

The background features a composite image of Earth from space, showing the planet's curvature and atmosphere. A semi-transparent grid is overlaid on the image, dividing it into four quadrants. The top-left quadrant is dark with a blue glow, the top-right is bright with a yellow glow, the bottom-left is dark with a blue glow, and the bottom-right is dark with a blue glow. The text is overlaid on the grid.

EBU

OPERATING EUROVISION AND EURORADIO

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PUBLIC SERVICE MEDIA AND NEWS

PUBLIC VERSION

MEDIA INTELLIGENCE SERVICE
OCTOBER 2022

ABOUT THIS REPORT

The public 2022 report on Public Service Media and News consists of two chapters:

1. The supply side of news;
2. The demand side of news;

With these chapters, the report aims to offer a 360° view on news production, the role of Public Service Media (PSM) and changing habits related to news consumption.

By presenting a unique set of PSM data, the report aims to provide an overview of outstanding commitment, exceptional offer, and strong performance in news of public service media. 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.

The chapter on the demand side of news helps to understand the state of news interest, changing news consumption habits, sociodemographic differences, and the role of online news.



Source: EBU

SOURCES

The main data source of the report is the annual collection of data and insights from PSM across the EBU, the Media Intelligence Survey. This survey is performed by the Media Intelligence Service of the EBU.

The following datasets were used (Members only):

- [PSM Income and Expenditures 2022](#)
- [PSM Television and Radio Services 2022](#)
- PSM [TV](#) and [Radio](#) Programming 2022
- [PSM Online 2022](#)
- [PSM Personnel 2022](#)
- [PSM Foreign News Bureaux 2022](#)

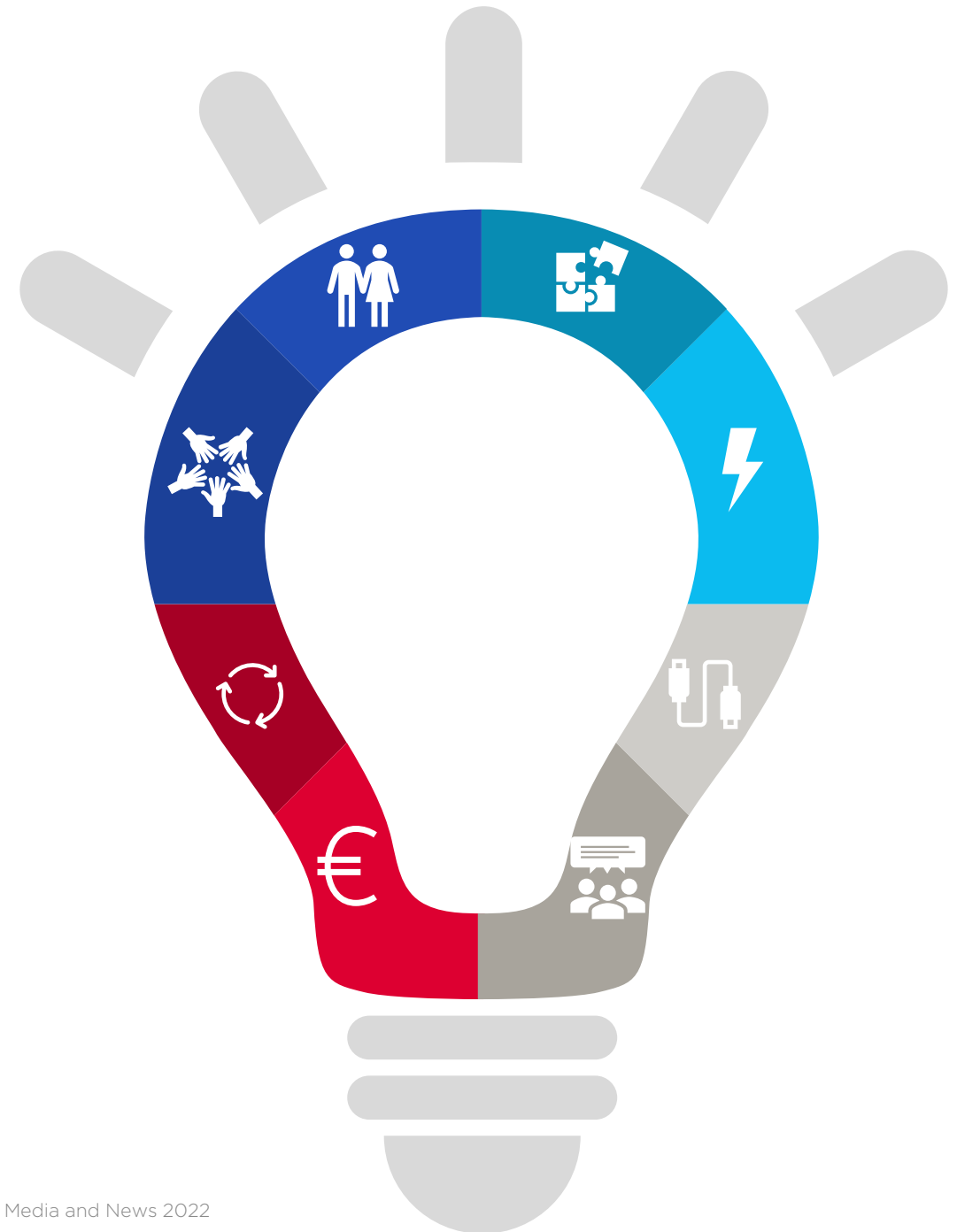
In addition, Member information, industry reports, and data were consulted. The main sources are the following:

- Eurobarometer: [Media & News Survey](#) (2022), [Standard Eurobarometer 96](#) (2022)
- Reuters Institute: [Digital News Report](#) (2022), [The Kaleidoscope - Young People's Relationship with News](#) (2022), [Women and Leadership in News](#) (2022)

KEY FINDINGS (1/2)

THE SUPPLY SIDE OF NEWS

- ▶ Despite shrinking operating revenues, Public Service Media (PSM) show an **outstanding commitment to the production and distribution of trusted news and information**. In 2021, over EUR 6 billion was invested in news, representing almost a third of the total programming expenditures.
- ▶ PSM **guarantee a 360° news offer**, reaching audiences across devices, platforms, and touchpoints. News and current affairs make up an essential part (27% of the total output) of TV and radio programming across Members. In addition, practically all PSM (98%) have a dedicated online news offer, often offered on apps and complemented by news on social media.
- ▶ PSM don't operate alone. Through collaborations with local news initiatives and 361 international bureaux, PSM ensure a **comprehensive delivery of local news stories**. These partnerships support media diversity and a high quality of journalism.
- ▶ PSM remain **Europe's largest newsroom**, with over 45 000 journalists across 2021. The PSM newsroom is gender-balanced.

