

EBU

OPERATING EUROVISION AND EURORADIO

PUBLIC: This document is intended for public distribution

PUBLIC SERVICE MEDIA AND NEWS

PUBLIC VERSION

MEDIA INTELLIGENCE SERVICE
AUGUST 2021

ABOUT THIS REPORT

This report aims to provide an overview of outstanding commitment, exceptional offer and strong performance in news of public service media (PSM).

The report highlights the massive investment of PSM in providing reliable and trustworthy news and current affairs programmes across all platforms and to all demographics, confirming the vital role played by PSM in European democracies.

SOURCES

The report is mostly based on the results of the Media Intelligence Survey, a unique annual collection of data and insights from public service media across the EBU area, performed by the Media Intelligence Service of the EBU.

- PSM investment in news programmes are calculated from the [PSM Income and Expenditures 2021](#) dataset;
- Journalists employed by PSM are derived from the [PSM Personnel 2021](#) dataset;
- PSM linear news offer - news channels, stations and international services - are taken from the [EBU Members' Television and Radio Services 2021](#) dataset;
- PSM online news offer are based on the [PSM Online 2021](#) dataset;
- Hours of news and current affairs programming are taken from the PSM programming datasets - [PSM TV Programming](#) and [PSM Radio Programming](#).
- *Datasets are regularly updated with the latest data received from EBU Members. Please note that Media Intelligence Datasets are available for EBU Members only.*

Trust in PSM news data were published in June 2020 in Reuters Institute's [Digital News](#) report.

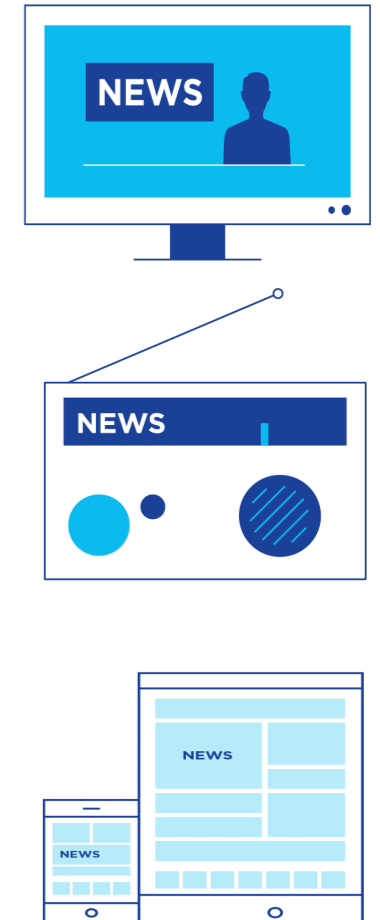
CONTENTS

	Page
<u>KEY FINDINGS</u>	4
<u>MASSIVE INVESTMENT IN NEWS</u>	5
<u>OUTLOOK OF THE NEWSROOM</u>	10
<u>360° PSM NEWS OFFER</u>	14
<u>THE CORE OF PSM PROGRAMMING</u>	23
<u>PSM AS TRUSTED AND ESSENTIAL NEWS OUTLETS</u>	28
<u>INNOVATION IN THE PSM NEWSROOM</u>	32



KEY FINDINGS

- EBU PSM spend **EUR 5.8 billion** per year in news and current affairs programmes. This represents **29% of their programming expenditures** and makes news the top genre in terms of PSM content spending.
- PSM is Europe's largest newsroom, directly employing over **40 000 journalists** in 2020. This newsroom is gender balanced.
- PSM broadcast **95 all-news linear services**: TV channels, radio stations and internet streams. This includes many internationally reputed news brands.
- Over **350 foreign news bureaux** connect PSM and audiences across the world.
- PSM broadcast over **415 000 hours of TV news** per year, or **26%** of PSM overall TV airtime. PSM also broadcast over **440 000 hours of radio news**, which represent **20%** of PSM's total radio airtime.
- PSM have also developed a complementary online news offer: **98%** of PSM organizations operate a **dedicated news offer** and **68%** have even developed a **dedicated app**.
- PSM's online presence is also addressing young audiences via dedicated **online news services for children** (developed by **39%** of PSM) and for **youth (35%)**.
- In most EBU countries, PSM have long been the most trusted source of news and their **contribution to democratic societies** remain crucial.
- PSM **innovate** through initiatives such as the Digital News Innovation Fund.



MASSIVE INVESTMENT IN NEWS

EBU

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service – Public Service Media and News 2021



PSM INVEST MASSIVELY IN NEWS

PSM SPENT

EUR

5.8

BILLION

IN NEWS AND
CURRENT AFFAIRS
ACROSS THE EBU AREA
IN 2020



Note: EU27 data is EUR 4.8 billion.

Estimate covering 61 PSM organizations in 45 markets having provided programming expenditures.

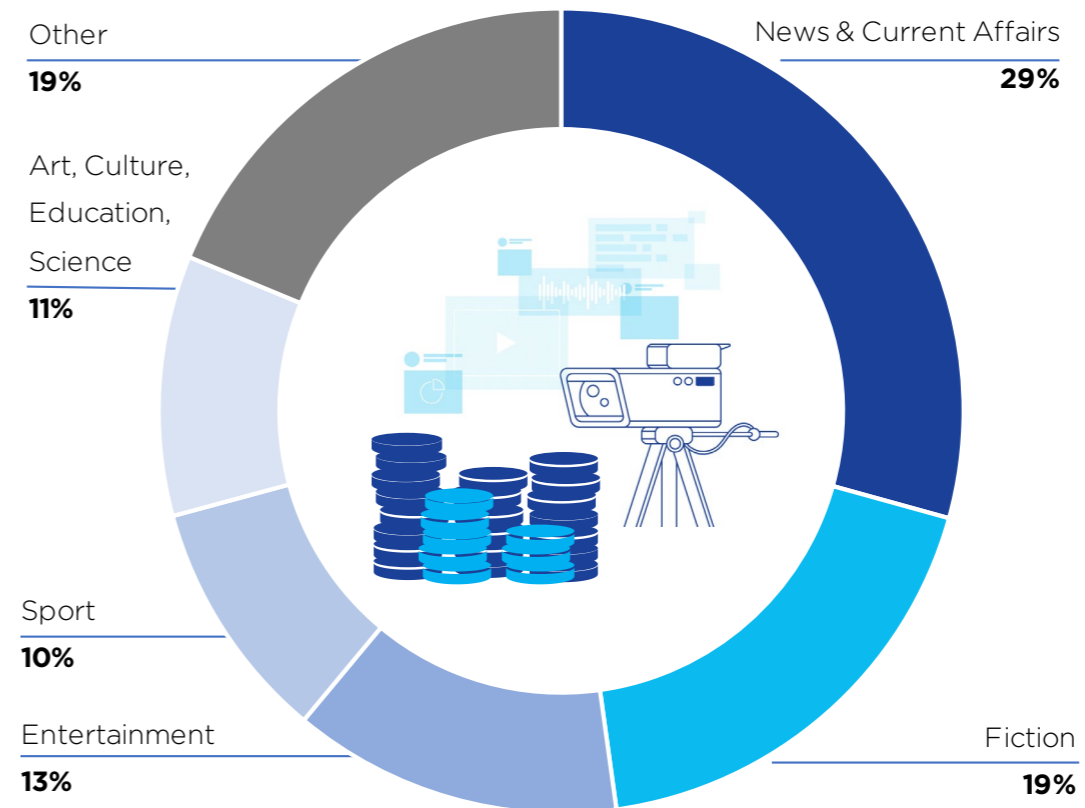
Based on breakdown of programming expenditures by genre provided by 33 PSM organizations in 29 markets. 2020 data, except when not available 2019 data were used.

