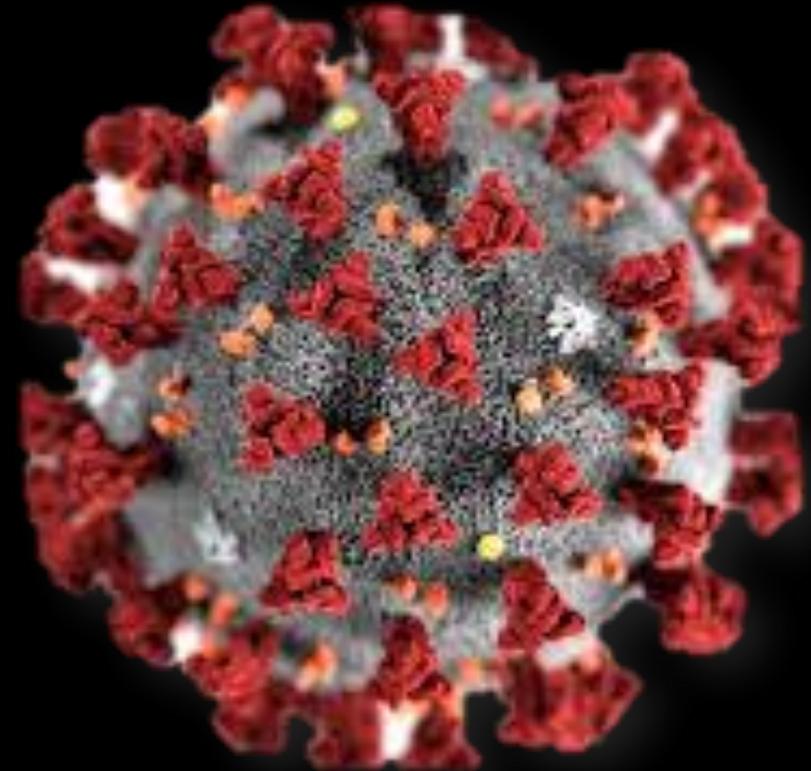


The role of Radio and Television during COVID-19 pandemic

BROADCASTING SERVICES FOR COVID-19
RESPONSE WEB DIALOGUE

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VICE-RAPPORTEUR FOR ITU-D SG1 Q2/1*

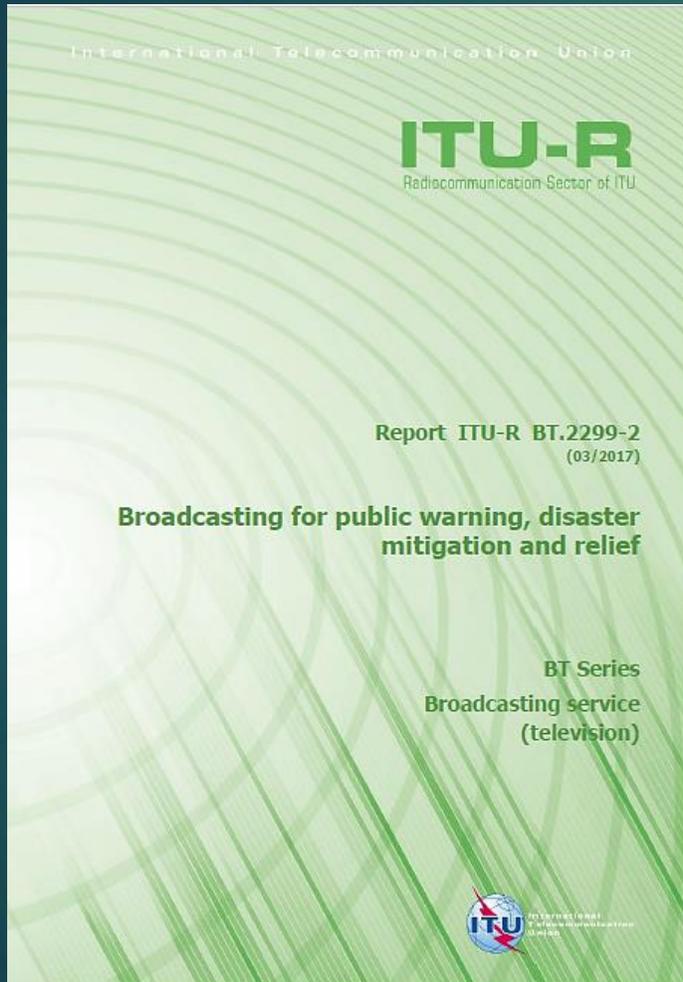


A Brief Summary

- ▶ Broadcasting: An essential service during COVID-19
- ▶ What impact is COVID-19 having on TV viewing?
- ▶ How are broadcasters responding to the situation?
- ▶ Learning through television in the time of COVID-19
- ▶ The Role of FM Radio in times of crisis
- ▶ Lessons Learned during the COVID-19 Pandemic