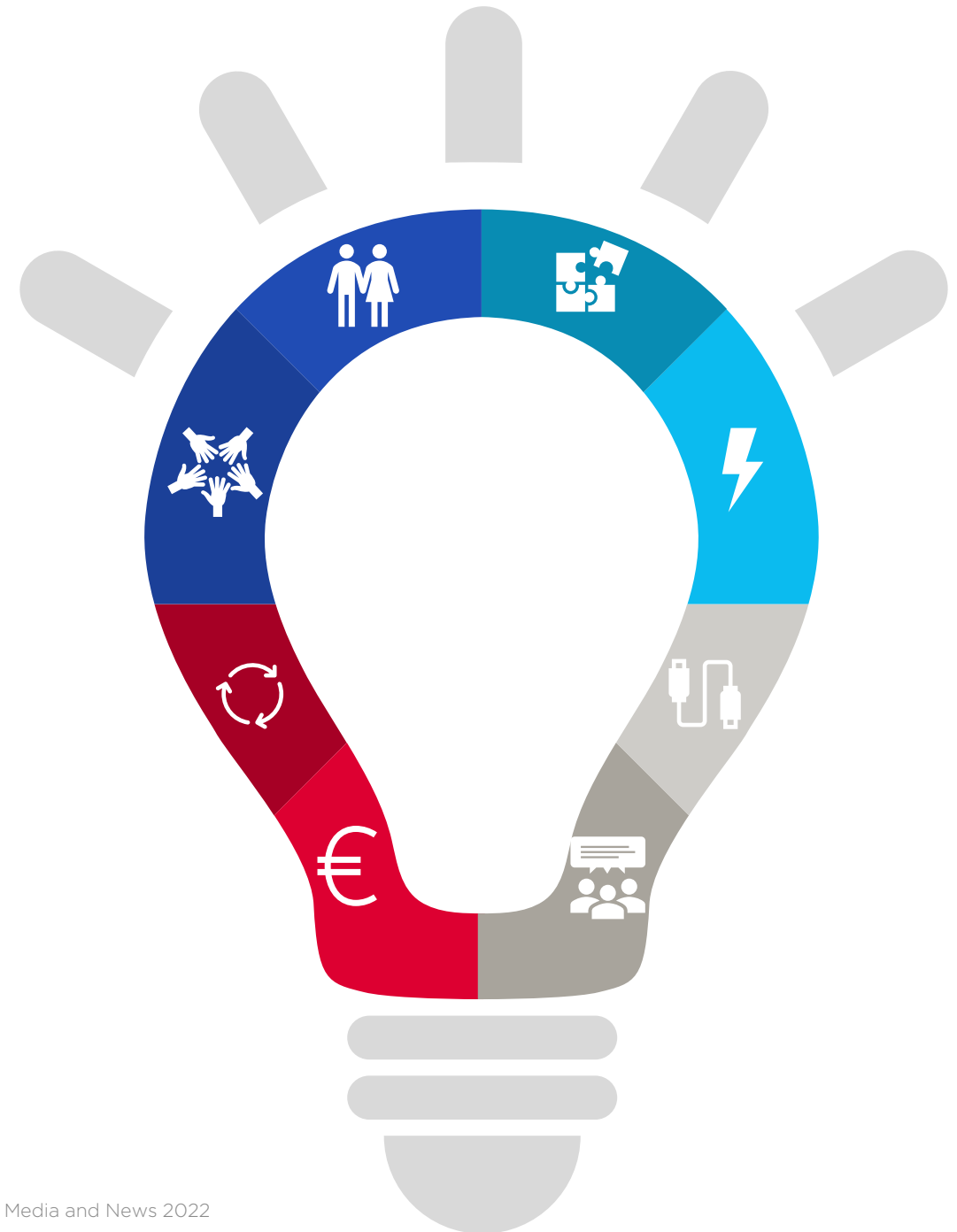


Source: EBU

KEY FINDINGS (2/2)

THE DEMAND SIDE OF NEWS

- ▶ The **PSM newsroom is evolving continuously**. Innovation is an integral part of news, and PSM ensure reach, findability and a high-quality user experience through personalized recommendations, a position as default news prover through voice assistance and collaborations with other news services.
- ▶ (The) **news remains an indispensable source of information**, for all audiences, young and older. Interest in news and news-related topics still attains significant heights. Television and radio continue to be essential platforms.
- ▶ **News habits are, however, changing**. Online touchpoints have grown in importance, a trend that has been accelerated by the younger cohorts. Social media is becoming more and more the main gateway and news consumption is highly fragmented across media.
- ▶ In addition, **younger audiences adopt wider, more informal definitions of news**, characterizing their complex relationship with news.



Source. EBU

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The supply side of news

PSM NEWS OFFER



MASSIVE INVESTMENTS IN NEWS

PSM SPENT

EUR
6.0
BILLION

IN NEWS AND
CURRENT AFFAIRS
ACROSS THE EBU AREA
IN 2021



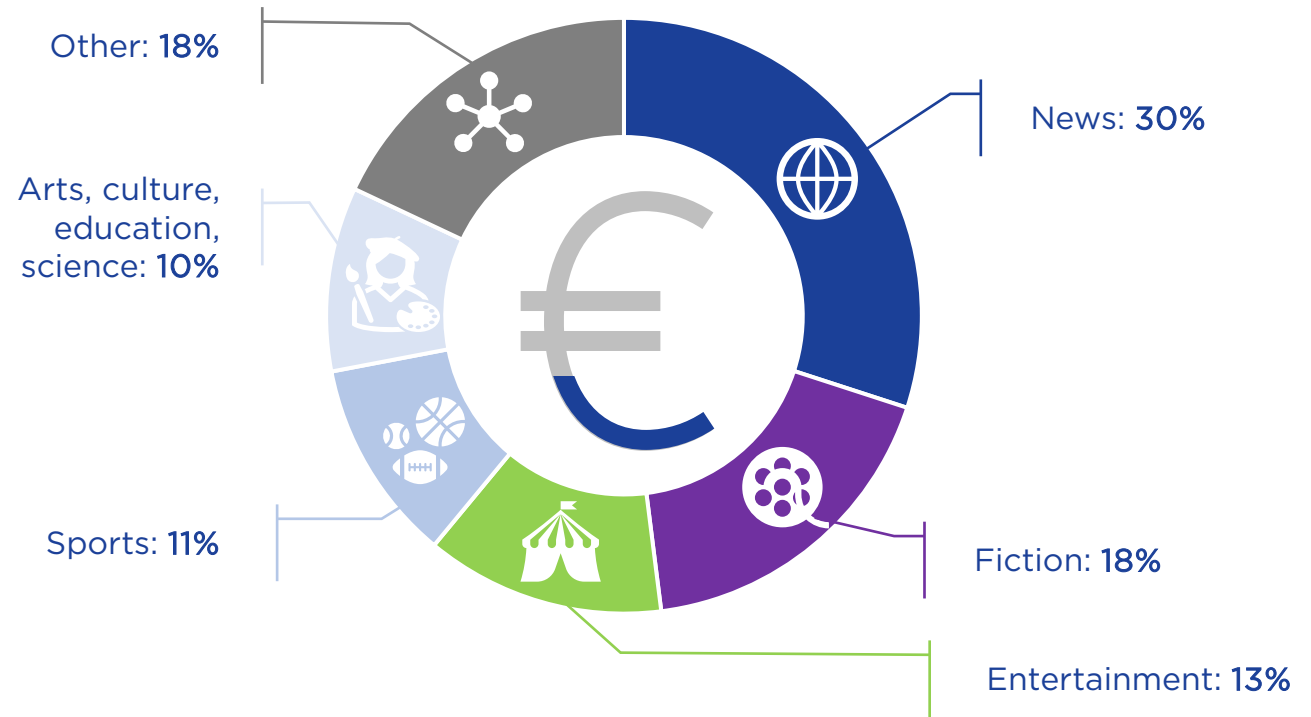
Estimate covering 62 PSM organizations in 46 markets having provided programming expenditures.
Based on breakdown of programming expenditures by genre provided by 38 PSM organizations in 31 markets. 2021 data, except when not available 2020 data.
Source: EBU based on Members' data.

NEWS IS TOP GENRE IN TERMS OF CONTENT SPEND

30%

OF PSM
PROGRAMMING
EXPENDITURES
WAS SPENT
ON NEWS
IN THE EBU AREA
IN 2021

PSM programming expenditure by genre
(2021, %)



Source: EBU based on Members' data from 60 PSM Organizations
EBU Media Intelligence Service – Public Service Media and News 2022