Source: EBU based on Members' data.

NEWS IS TOP GENRE IN TERMS OF CONTENT SPEND

29%
OF PSM
PROGRAMMING
EXPENDITURES
WERE SPENT
IN NEWS
IN THE EBU AREA
IN 2020

PSM PROGRAMMING EXPENDITURES BY GENRE
(2020, %)



OVER HALF OF RADIO PSM PROGRAMMING EXPENDITURES

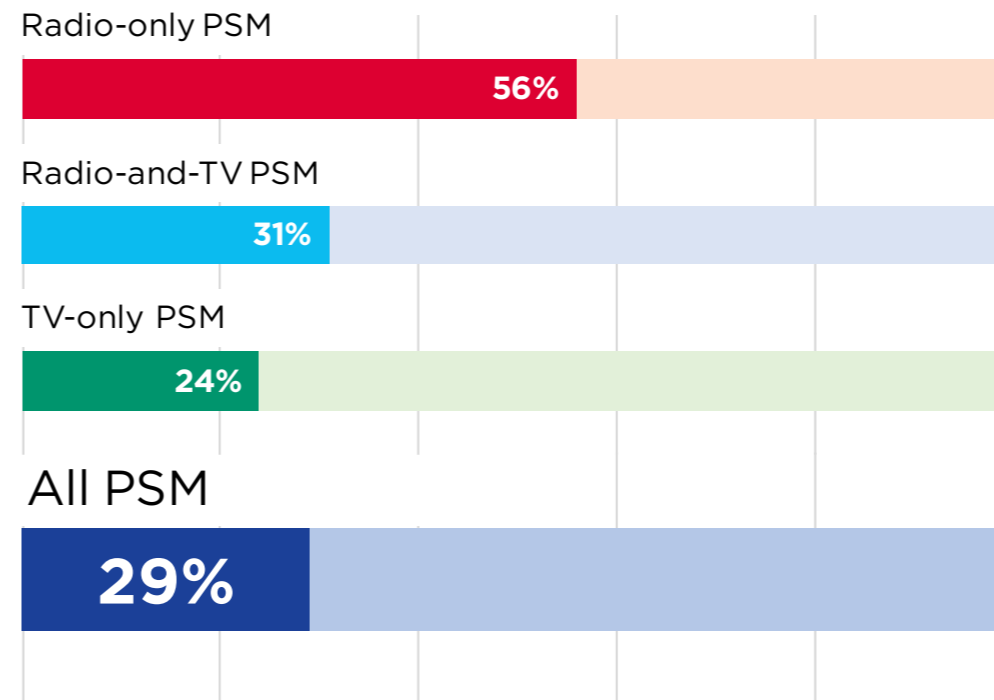
Radio PSM organizations are impressively committed to news programmes.

56% of all their 2020 programming expenditures were spent in news and current affairs programmes.

TV-only organizations are spending proportionally less in news than radio-only, as they also invest massively in costly TV genres, such as fiction.

News nevertheless still represent 24% of their content spend, illustrating a strong commitment to the production of TV news programmes.

PROPORTION OF PROGRAMMING EXPENDITURES SPENT IN NEWS BY TYPE OF PSM ORGANIZATION (2019, %)



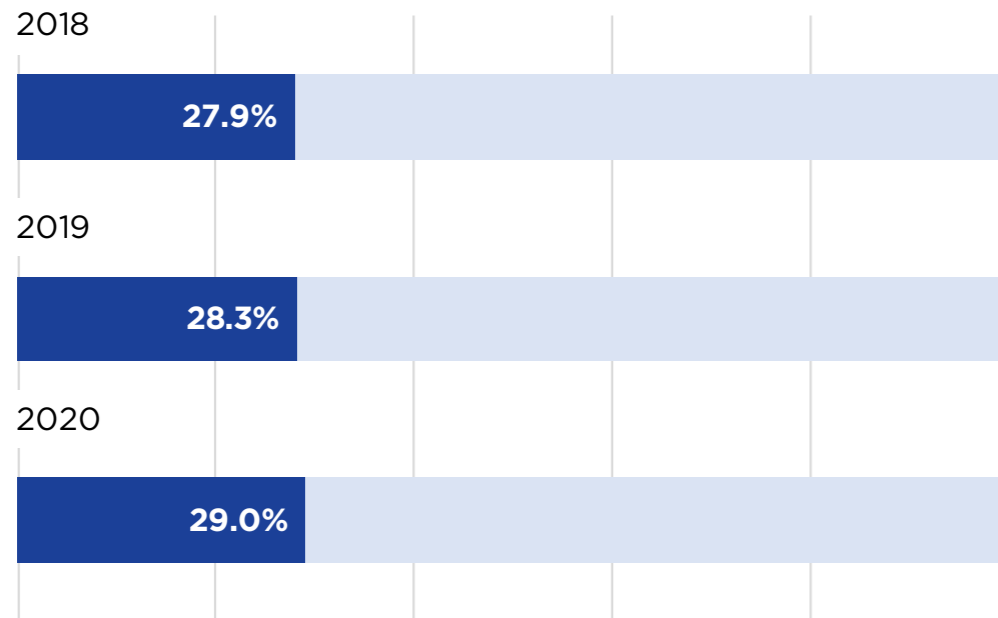
Note: Based on 36 PSM organizations in 29 markets. 2020 data, except when not available 2019 data were used.

Source: EBU based on Members' data.

EBU Media Intelligence Service – Public Service Media and News 2021

PSM KEEP COMMITTING TO NEWS DESPITE STAGNATING EXPENDITURES

EVOLUTION OF PROPORTION OF PROGRAMMING EXPENDITURES SPENT IN NEWS (2018-2020, %)



The analysis of PSM programming expenditures evolution illustrates the strong commitment of public broadcasters towards the production of news and current affairs.

Despite increased pressure on programming expenditures following the COVID-19 pandemic, PSM maintain a stable and even slightly increasing share of spending towards news and current affairs.

Undoubtedly, PSM strive to consolidate and prioritize their investments in news despite highly constrained resources.

