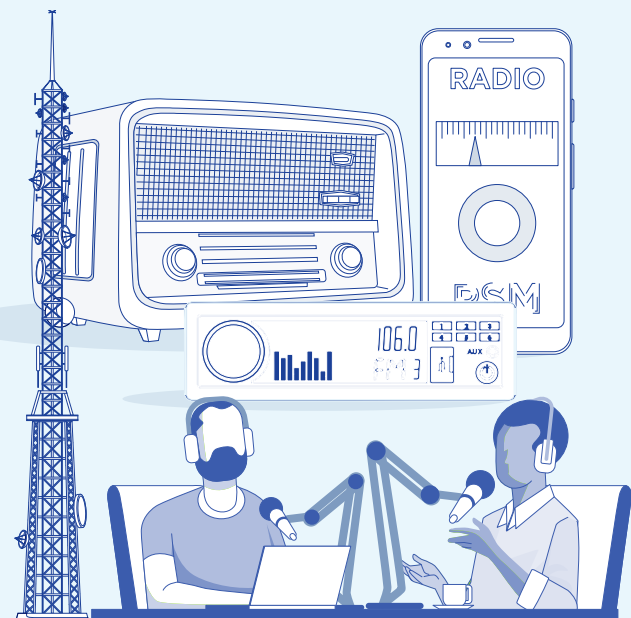


RADIO IN TIMES OF CRISIS

RADIO IS A KEY MEDIUM
WHEN CRISIS HITS



Download full report: www.ebu.ch/mis

SOURCES:

World Meteorological Organization,
EBU based on Members' data,
Eurobarometer, Reuters Institute for the study of Journalism,
Eurostat.

EBU Media Intelligence Service 2024

EBU

OPERATING EUROVISION AND EURORADIO

WHY IS TERRESTRIAL RADIO DISTRIBUTION KEY?

1

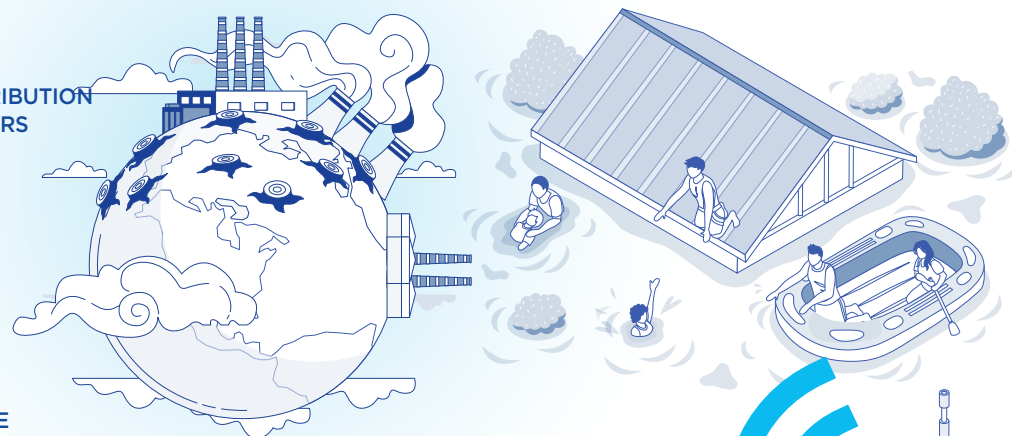
BECAUSE TERRESTRIAL RADIO DISTRIBUTION
HAS PROVEN RESILIENCE IN DISASTERS

2

DURING WAR, IN FLOODING, STORM
AND FIRE, RADIO VIA TERRESTRIAL
DISTRIBUTION HAS KEPT WORKING
WHILE OTHER NETWORKS FAILED

3

OFTEN, IT WAS THE ONLY AVAILABLE
SOURCE OF INFORMATION



1672

NATURAL DISASTERS
WERE RECORDED IN EUROPE
FROM 1970 TO 2019

DUE TO CLIMATE CHANGE, NATURAL
DISASTERS ARE PROJECTED TO
BECOME MORE COMMON



WHY IS RADIO IMPORTANT?

84%

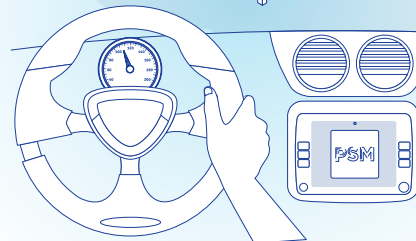
OF EUROPEAN CITIZENS ARE
REACHED EVERY WEEK

RADIO IS EVERYWHERE:
IT IS AT HOME, IN THE CAR
AND IT IS PORTABLE

RADIO IS IMMEDIATE

RADIO IS THE MOST TRUSTED MEDIA

IT IS A LIFELINE AND A
COMFORTING COMPANION



WHY IS PSM RADIO ESSENTIAL?

IT IS LOCAL AND ADDRESSES EVERYONE

EBU PSM OFFER:

647

LINEAR RADIO
SERVICES TARGETING
REGIONAL/LOCAL
AUDIENCES

85

DIFFERENT MINORITY
LANGUAGES SO EVERYONE
CAN BE REACHED

PSM NEWS IS MOST
TRUSTED IN

28

 OF 31 EUROPEAN
COUNTRIES