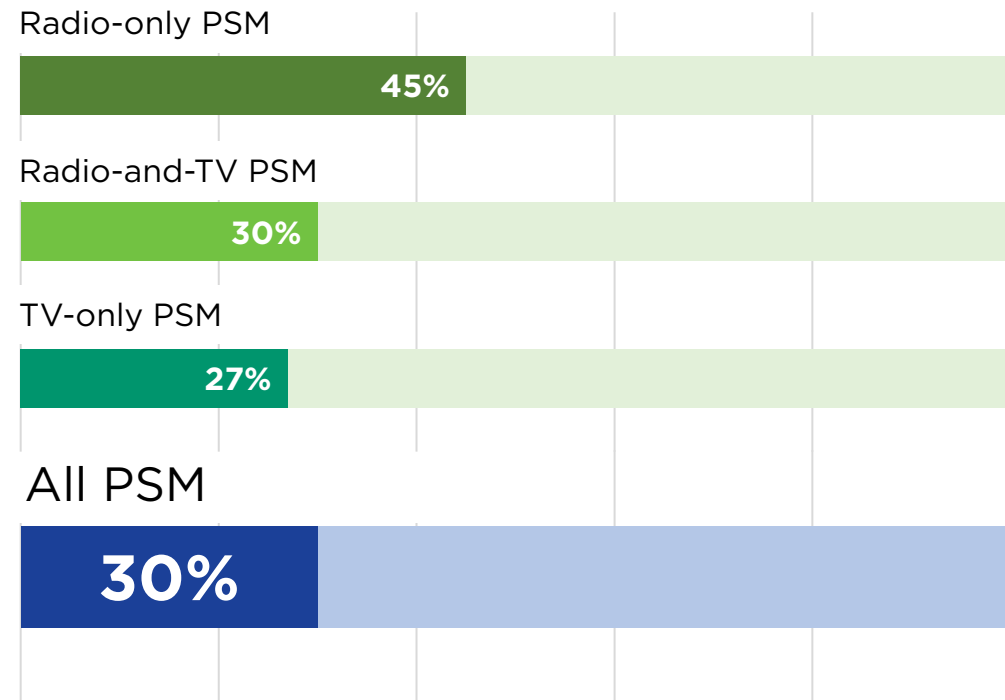
RADIO-ONLY ORGANIZATIONS SPEND ALMOST HALF OF THEIR PROGRAMMING EXPENDITURES ON NEWS

Depending on the type of PSM organizations, different shares of programming expenditures are dedicated to news.

Radio PSM organizations are impressively committed to news programmes. 45% of all their 2021 programming expenditures were spent on 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. For more info on Fiction and PSM, read the [report](#). News nevertheless still represents 27% of their content spend, illustrating a strong commitment to the production of TV news programmes.

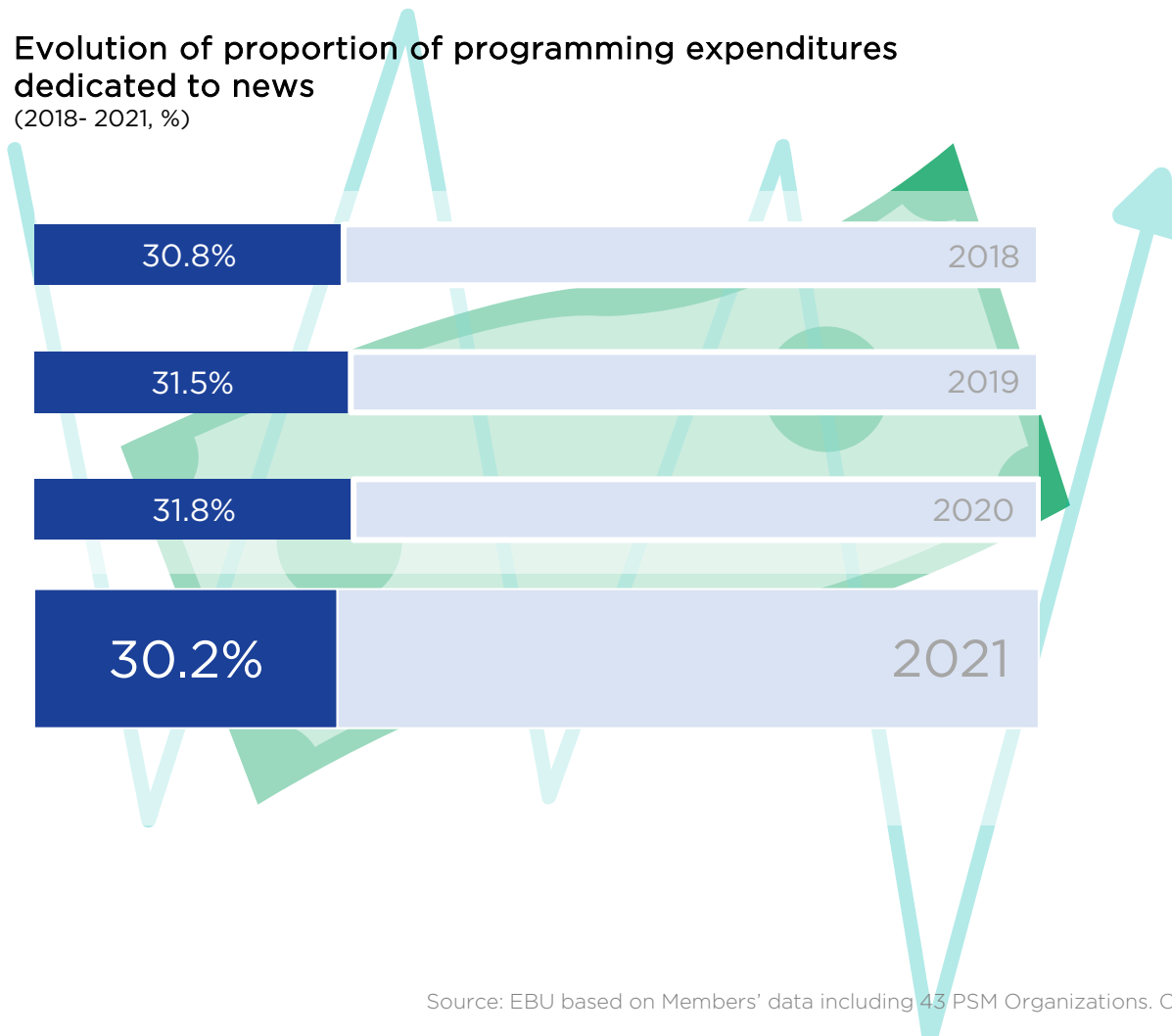
Proportion of programming expenditures spent in news by type of PSM organization (2021, %)



Source: EBU based on Members' data from 60 PSM Organizations

PSM KEEP COMMITTING TO NEWS DESPITE STAGNATING OPERATING REVENUES

Evolution of proportion of programming expenditures dedicated to news
(2018- 2021, %)



Between 2016 and 2020, PSM operating revenues dropped by -0.9%. Despite increased pressure on programming expenditures, PSM manage to maintain a stable share of spending on news and current affairs.

The ongoing programming expenditures on news illustrates the strong commitment of public broadcasters to inform their audiences.

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

Source: EBU based on Members' data including 43 PSM Organizations. Operating revenues based on 56 PSM Organizations in 42 markets.

OVER 440 000 HOURS OF TV NEWS AND CURRENT AFFAIRS

PSM broadcast over 260 000 hours of news and 180 000 hours of current affairs TV programming each year across their numerous TV channels (generalists, thematic, all-news etc.).

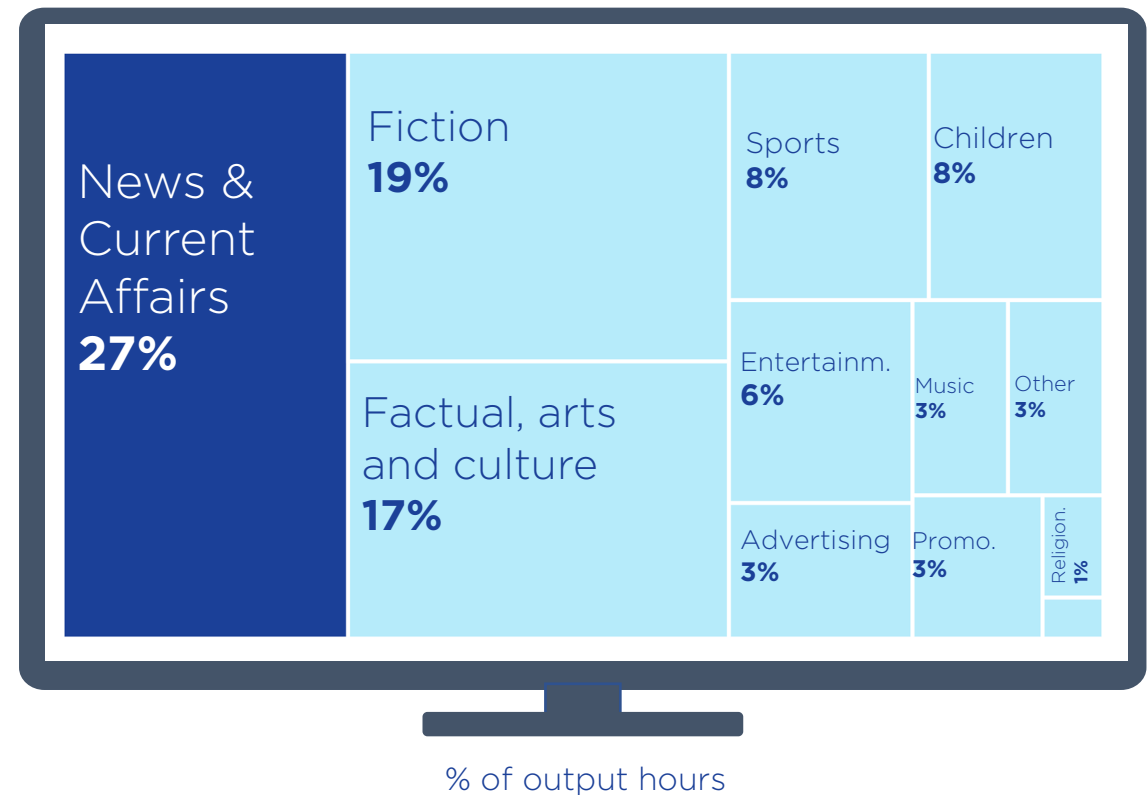
This represents over 440 000 hours of TV news each year.