OUTLOOK OF THE NEWSROOM

EBU

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service – Public Service Media and News 2021



PSM IS EUROPE'S LARGEST NEWSROOM

PUBLIC SERVICE MEDIA
DIRECTLY EMPLOYED

40 000+

JOURNALISTS
ACROSS EUROPE
IN 2020



Notes: Data based on 46 PSM organizations in 37 markets. Includes PSM permanent and non-permanent journalists. Freelancers not included.
The definition of a journalist greatly varies from one market to another. 2020 data, except when not available 2018 or 2019 data were used.
Source: EBU based on Members' data.

PSM NEWSROOMS ARE GENDER BALANCED

Proportion of women among PSM journalists (% , 2020)



MANY PSM
HAVE **GENDER
BALANCED
NEWSROOMS,**
WITH

51%

OF ALL
JOURNALISTS
BEING WOMEN

Notes: Data based on 46 PSM organizations in 37 markets. Includes PSM permanent and non-permanent journalists. Freelancers not included.
The definition of a journalist greatly varies from one market to another. 2020 data, except when not available 2018 or 2019 data were used.
Source: EBU based on Members' data.

HALF OF PSM MOVE AWAY FROM PURELY TRADITIONAL NEWSROOMS

WHILE HALF OF PSM STILL HAVE A TRADITIONAL NEWSROOM, THE OTHER **HALF** ARE ORGANIZED IN A **STORY-CENTRIC WAY**

These numbers apply to the PSM newsrooms dealing with the online offer



360° PSM NEWS OFFER

EBU

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service - Public Service Media and News 2021



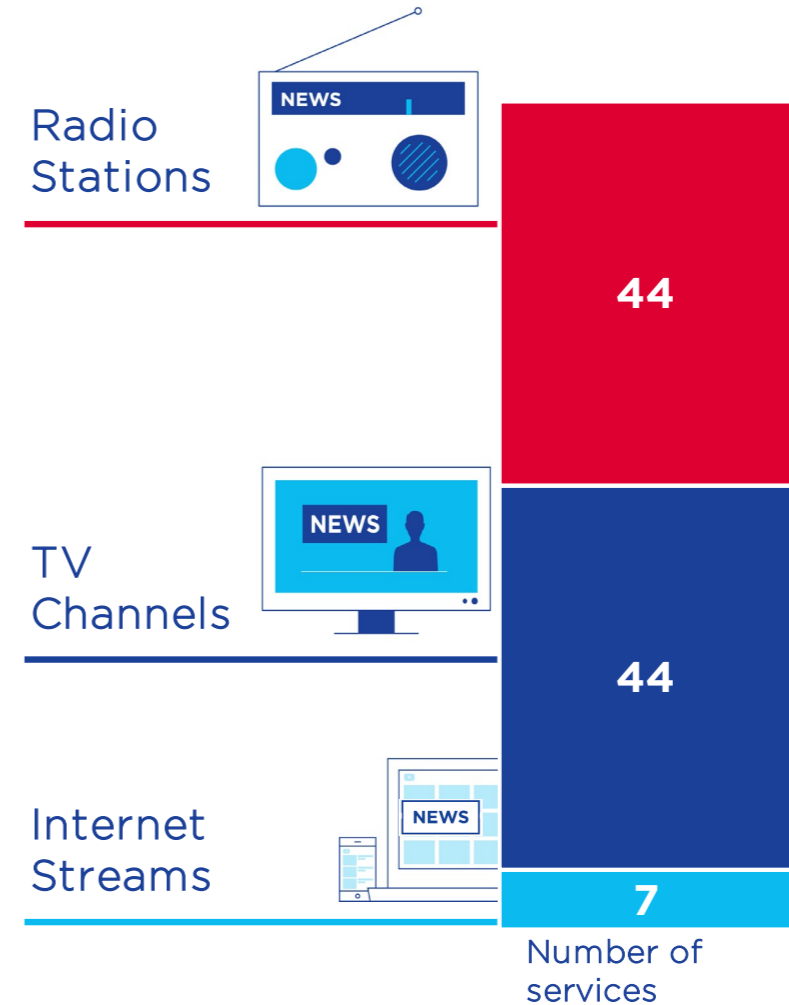
PSM OPERATE NUMEROUS LINEAR ALL-NEWS CHANNELS

95

LINEAR TV AND RADIO SERVICES AND INTERNET STREAMS

DEDICATED TO NEWS AND CURRENT AFFAIRS

OPERATED BY EBU MEMBERS



Notes: Linear services only, including national and international services, excluding regional/local windows.

Internet streams are linear services distributed only over the internet and include 3 radio and 4 TV streams (and do not include on-demand services).

Note: Based on all EBU PSM Member organizations, 2021 data.

Source: EBU based on Members' data.

EBU Media Intelligence Service - Public Service Media and News 2021

PSM RENOWNED INTERNATIONAL NEWS SERVICES

With **49** international all-news services active in 2021, EBU PSM appear as reference news providers not only for their domestic audiences, but also for diasporas abroad, travelers and international audiences.

In addition, numerous EBU PSM broadcast specific international versions of their generalist channels, which also play a vital role in informing diasporas abroad.