Broadcasting: An essential service during COVID-19

3

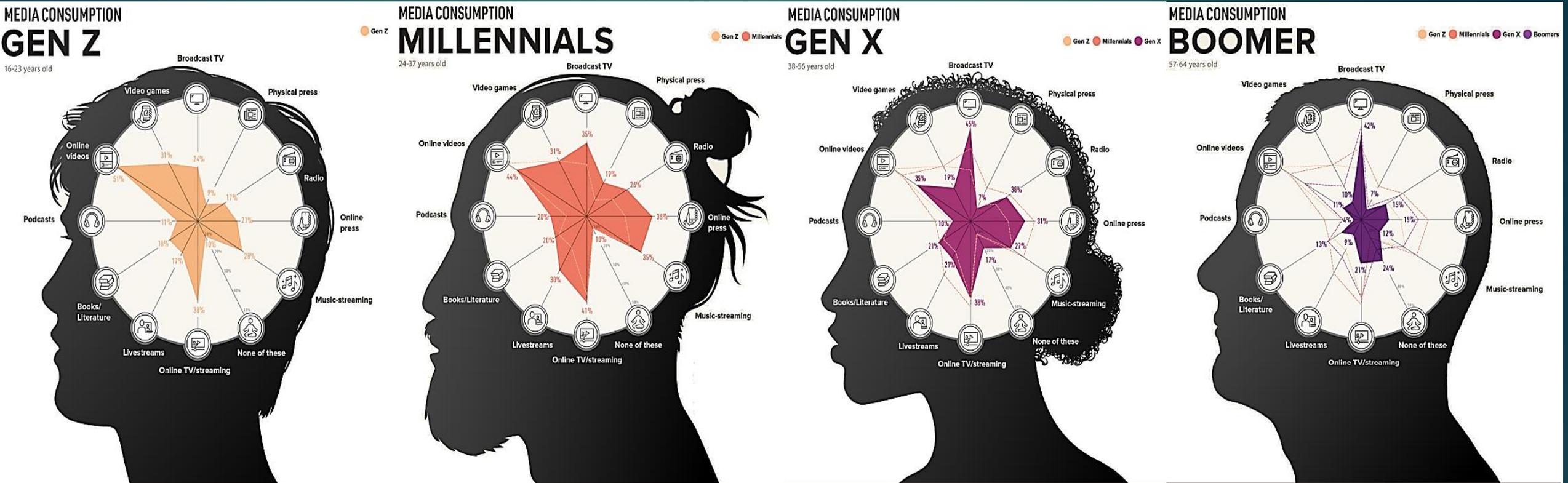


- ▶ COVID-19 proves that media's value is growing
- ▶ TV and FM: The primary source of critical information to the public in the event of disasters and emergencies

What impact is COVID-19 having on TV viewing?



TV Viewing during lockdown by Generation



Source: Global Web Index
 Data collected between March 25-30th in the U.S. and UK
 Image: Visual Capitalist