On average, news and current affairs represent around 6 hours of programming per day on PSM generalist TV channels.

News and current affairs programmes amount to over a quarter of all PSM TV cumulated programming hours, across all channels (27%).

News was therefore the most frequent genre on air in 2021, as in previous years.

440 000+ hours



% of output hours

Note: Factual covers arts and culture (visual arts, cultural pursuits, but not music), factual entertainment (competitions, including cooking, hobbies, travel, etc.), and other factual (history, nature, technology, medicine, crime, adult education). Breakdown based on 46 PSM Organizations. 2021 data except for DW, France Media Monde, PBS, SNRT (2018), RTVE (2019 data), BHRT, SRG SSR/SRF, VRT (2020).

Source: EBU based on Members' data.

550 000+ HOURS OF RADIO NEWS AND CURRENT AFFAIRS

Public service media produce and broadcast over 550 000 hours of radio news and current affairs each year across the EBU area.

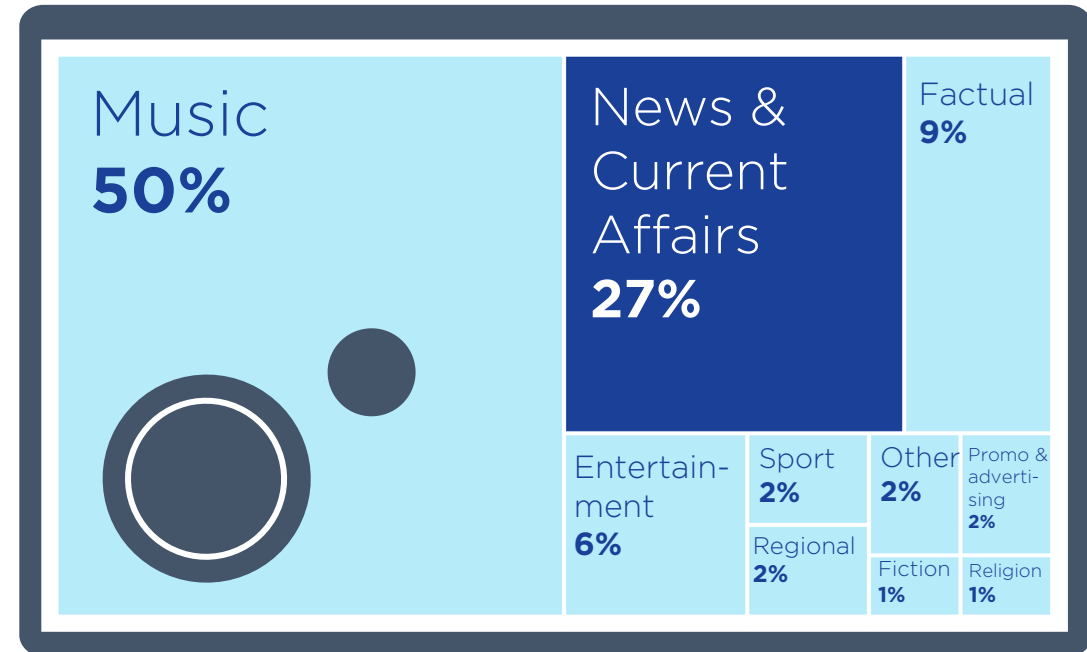
These hours are split between approximately 240 000 hours of news (44%) and 310 000 hours of current affairs programmes (56%).

On average, news and current affairs cover approximately 6.8 hours of programming per day on PSM generalists radio stations.

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.



550 000+ hours



% of output hours

Note: Breakdown based on 44 PSM Organizations. 2021 data except for ARD (2017), DW (2018), PBS (2018), FMM and SRG SSR (2019), and BHRT and CYBC (2020).
Source: EBU based on Members' data

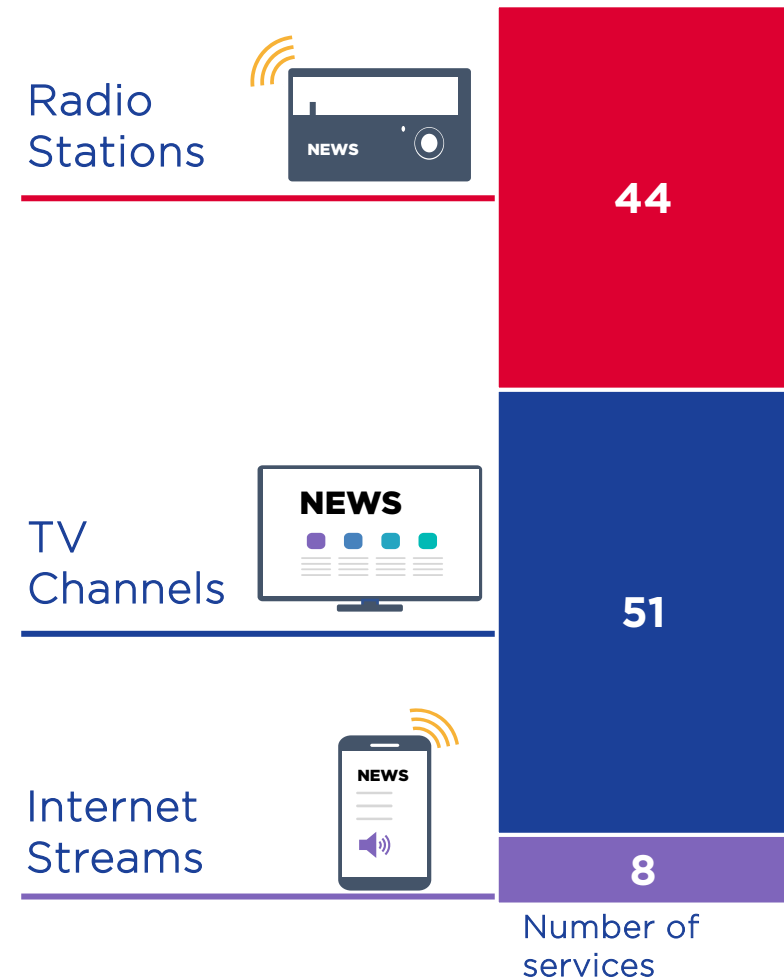
PSM OFFER 360° NEWS

103

LINEAR
TV AND RADIO SERVICES
AND INTERNET STREAMS

DEDICATED TO
NEWS AND CURRENT AFFAIRS

OPERATED BY PSM ORGANIZATIONS



Notes: Including national and international services, excluding regional/local windows.
Internet streams are linear services distributed only over the internet and include 4 radio and 4 TV streams (and do not include on-demand services).

Note: Based on all EBU PSM Member organizations, 2022 data.

Source: EBU based on Members' data.