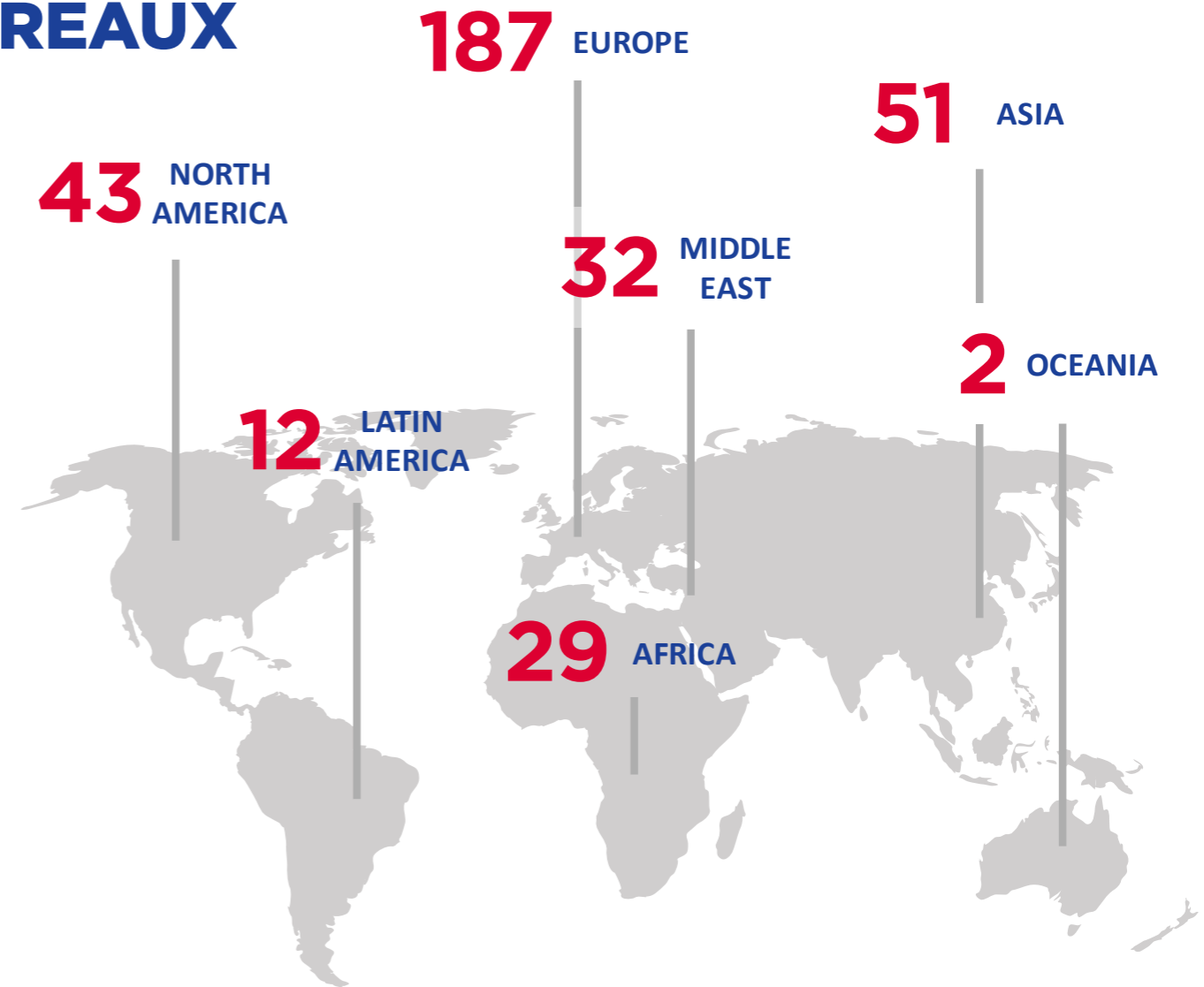


PSM SECURE WORLDWIDE NEWS THROUGH FOREIGN NEWS BUREAUX

356

FOREIGN NEWS BUREAUX REPORTING TO 44 PSM

With foreign news bureaux, Public Service Media secure a fast and comprehensive delivery of news stories from all over the world.



Note: Data validated in 2020 and 2021.
Source: EBU based on Members' data.

EBU Media Intelligence Service - Public Service Media and News 2021

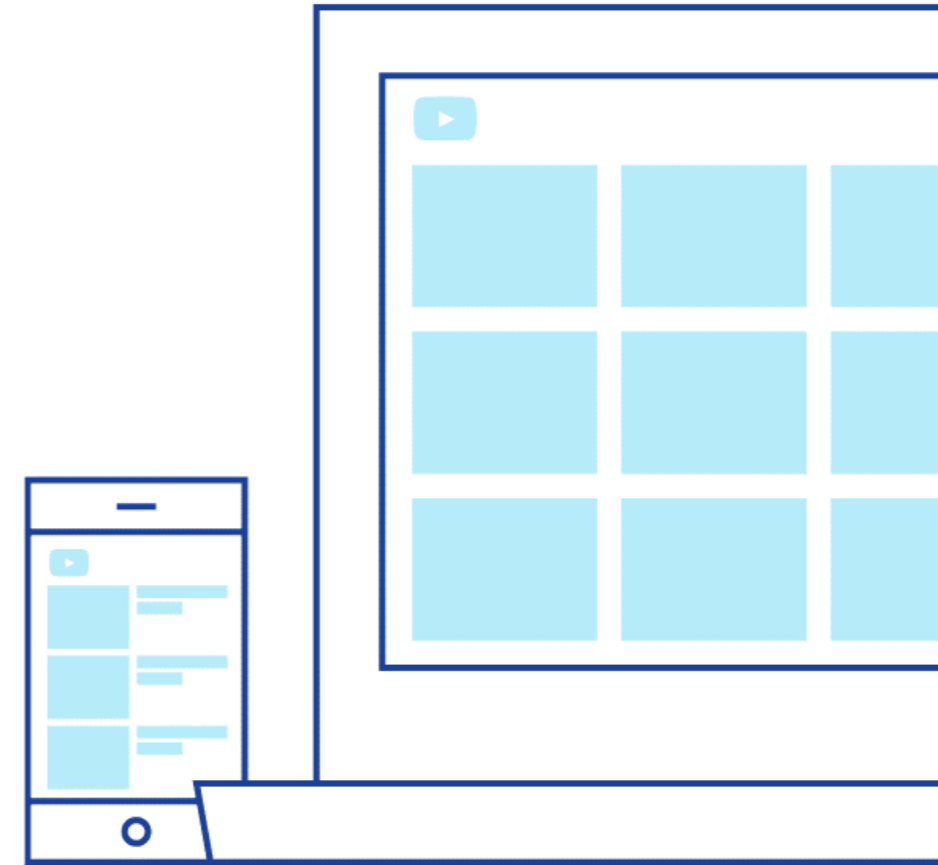
ALMOST ALL PSM OFFER AN ONLINE NEWS SERVICE

98%

OF PSM
OPERATE A
DEDICATED
ONLINE NEWS OFFER

Almost all PSM have developed their online news presence, to complement broadcast news programmes and provide users with additional features.

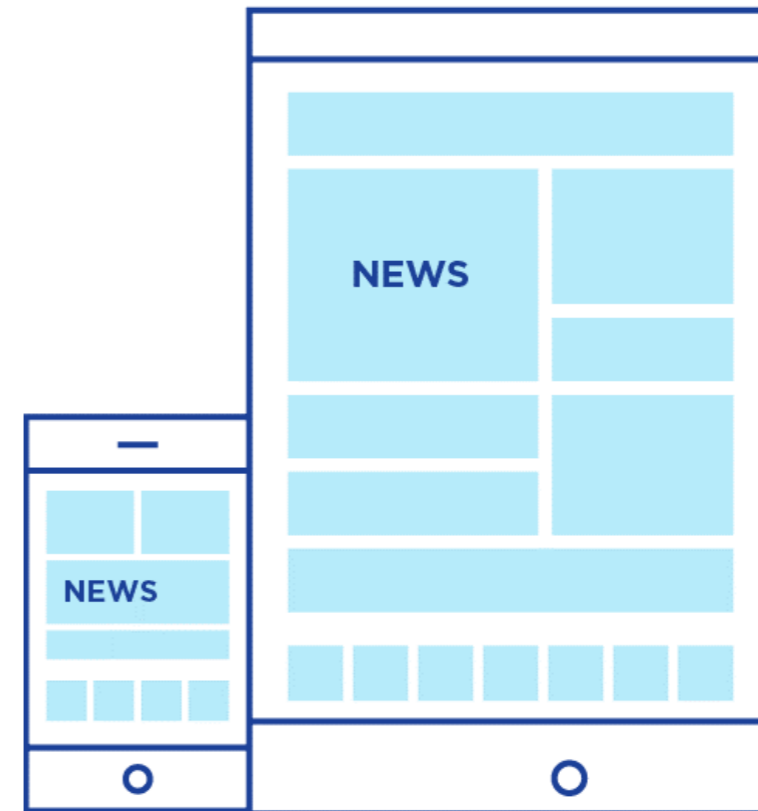
Online news services are of especially high relevance in times of crisis.