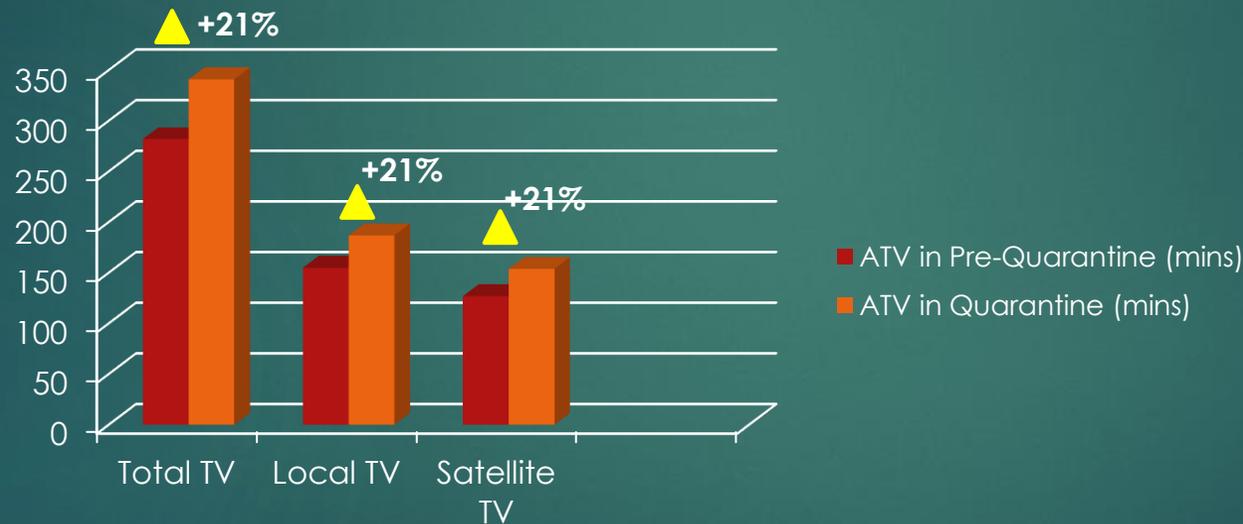
In-Home and Media Consumption Changes by Country

| | All | AU | BR | CN | FR | DE | IT | JP | PH | SG | ZA | SP | UK | USA |
|---|-----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Creating / uploading videos (e.g. on YouTube, etc.) | 14 | 6 | 21 | 17 | 7 | 5 | 10 | 5 | 17 | 9 | 12 | 15 | 6 | 6 |
| Listening to more podcasts | 12 | 11 | 15 | 13 | 6 | 6 | 8 | 4 | 17 | 9 | 13 | 10 | 11 | 10 |
| Listening to more radio | 18 | 15 | 18 | 16 | 23 | 24 | 29 | 9 | 32 | 20 | 36 | 32 | 17 | 16 |
| Listening to more streaming services (e.g. Apple Music, etc.) | 35 | 16 | 30 | 49 | 14 | 13 | 25 | 11 | 43 | 17 | 22 | 27 | 14 | 18 |
| Reading more books / listening to more audiobooks | 35 | 16 | 27 | 44 | 24 | 19 | 36 | 18 | 27 | 18 | 26 | 42 | 19 | 25 |
| Reading more magazines | 14 | 5 | 12 | 17 | 14 | 10 | 18 | 7 | 12 | 9 | 11 | 14 | 9 | 12 |
| Reading more newspaper | 16 | 14 | 22 | 14 | 14 | 17 | 23 | 16 | 23 | 29 | 24 | 22 | 15 | 12 |
| Spending longer on messaging services | 45 | 19 | 48 | 59 | 24 | 22 | 60 | 8 | 55 | 35 | 45 | 61 | 24 | 17 |
| Spending longer on social media | 44 | 28 | 50 | 50 | 27 | 21 | 52 | 23 | 71 | 39 | 44 | 49 | 21 | 32 |
| Spending longer talking on the telephone to others | 25 | 13 | 13 | 29 | 34 | 21 | 45 | 6 | 14 | 10 | 20 | 44 | 23 | 22 |
| Spending more time cooking | 41 | 18 | 20 | 55 | 26 | 19 | 47 | 13 | 39 | 23 | 26 | 35 | 21 | 31 |
| Spending more time on apps | 38 | 17 | 33 | 52 | 17 | 13 | 36 | 7 | 47 | 27 | 34 | 36 | 19 | 18 |
| Spending more time on computer / video games | 36 | 24 | 41 | 39 | 39 | 21 | 41 | 32 | 40 | 25 | 32 | 48 | 20 | 29 |
| Spending more time on hobbies / pastimes | 43 | 24 | 33 | 52 | 31 | 24 | 47 | 40 | 49 | 25 | 26 | 24 | 24 | 32 |
| Spending more time on socializing as a family / household | 53 | 19 | 36 | 70 | 33 | 29 | 47 | 22 | 60 | 29 | 35 | 51 | 19 | 34 |
| Watching more news coverage | 67 | 42 | 69 | 77 | 50 | 60 | 67 | 56 | 79 | 57 | 61 | 63 | 50 | 43 |
| Watching more shows / films on streaming services | 51 | 30 | 43 | 63 | 31 | 21 | 53 | 21 | 61 | 35 | 39 | 58 | 32 | 42 |
| Watching more TV on broadcasting channels | 45 | 32 | 43 | 46 | 53 | 35 | 55 | 51 | 70 | 32 | 46 | 43 | 32 | 42 |
| None on these | 5 | 21 | 5 | 1 | 10 | 16 | 2 | 13 | 0 | 8 | 8 | 2 | 16 | 13 |