EBU Media Intelligence Service – Public Service Media and News 2022

CLOSE TO ALL PSM ORGANIZATIONS OFFER ONLINE NEWS

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 and allow PSM to reach their audiences across platforms.



89%

OF PSM OFFER NEWS CONTENT ON APPS

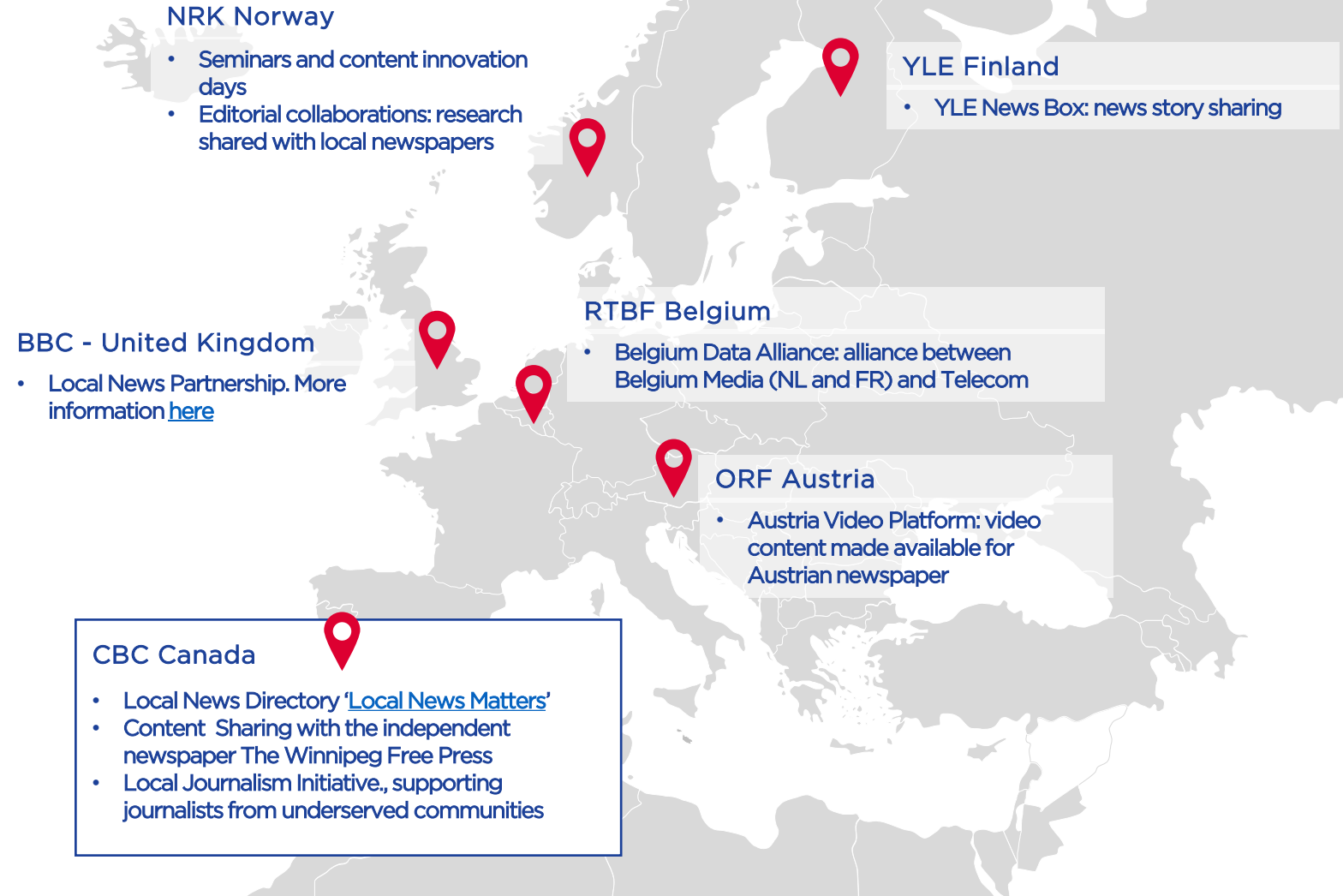
Source: EBU based on Members' data, including 55 PSM Organizations (dedicated news offer), 54 PSM Organizations (news apps). 2020-2022 data. Based on the question "Is the news service available as an app?" Answers "Yes, only in a dedicated stand-alone app" and "Yes, in several apps (possibly including 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.

PSM SUPPORT LOCAL NEWS INITIATIVES TO MAINTAIN A HEALTHY MEDIA ECOSYSTEM

Local news initiatives can be a powerful tool to support and maintain a healthy media ecosystem. The increased relevancy of local stories has the potential to reinforce the tie between PSM and audiences of all demographics. Collaborations are believed to ensure media diversity and increase the quality of journalism.

Some PSM also see partnerships as a means to counter the emerging power of international technology companies such as Google and Facebook.

Public-private partnerships exist in different forms. Some are informal partnerships based on content sharing and data alliances. Others involve initiatives to hire journalists in underserved communities, and providing training.



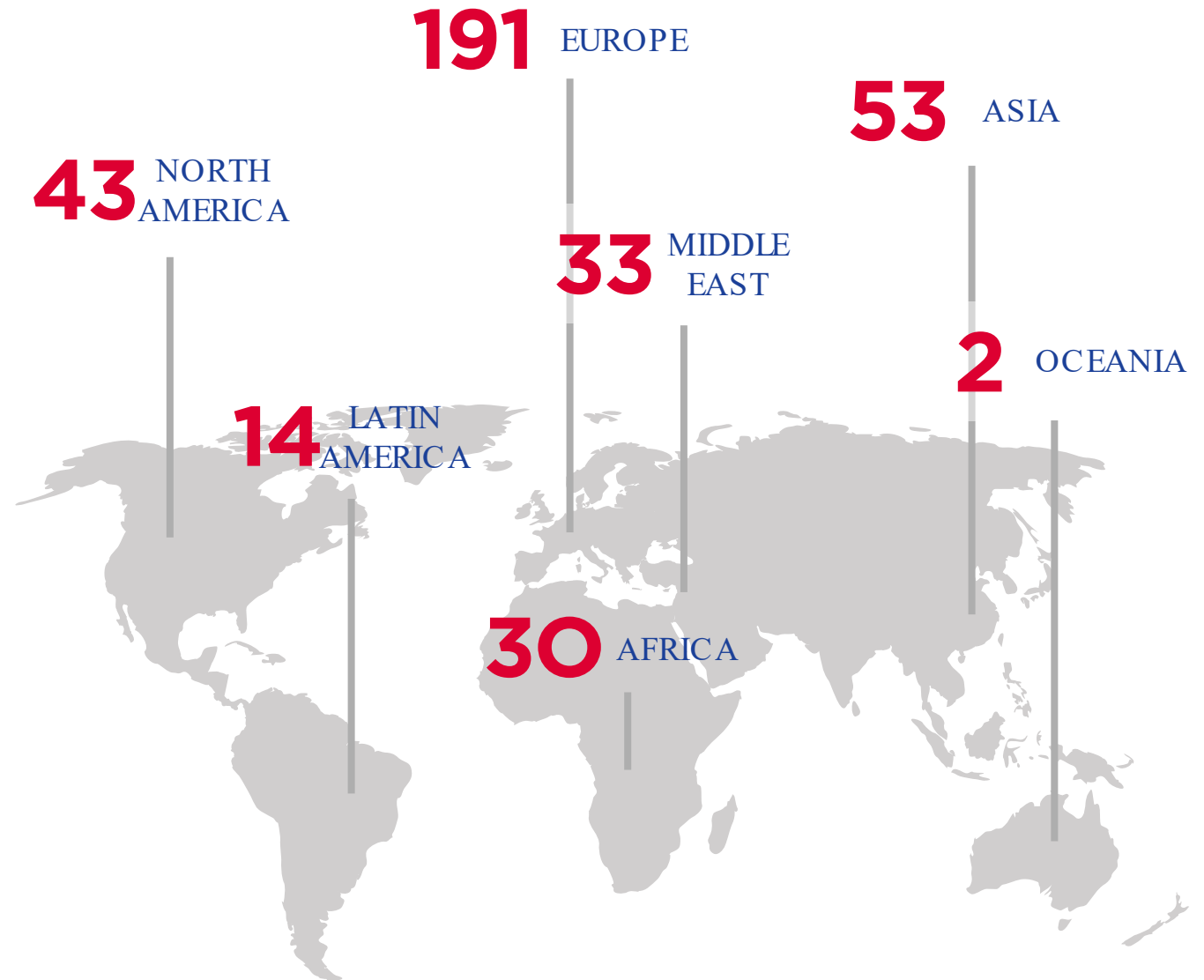
Source: EBU based on Members' information.