MOST PSM HAVE BUILT DEDICATED NEWS APPS

68%

OF PSM
OFFER
A DEDICATED
APP FOR
NEWS CONTENT



Note: Based on 44 PSM in 36 markets. 2021 data.

Based on the question "Is the news service available as an app?" Answers "Yes, only in a dedicated stand-alone app" and "Yes, in several apps (possibly including the general app)" counted as dedicated apps.

Please note that an additional 22% of PSM also offer their news service as part of their general app.

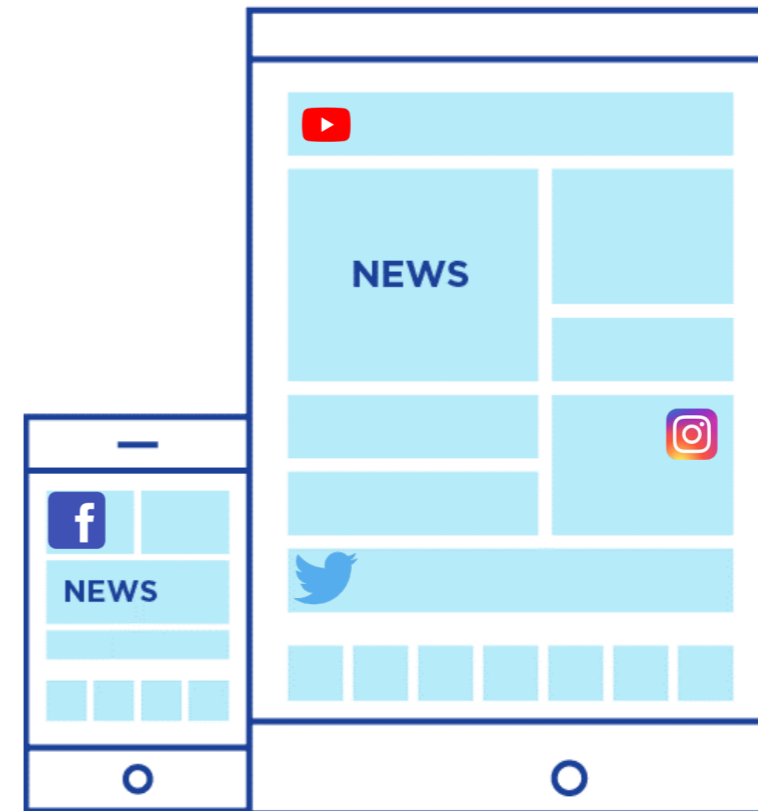
Source: EBU based on Members' data.

PSM HAVE NUMEROUS SOCIAL MEDIA ACCOUNTS ON NEWS

PSM TOGETHER
HAVE OVER

1 000+

SOCIAL MEDIA ACCOUNTS
DEDICATED TO NEWS



ALMOST ALL PSM CREATE DEDICATED NEWS CONTENT FOR SOCIAL MEDIA

88%

OF PSM CREATE NEWS CONTENT SPECIFICALLY FOR SOCIAL MEDIA



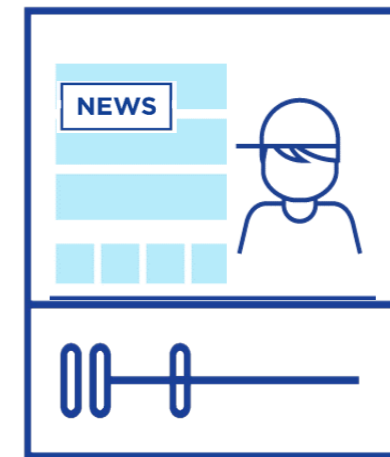
PSM OFFER ONLINE NEWS FOR CHILDREN AND YOUTH

39%

OF PSM HAVE
AN ONLINE NEWS OFFER DEDICATED
TO **CHILDREN**

35%

OF PSM HAVE
AN ONLINE NEWS OFFER DEDICATED
TO **YOUTH**



Note: Data based on 46 PSM in 36 markets. 2021 data. Children defined as 4- to 14-year-olds and Youth defined as 15- to 24-year-olds, may vary slightly by market. Based on the questions "Do you have an online news offer specifically dedicated to children?" and "Do you have an online news offer specifically dedicated to youth/young adults?" Answers "Yes, online-only brand" and "Yes, the brand includes online and linear content" counted as dedicated offers.

Source: EBU based on Members' data.

THE CORE OF PSM PROGRAMMING

EBU

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service – Public Service Media and News 2021



415 000+ HOURS OF TV NEWS AND CURRENT AFFAIRS

PSM broadcast over 240 000 hours of news and 170 000 hours of current affairs TV programming each year across their numerous TV channels (generalists, thematic, all-news etc.).

This represents more than **400 000 hours of TV news** each year.

On average, news and current affairs represent over **6.5 hours of programming per day** on PSM generalist TV channels.