Source: Statista, Survey time period: March 16 to 20, 2020

THE RISE OF LINEAR TV AMID COVID-19 OUTBREAK IN LEBANON (IPSOS)

- ▶ Linear TV has gained its momentum back in the quarantine period, with more viewers in Lebanon
- ▶ The average time of viewing TV has increased by **21%** across local TV and satellite TV

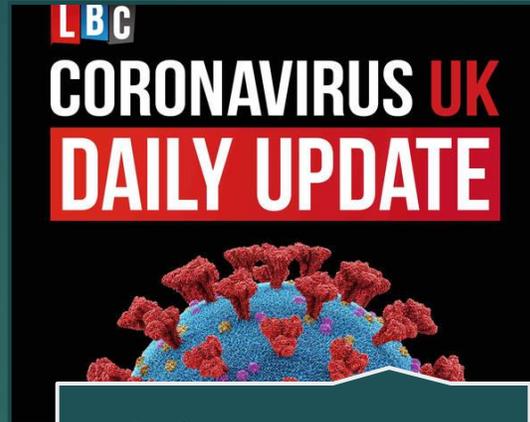


Pre-Quarantine Period: 8 to 14 of March
Quarantine Period: 15 -21 of March

How are broadcasters responding to the situation?

1

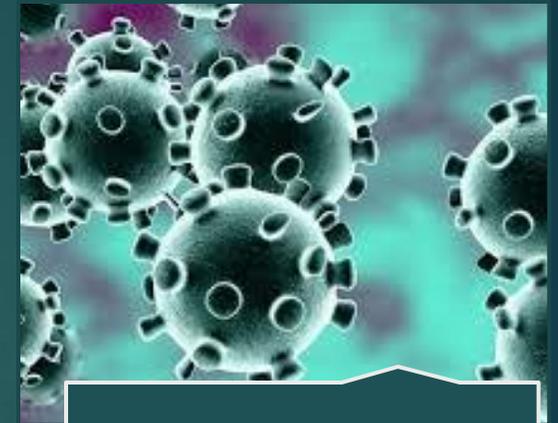
Keeping us up to date with what's happening



Daily updates and special reports



Live-streamed reporting



Breaking news coverage



Daily interviews with elected officials and public-health experts



regular announcements to educate citizens to stay healthy

How are broadcasters responding to the situation?

2

Keeping us entertained and distracted



Launching new shows



Concerts to raise funds



Celebrations of the health care professionals on the front lines



New more family-friendly content

How are broadcasters responding to the situation?

10

3

Rapidly adjusting their calendars and adapting operations and programming



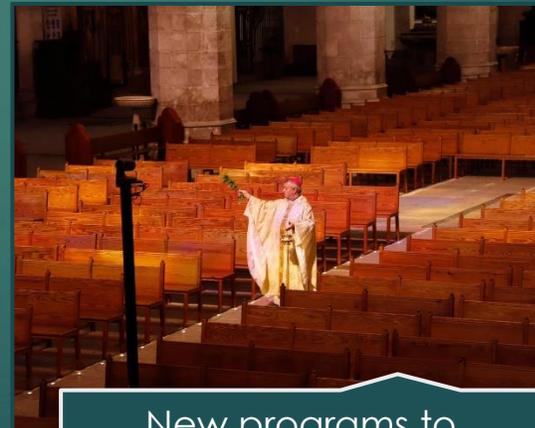
Shows recorded without its studio audience