INTERNATIONAL BUREAUX ENSURE WORLDWIDE REPORTING

361

FOREIGN NEWS BUREAUX REPORTING TO 47 PSM

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



Source: EBU based on Members' data.

STAFF & ORGANIZATION



PSM IS EUROPE'S LARGEST NEWSROOM



PUBLIC SERVICE MEDIA
DIRECTLY EMPLOYED

45 000+

JOURNALISTS
ACROSS EUROPE
IN 2021

Notes: Data based on Members' data, including 64 PSM Organizations. Includes PSM permanent and non-permanent journalists. Freelancers not included.
The definition of a journalist greatly varies from one market to another. 2021 data, except when not available 2018, 2019 or 2020 data were used.
Source: EBU based on Members' data (2022 data).

EBU Media Intelligence Service – Public Service Media and News 2022

PSM REACH A UNIQUE GENDER BALANCE IN THE NEWSROOM

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

51%

OF ALL
JOURNALISTS
BEING WOMEN



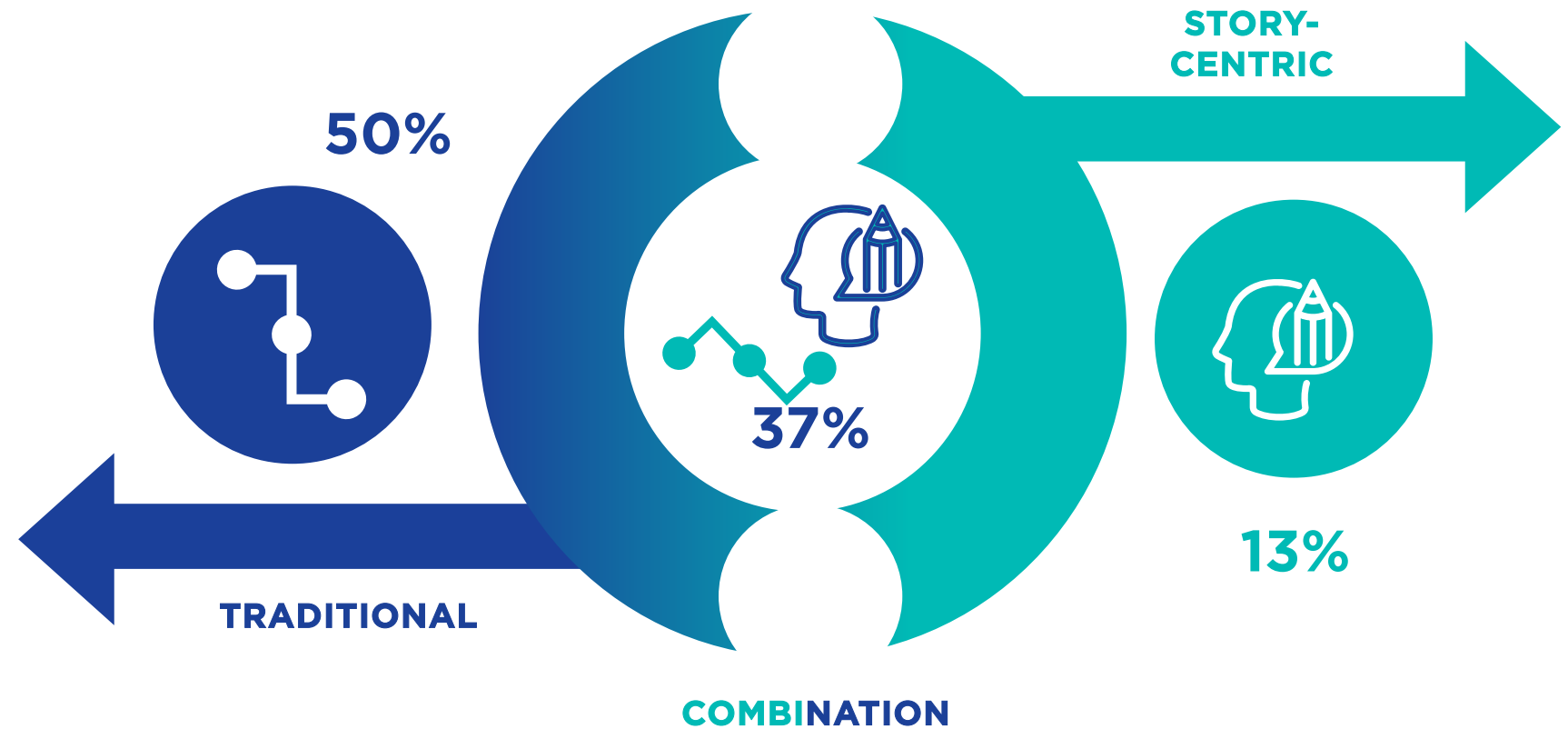
With gender parity in the newsroom, PSM prove their dedication to diversified reporting. Moreover, PSM have a more balanced newsroom than general newsrooms. According to Reuters Institute, an average of 40% of journalists are women^(*).

The percentage of female top editors across general newsrooms is only 21%.

Source: EBU based on Members' data, including 55 PSM Organizations (2022 data); (*) [Reuters Institute](#) based on a sample of 240 major online and offline news outlets in 12 different markets across five continents (Kenya and South Africa; Hong Kong, Japan, and South Korea; Finland, Germany, Spain, and the UK; Mexico and the US; and Brazil.)

HALF OF PSM NEWSROOMS TOWARD A MORE STORY-CENTRIC ORGANISATION

WHILE HALF OF PSM STILL HAVE A TRADITIONAL NEWSROOM, THE OTHER HALF HAVE MOVED TO A MORE **STORY-CENTRIC APPROACH**



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

Source: EBU based on Members' data, including 52 PSM Organizations (2020-2022 data)

EBU Media Intelligence Service – Public Service Media and News 2022

THE NEWSROOM OF TOMORROW



THE QUEST FOR FIRST-PARTY DATA HAS BEGUN

IN THEIR SEARCH FOR FIRST-PARTY DATA, MEDIA ORGANIZATIONS FACE RELUCTANT CONSUMERS

With third-party cookies expected to vanish at some point, media organizations have no other choice but to fall back on their own data collection.

The majority of PSM organizations have sign-in features for their online offer and only 12% say they don't have such plans. PSM use the data collected through this sign-in to optimize [recommendations](#) and offer audiences a varied set of news articles. (For more information on Sign-in, read the [full report](#).)

However, like other news organizations, PSM face an audience that is reluctant to share their data. The Reuters Institute found that only 32% say they trust news websites to use personal data responsibly. This creates a field of tension.

Presence of sign-in feature (general) (% of Members with an online offer)

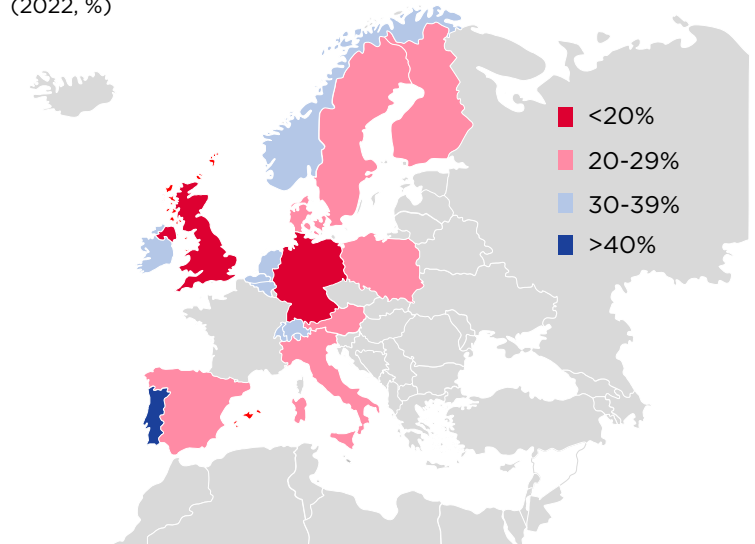
- No plans
- Under consideration
- Soon / planned
- Yes, for limited features only
- Yes, for some platforms/apps
- Yes, for all our services



At least 79% of PSM having a [sign-in](#) feature include their news content in this feature.