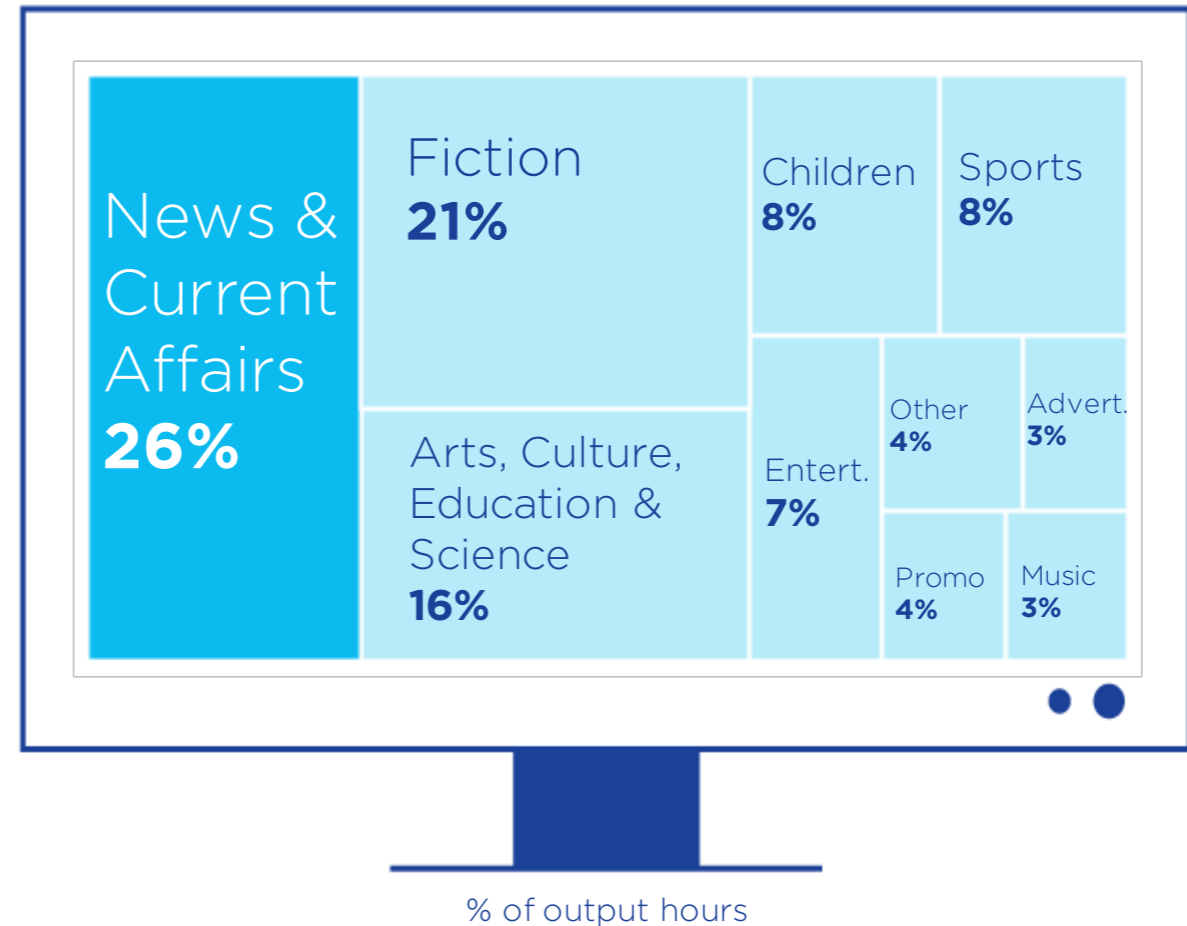


MOST PROMINENT GENRE ON PSM TV CHANNELS

News and current affairs programmes amount to over a fourth of all PSM TV cumulated programming hours, across all channels (**26%**).

News was therefore the **most frequent genre on air in 2020**, as in previous years.

The proportion of news in PSM programming hours (26%) is fairly symmetric with its share of programming expenditures (24% for TV-only PSM and 31% for radio-and-TV PSM).

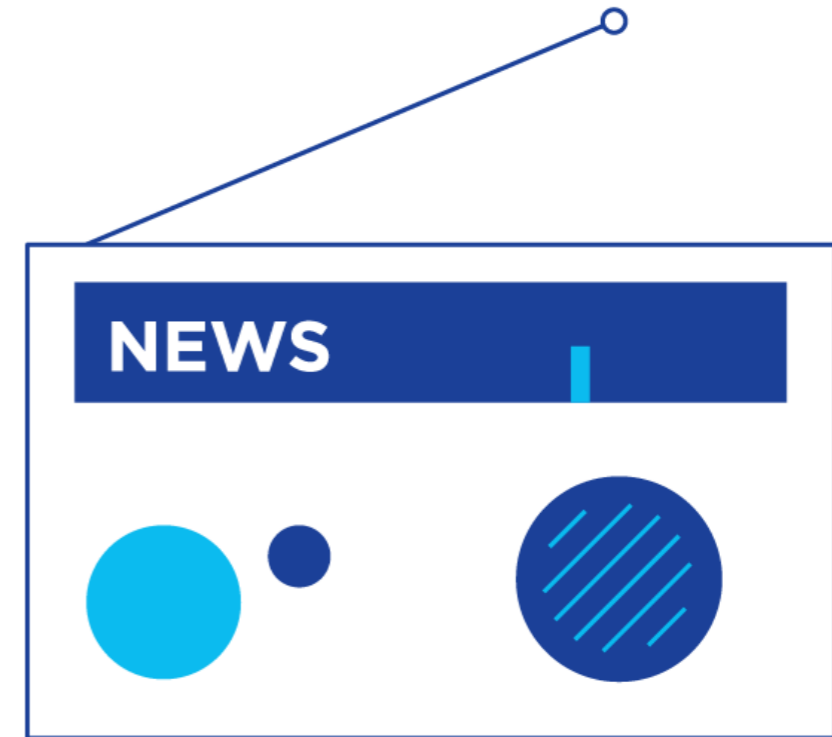


440 000+ HOURS OF RADIO NEWS PER YEAR

Public service media produce and broadcast over **440 000 hours of radio news and current affairs** each year across the EBU area.

These hours are split between approximately 210 000 hours of news (48%) and 230 000 hours of current affairs programmes (52%).

On average, news and current affairs cover approximately **7 hours of programming per day** on PSM generalists radio stations.



Note: Data based on 39 PSM organizations operating in 38 markets. 2020 data, except 2019 data for RTBF (Belgium), VRT (Belgium), BNR (Bulgaria), RTVE (Spain) and 2018 data for PBS (Malta)

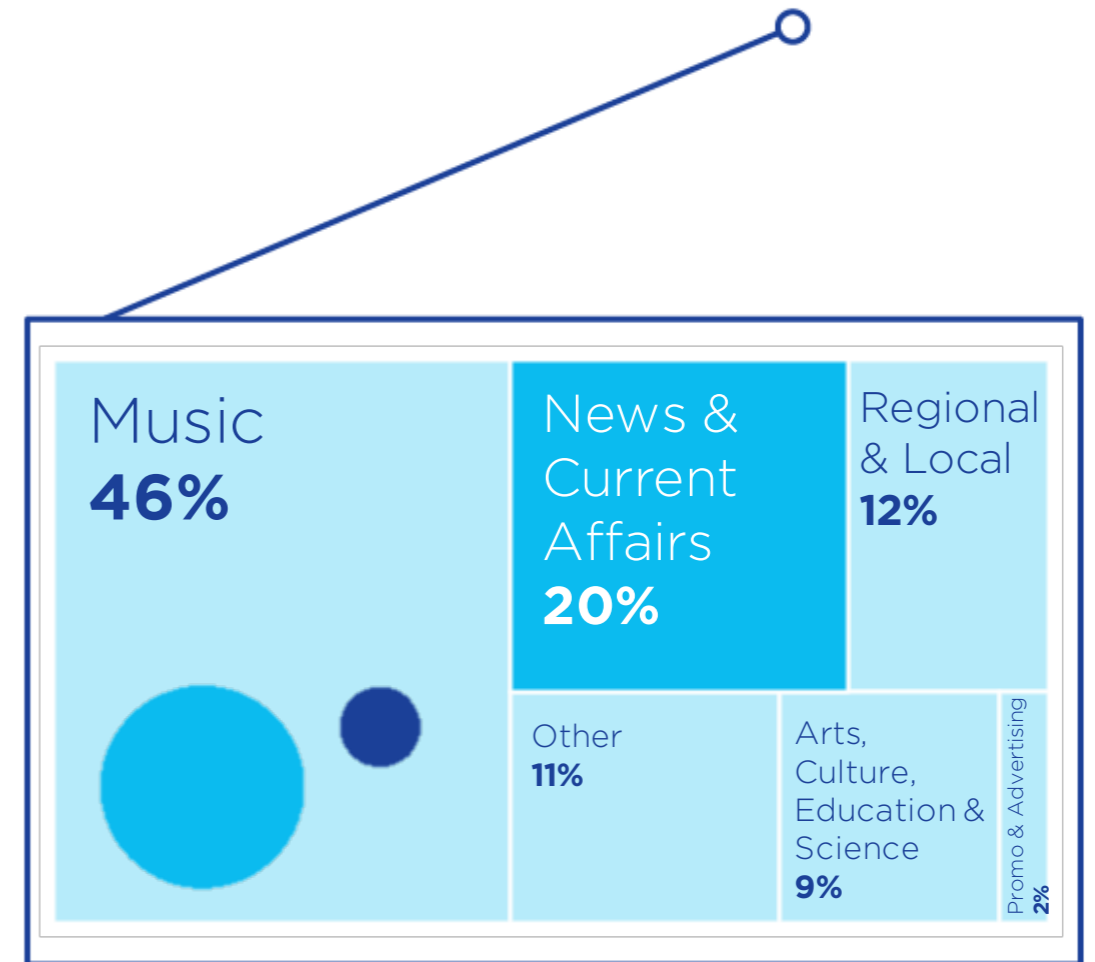
Source: EBU based on Members' data.