Changes to their operations to abide by social distancing



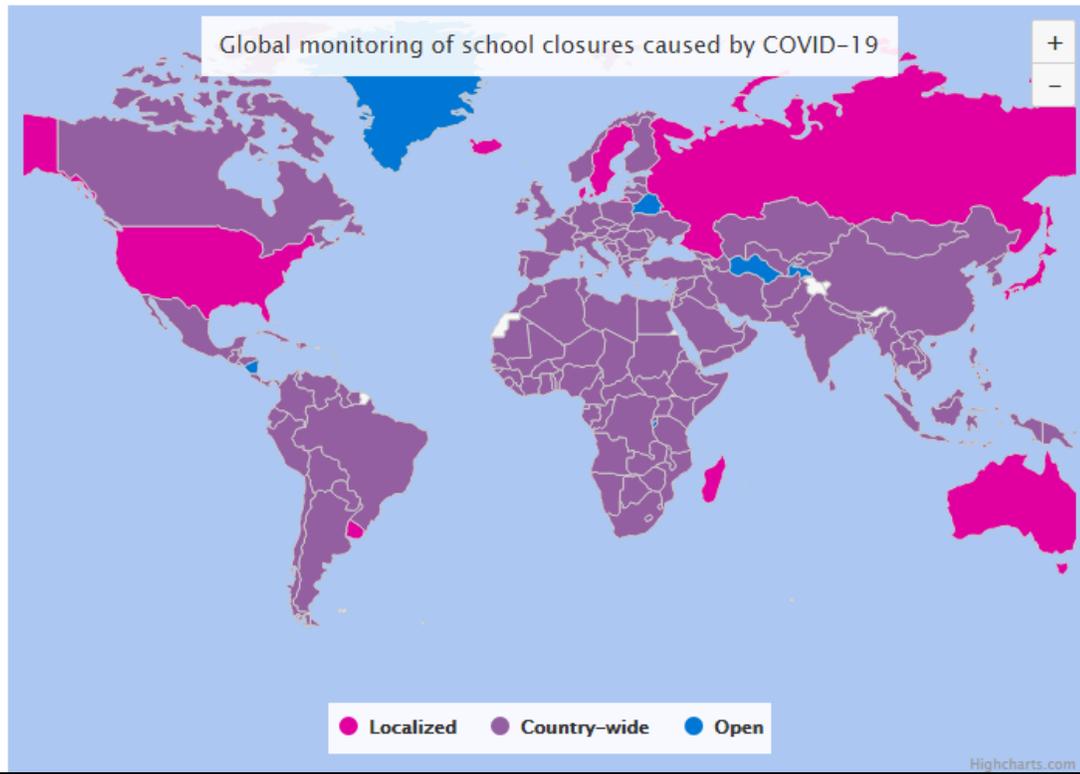
Educational programming



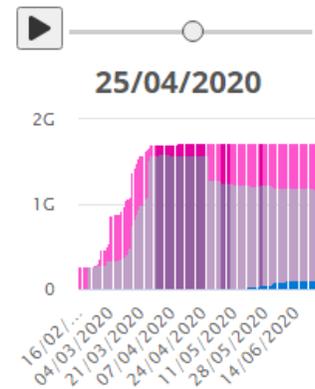
New programs to support faith communities

Educational TV in the time of COVID-19

COVID-19 Impact on Education



Visualize evolution over time.



1,568,452,265 affected learners
89.6% of total enrolled learners
185 country-wide closures