Proportion who registered for a news site in the last year (2022, %)

28%
OF EUROPEAN AUDIENCES REGISTERED FOR A NEWS SITE IN THE LAST YEAR



Note: % on registrations include 16 markets
Source: EBU based on Members' data, 49 PSM Organizations who answered the question (2022 data); Reuters Institute (2022) Digital News Report
EBU Media Intelligence Service – Public Service Media and News 2022

PSM ADOPT PIONEERING PAN-EUROPEAN NEWS-SHARING INITIATIVE

Through **'A European Perspective'**, 13 public service newsrooms unite their efforts in providing trustworthy information across borders.

Combining AI-automated translation software, advanced text transcriptions, and AI-driven recommendations (including an algorithm building on public service values), the project is a first of its kind.

Eight months after the launch, over 6 500 stories were shared. The aim is to ensure objective, relevant news in local languages, stimulating understanding between people and promoting diversity.

More information on the [EBU website](#).



Note: EBU Members also collaborate through a News Exchange. More information [here](#).
Source: EBU

INTEGRATION OF INNOVATION IN THE PSM NEWSROOM

Faktisk

Founded in 2017, Faktisk is a joint fact-checking initiative, bringing together the public broadcaster NRK, as well as other news organizations in Norway (VG, Dagbladet, TV 2, Polaris Media and Amedia). More information on this non-profit collaboration [here](#).

BBC News Labs

Since 2012, BBC has a dedicated team tasked with driving innovation for BBC News. The team connects journalists and Research & Development and is involved in a wide set of projects. More information [here](#).

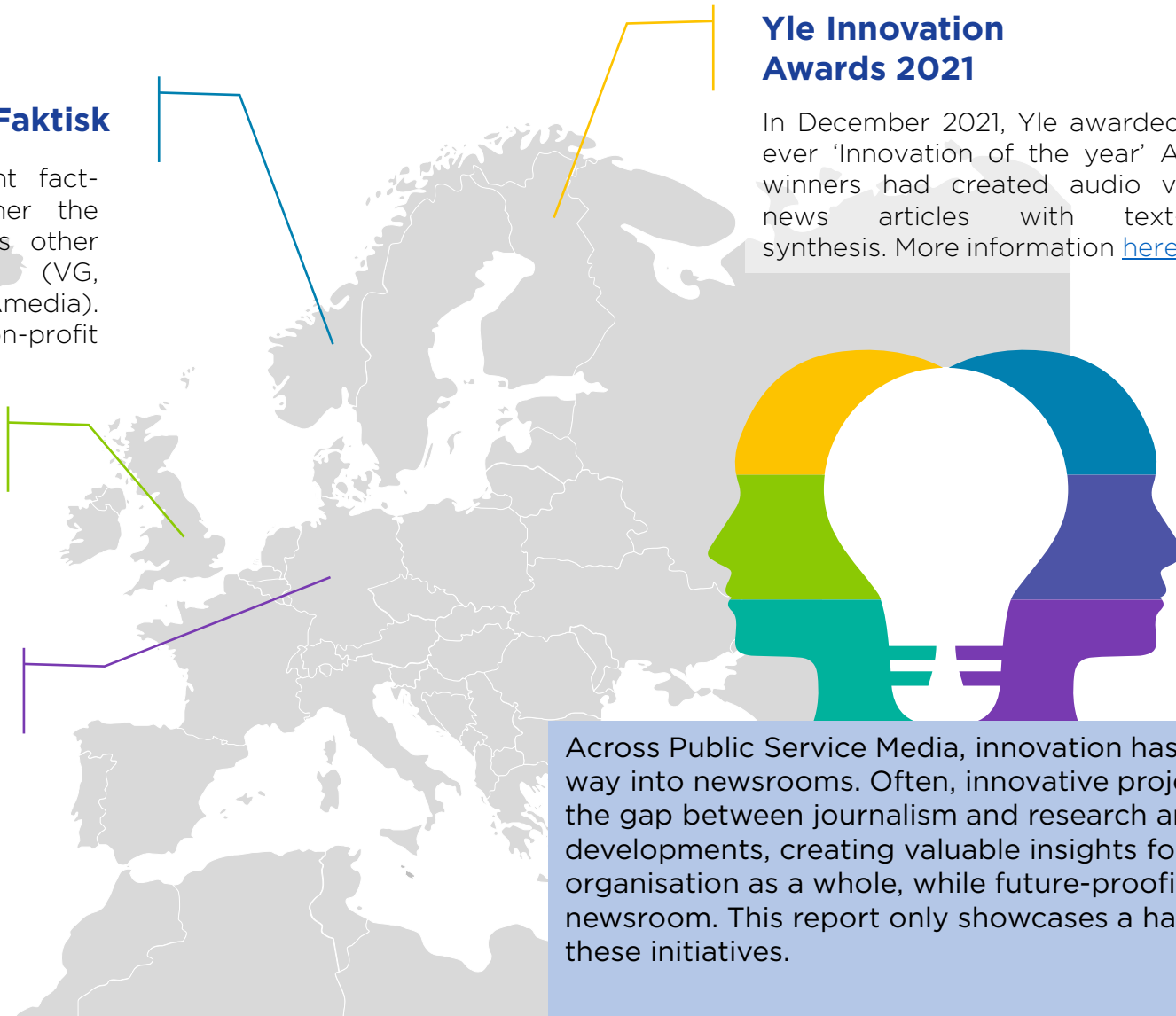
DW Go Verify!

DW introduced gamification into the fight against mis- and disinformation. The game 'Go Verify' teaches users to detect fake posts. The - for now - prototype has been open-sourced. More information [here](#).

Looking for more inspiration on gamification of news? Have a look at this [article](#) of Franceinfo.

Yle Innovation Awards 2021

In December 2021, Yle awarded their first ever 'Innovation of the year' Award. The winners had created audio versions of news articles with text-to-speech synthesis. More information [here](#).



Across Public Service Media, innovation has found its way into newsrooms. Often, innovative projects bridge the gap between journalism and research and developments, creating valuable insights for the organisation as a whole, while future-proofing the newsroom. This report only showcases a handful of these initiatives.

Source: EBU



The demand side of news

OLDER AUDIENCES GRAVITATE MORE TOWARDS ‘HARD’ NEWS; YOUNG AUDIENCES HAVE AN ALL-ROUND INTEREST IN TOPICS

Older audiences clearly prefer hard news, such as national politics and European and International affairs.