EBU Media Intelligence Service - Public Service Media and News 2021

ONE FIFTH OF ALL PSM RADIO AIRTIME

News and current affairs amount to 56% of PSM radio programming expenditures and **20% of PSM radio airtime** across the EBU area.

News and current affairs is the **second most present genre within PSM radio programming grids**, after music, which remains naturally the most broadcasted genre for radio.



% of output hours

PSM AS TRUSTED AND ESSENTIAL NEWS OUTLETS

EBU

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service – Public Service Media and News 2021



HIGH LEVEL OF TRUST IN PSM NEWS

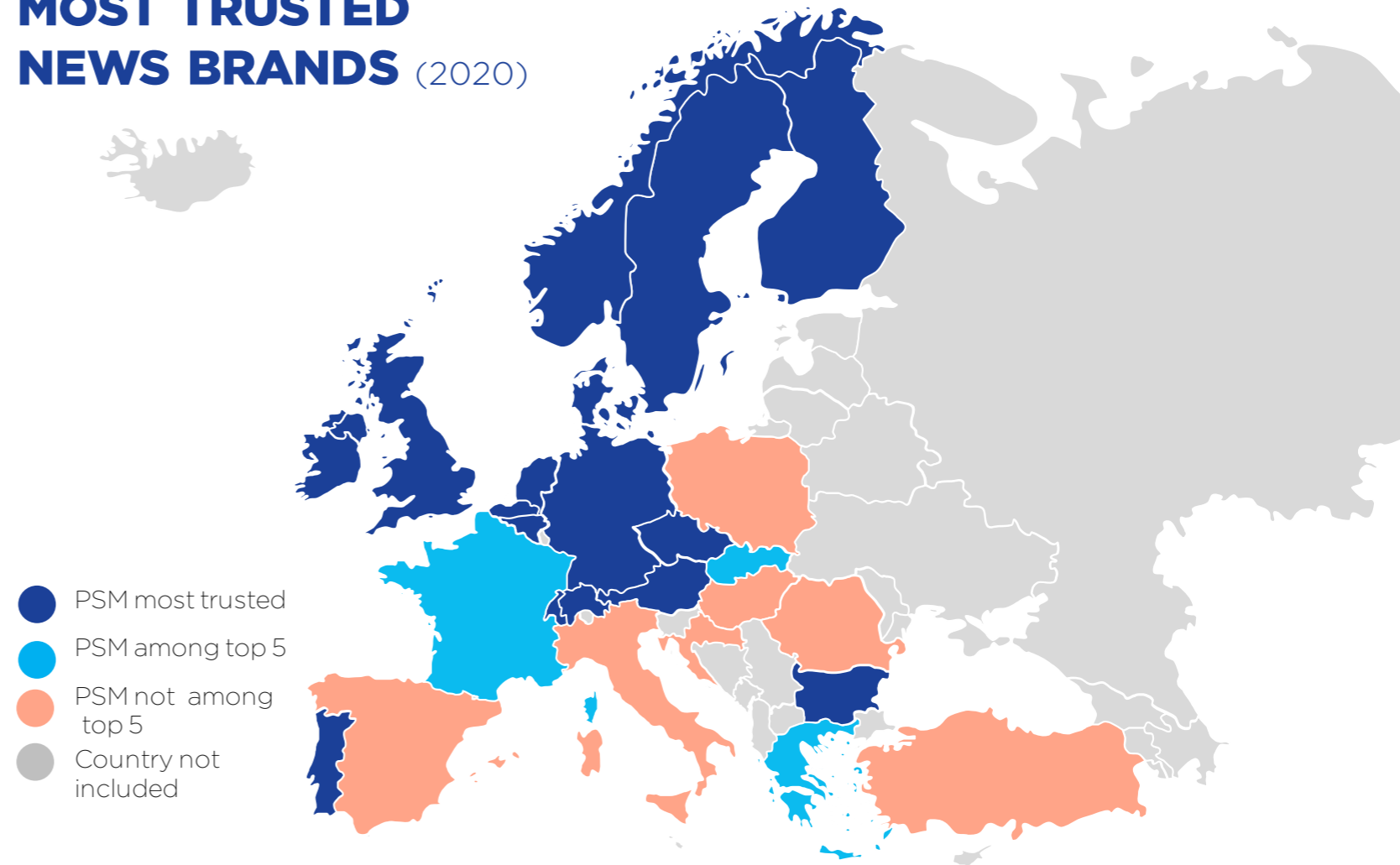
MOST TRUSTED NEWS BRANDS (2020)

In **16 out of 26** European markets (62%), PSM were **the most trusted news brand** in 2020.

In an additional 3 markets, PSM were among the top-5 most trusted news brands.

In many cases, several PSM were listed among the top-5 most trusted news brands.

Geographically, trust in PSM news brands is highest in the Nordics, Benelux states, Central Europe, the UK and Ireland as well as Bulgaria and Portugal.



Note: Based on the question "How trustworthy would you say news from the following brands is?".
List of brands includes national broadcasters, print and digital outlets.
Source: EBU based on [Reuters Institute Digital News Report 2021](#). Based on 26 European markets.
EBU Media Intelligence Service - Public Service Media and News 2021

PSM AT THE FOREFRONT AGAINST FAKE NEWS

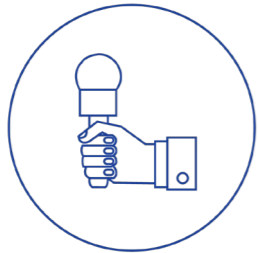
PSM are at the forefront of the fight against fake news and misinformation. To ensure access to objective and democratic information, **fact-checkers** play an increasingly important role. According to the Duke Reporters' Lab, over 340 fact-checkers were active in June 2021.