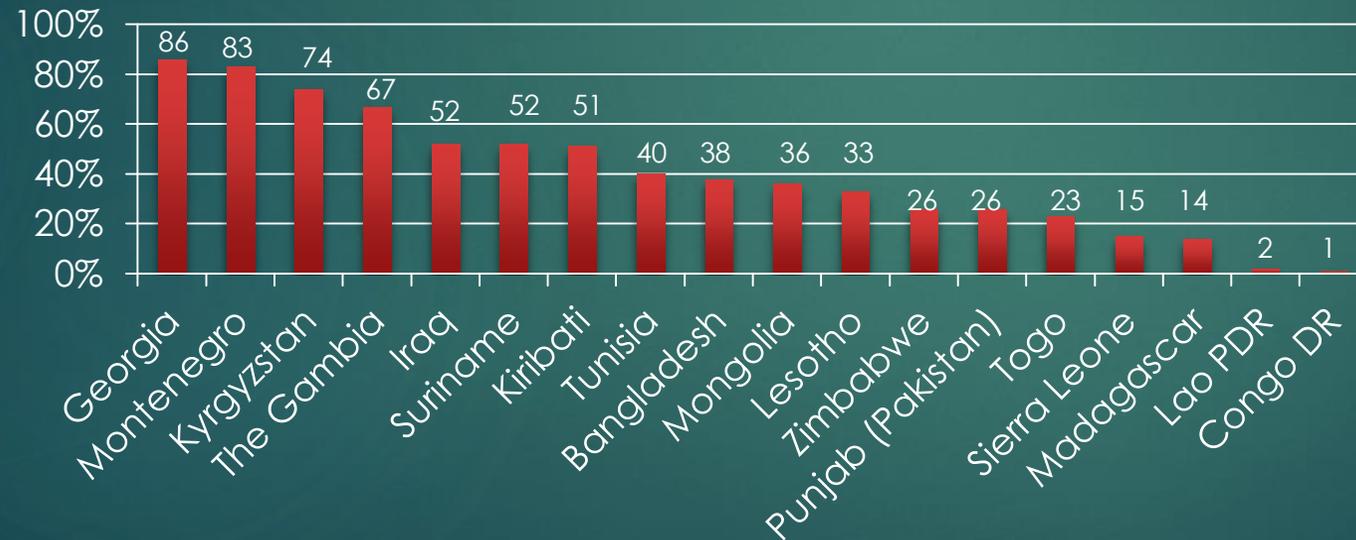
COVID-19 impact on education

Educational TV in the time of COVID-19

Various appropriate tools for online and distance learning used in many countries

- Smartphones, tablets, computers
- A fast internet connectivity

Given the digital divide, access to technologies for remote learning varies widely both between and within countries



Students aged 5-17 years with internet access at home

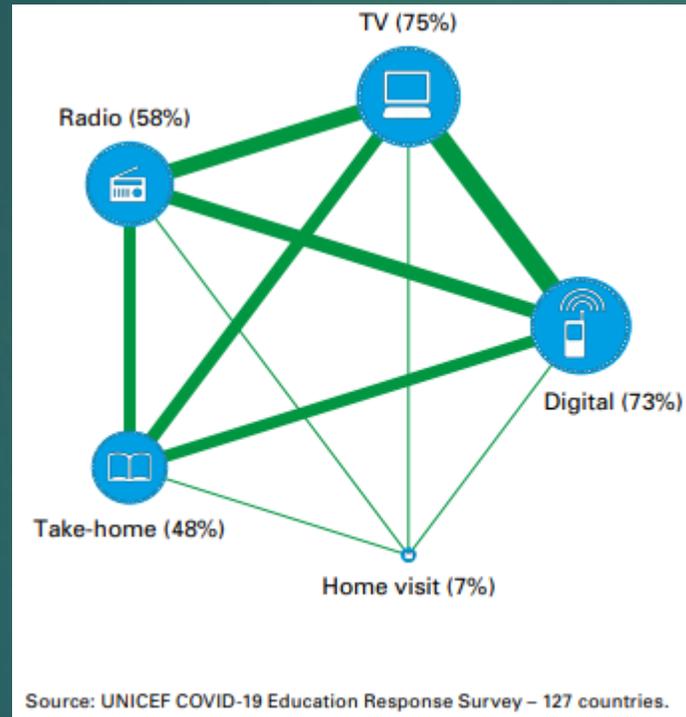
Source: UNICEF MICS 6 (2017-2019)

COVID-19 impact on education

Quick solutions needed

Educational TV in the time of COVID-19

Percentage of countries using remote learning delivery channels



COVID-19 impact on education

Quick solutions needed

The importance of TV to increase access to remote learning

Educational TV in the time of COVID-19

<https://en.unesco.org/covid19/educationresponse/nationalresponses>

UNESCO

ENGLISH

Home Global Education Coalition What we do Stories & Ideas Resources

National learning platforms and tools

More on UNESCO's COVID-19 Education Response

Africa Arab States Asia & the Pacific

Eastern Europe & Central Asia Western Europe & North America Latin America & the Caribbean

UNESCO

ENGLISH

Home Global Education Coalition What we do Stories & Ideas Resources

Regional responses

Dedicated pages present responses proposed at regional level:

- Arab States
 - Alternative solutions to school closures in Arab countries to ensure that learning never stops
 - Motivating and supporting children during remote learning: tips for teachers and parents
- Asia Pacific
- Latin America and the Caribbean

<https://www.unicef.org/coronavirus/keeping-worlds-children-learning-through-covid-19>

Malawi, Rwanda, Syria, Timor-Leste, Côte d'Ivoire, Vietnam, North Macedonia, ...