Whether it's through in-house factchecking teams or through collaborations with universities, non-profit organizations, independent watchdogs or independent news agencies, PSM strive for democratic and pluralistic news.

Qualitative news and accurate information should remain accessible on every platform and for all audiences.



AUDIENCES TURN TO PSM NEWS IN TIMES OF CRISIS



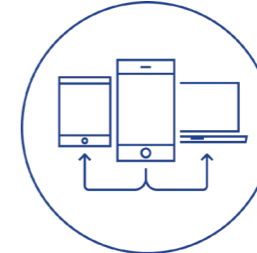
Citizens turning more to PSM evening news in times of crisis: daily viewing **+20%** on average

Young citizens turning more to PSM evening news in times of crisis: daily viewing **+44%** on average



PSM radio listening increasing with 5% in March 2020 compared to the year before

Listening share increased by **15%** among **youth** and **26%** among **young adults** in March 2020 versus Q1 2019



PSM news websites' daily reach up x2.6 as citizens turn to trusted online news sources during COVID-19 crisis



INNOVATION IN THE PSM NEWSROOM



PSM INNOVATE WITH GOOGLE'S DIGITAL NEWS INNOVATION FUND

Some EBU members joined forces with Google in its **Digital News Innovation Fund (DNI Fund)**, an initiative that supports over **660 digital news projects in Europe**

VRT - Belgium: multimedia enriched news bots

VRT - Belgium: NewsTAPAS - content adaptation engine for personalized news content

VRT - Belgium: Providence+ - virality prediction based on machine learning

DW - Germany: Digger - deepfake detection

DW - Germany: news.bridge - advanced language technology for multilingual news production

DW - Germany: Sixth Sense Retrieval - image recognition in news videos

DW - Germany: SPEECH.MEDIA - Multilingual Speech Rendering

RTE - Ireland: database to generate story leads

Radio France - France: Focus - personal news digests for smart speakers

VPRO - Netherlands: Trees - mobile-first storyspace for investigative journalism



SVERIGES RADIO WINS THE 2021 T&I AWARD WITH ‘NEWS VALUES’



SVERIGES RADIO (SR) IS THE WINNER OF THE EBU TECHNOLOGY & INNOVATION AWARD 2021

SR’s “News Values” project combines technical innovation with public service values. Through a novel approach of feeding the algorithm, Sveriges Radio provides its listeners with an enriching offer of news stories.

Each news story is rated on three dimensions: magnitude, life span and the “SR values”. The public service algorithm then generates playlist based on the score, ensuring a knowledge and interest broadening offer.

Originally the project was only active in local stations, with up to 26 digital editors in charge of rating the news story. In the Spring of 2021, the project has been extended on a national level.

PSM AS PRODUCERS OF PUBLIC SERVICE JOURNALISM

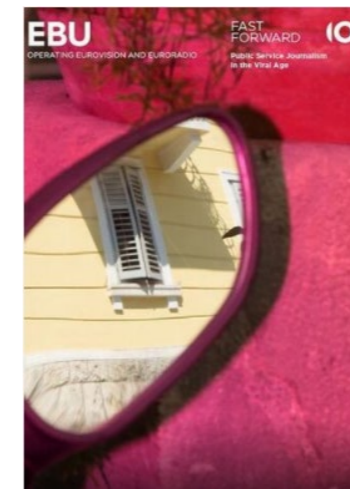
Public service journalism can be defined as distinctive, quality, ethical and trustworthy journalism, made available for all.

With and for its Members, the EBU has developed numerous initiatives to reinforce public service journalism:

- Countering online disinformation via the [Journalism Trust Initiative](#), the [Trusted News initiative](#) and the EBU flashlight network;
- Supporting investigative journalism through the creation of the [Investigative Journalism Network](#);
- Cooperating with many institutions, including EU institutions and the Council of Europe in the area of disinformation and sustainability of quality journalism;
- Securing and improving the safety and protection of journalists through training and institutional relations work.

In addition to the initiatives covered by the public service journalism initiative, the EBU is providing [exchanges](#) of thousands of edited news, radio and sports items through its news exchange, sport news exchange and radio news exchange services.

EBU NEWS REPORT RELEASED IN 2020



FAST FORWARD: PUBLIC SERVICE JOURNALISM IN THE VIRAL AGE

WHAT SHOULD I READ NEXT?



RESEARCH REVIEW: NEWS AND JOURNALISM

This review offers you a curation of more than 20 publications about news and journalism in top industry and scholarly press.

[Download full review](#) (Members only)



RESEARCH REVIEW: ARTIFICIAL INTELLIGENCE

The AI Research Review is a curation of publications about media and artificial intelligence in top industry and scholarly reviews. The review covers February-July 2021 and includes a focus on AI and News.

[Download full review](#) (Members only)

Visit www.ebu.ch/mis for more Media Intelligence publications.



NEWSLETTERS

MEDIA INTELLIGENCE UPDATE

Join our many subscribers and keep up-to-date with the latest news from the [Media Intelligence Service](#).

Our market data and analysis covers a broad range of topics affecting public service media, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.

Subscribers will receive a monthly newsletter, as well as alerts whenever we publish a new study.

SUBSCRIBE NOW

(www.ebu.ch/mis)



SIGN UP NOW

EBU

OPERATING EUROVISION AND EURORADIO

FOLLOW NEWS2KNOW

FOR DAILY UPDATES ON THIS TOPIC FROM THE KNOWLEDGE & INFORMATION SERVICE

Receive the most important media-industry news daily directly in your inbox - articles covering regulatory, legal, economic, political and technology issues.

The News2Know team constantly monitors hundreds of sources on all European media stakeholders - including public and commercial broadcasters, related industries, civil society, think tanks, research institutes, sports agencies and federations, policymakers and more.

You can also access the searchable [News2Know database](#).

SUBSCRIBE NOW

MEDIA INTELLIGENCE SERVICE

This report is published by the European Broadcasting Union's Media Intelligence Service (MIS).

MIS provides Member broadcasting organizations with the latest market data, research and analysis needed to plan their future strategies and stay ahead of the game.

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.

mis@ebu.ch

PUBLICATION

Produced by:
Dorien Verckist
verckist@ebu.ch

August 2021

DISTRIBUTION / CONFIDENTIALITY

This publication is intended for public distribution. The information may be freely quoted if the source is clearly stated.

For detailed guidelines about how you may use this document and the data contained in it, please refer to our EBU-MIS [Data Use Policy](https://www.ebu.ch/mis) (available at www.ebu.ch/mis).

DISCLAIMER:

Please note that the EBU is not liable for any errors or inaccuracies in data provided by third parties

Photo credits: Cover, Shutterstock; p. 5, Fotolia, weio; p. 11, Shutterstock, terovesalainen; p.17, Shutterstock, REALDEE; p. 23, Fotolia, Zhu Difeng; p. 30, Fotolia, phive2015, Unsplash, photo by [The Climate Reality Project](#)

This publication is available to download at www.ebu.ch/mis