Education programs on DTH platform in Punjab, India (1/2)



Since the lockdown was imposed, The central government started online lessons through social media and other online platforms (Diksha, Swayam,...)



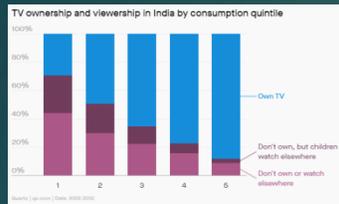
Large number of parents in rural areas do not have smartphones and those with smartphones are facing net connectivity issues.



The State of Punjab decided to telecast lessons through free to air television channels by adding ETV content to Doordarshan in response to the crisis.

Education programs on DTH platform in Punjab, India (2/2)

- Each lecture: a mix of videos, images, quizzes, games, exercise and feedback.
- The free-to-air channel available on DD Direct DTH and all the leading DTH service providers.
- With this facility, over 1M students of Classes III to V and over 600000 students of Classes IX and X studying in government or aided schools get education.



More accessible

- About two-thirds of all Indian households and a little less than one-third of the poorest households own a TV (According to the latest NFHS and IHDS surveys)



Easier to produce

- A large amount of high-quality content already exists



Easier to share

- 37% of households without a TV report that their children watch TV at a neighbour's house

Why Radio during COVID-19?

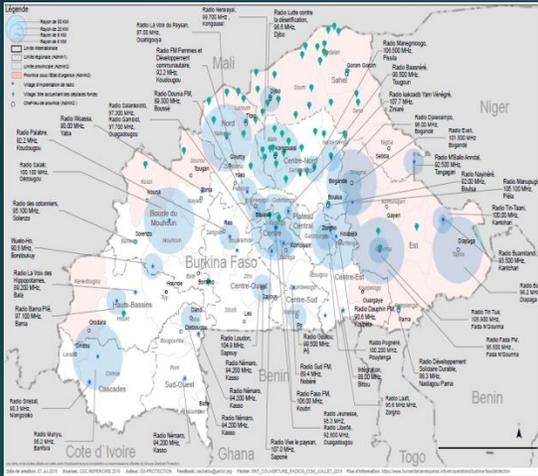
Radio broadcasts are a useful means to share public information especially to the most remote populations. In rural Africa, people depend on it as their primary source of information.



**Radio: An essential service during
COVID-19
And it really WORKS!!**

How Radio in Burkina Faso is responding to COVID-19 ?

Coverage of the main Community Radios



- ❑ Burkina Faso : one of the champions of sub-Saharan Africa when it comes to listening to radio
- ❑ More than 154 active radio stations, 51 of which are community stations, 40 commercial
- ❑ Important medium to reach populations – often with low levels of literacy – living in remote areas, far from towns and cities

Since the announcement of the CORONAVIRUS in our country, **RADIOS are now selling like hotcakes** because there is a need for information. **The people of the villages have only the RADIO to inform themselves.**



- ❑ Adapting their programming and station policies
- ❑ Dedicating five minutes at the beginning of each program to COVID-19
- ❑ Short bulletins talk about preventing transmission, symptoms, and other basic information about COVID-19
- ❑ Broadcasting “COVID info” for 30 minutes every Saturday in French, then during the week in Mooré, Dioula, and Buamu
- ❑ During “COVID info,” listeners can call a WhatsApp number to ask their questions to an expert on-air

Head of programs at radio Loudon Sapouy, Burkina Faso

Lessons Learned During the COVID-19 Pandemic

19

- ❑ Vital role of FM and TV broadcasting: source of information to increase our chances of survival
- ❑ Broadcasters Struggling to Survive the COVID-19 Crisis: Actions needed to support them
- ❑ Educational TV Experience
 - ❑ No Success without COLLABORATION
 - ❑ Distance Education has to be a “MUST HAVE”
 - ❑ Accelerating CONNECTIVITY is a priority

Thank You for your attention !

Jinane Karam

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