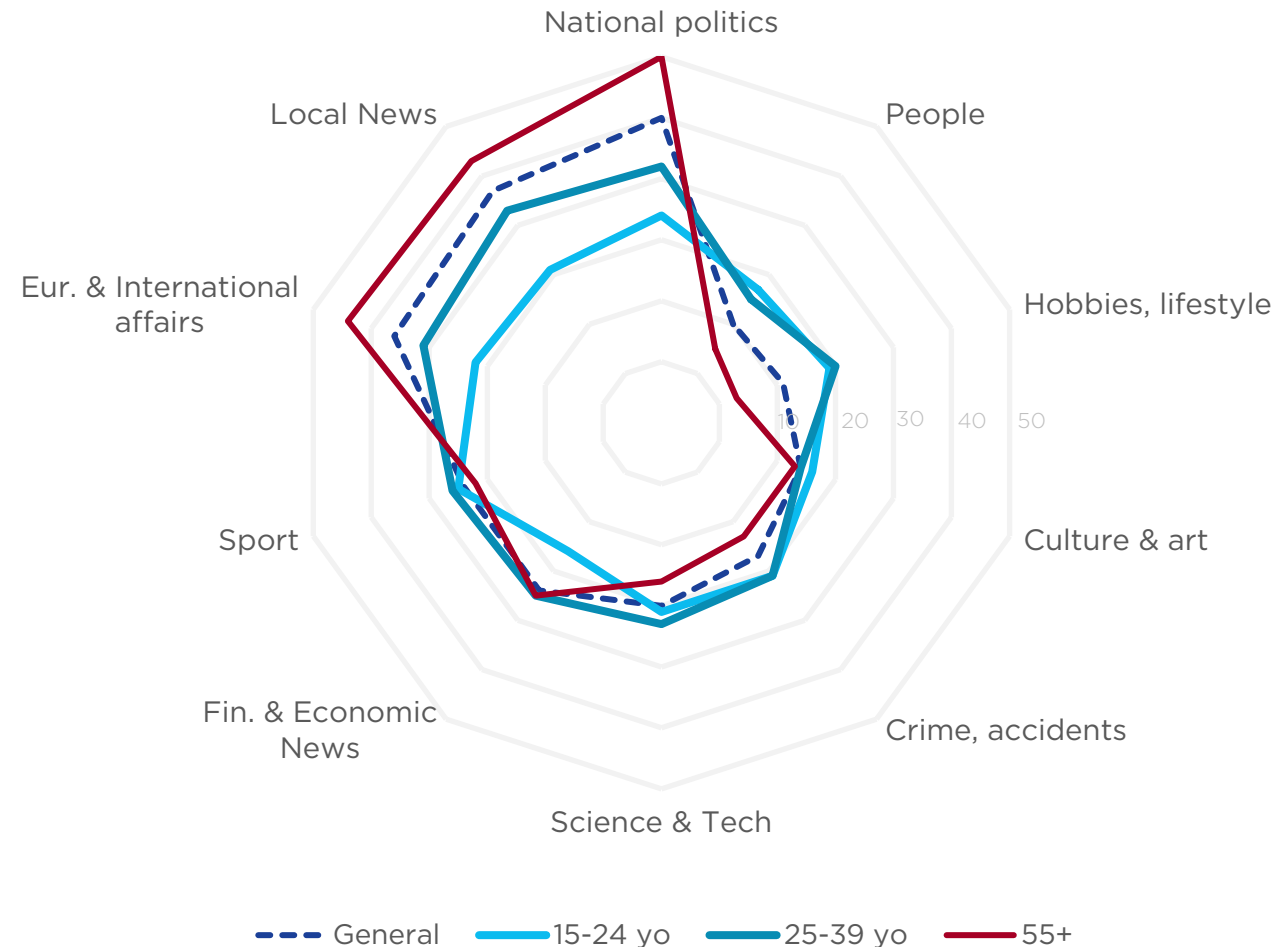
Young audiences seem to have a wide interest in all sorts of news-related topics. More so, they have a much broader definition of “news” and “the news” (see more on [page 45](#)).

In contrast to the general audience and older generations, younger groups don’t have that distinct focus on national politics, local news, and international news. In contrast, they have an all-round appetite covering a varied set of topics - national politics and local and international news included.

What’s more, these groups have a more distinct interest in topics such as sport, science and technology, culture and art, and people.

Did you know that the level of young audiences’ engagement with politics is pivotal for their relationship with “the news”. It conditions the level of engagement (if any), the relationship with news brands, and the kinds of content they look for. More on this in this Reuters Institute [report](#).

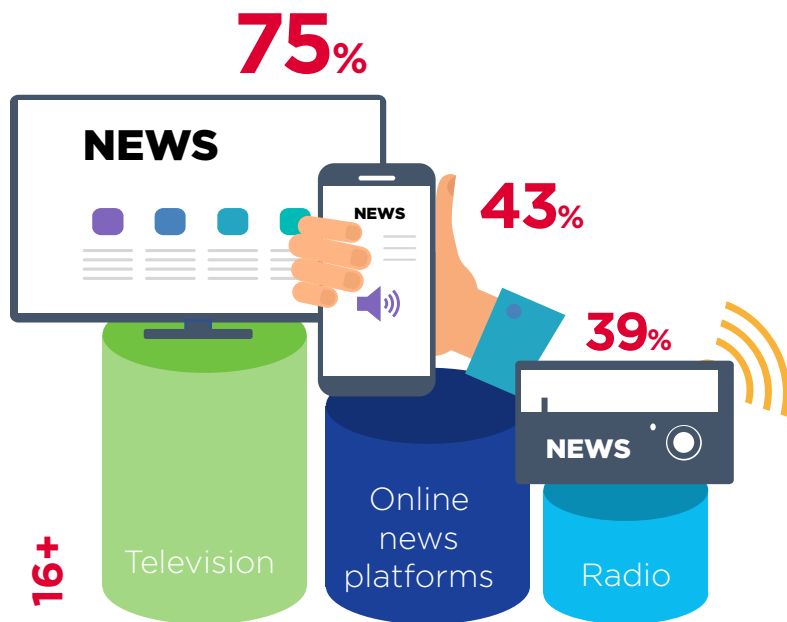
News-related topics accessed in the last 7 days
(EU27, selected age groups, % of respondents)



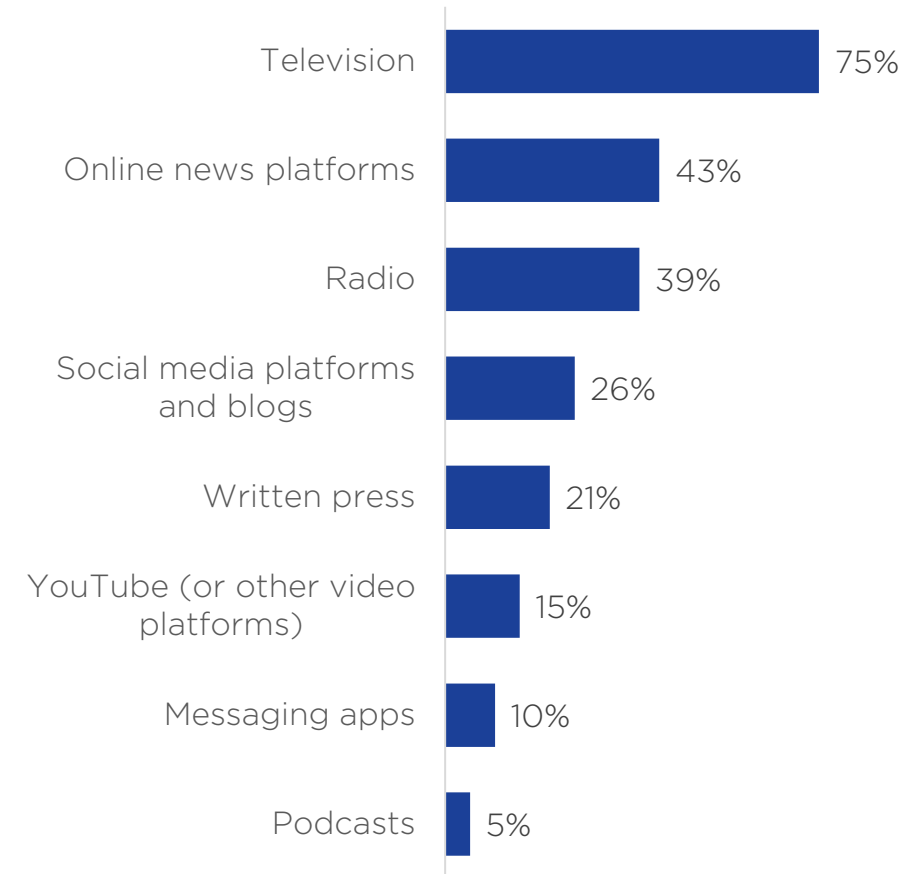
Source: EBU based on Eurobarometer 2022

TELEVISION REMAINS A FREQUENTLY USED MASS PLATFORM TO CONSUME NEWS

THE MAJORITY OF THE GENERAL POPULATION STILL REGULARLY TURNS TO TELEVISION TO CONSUME NEWS



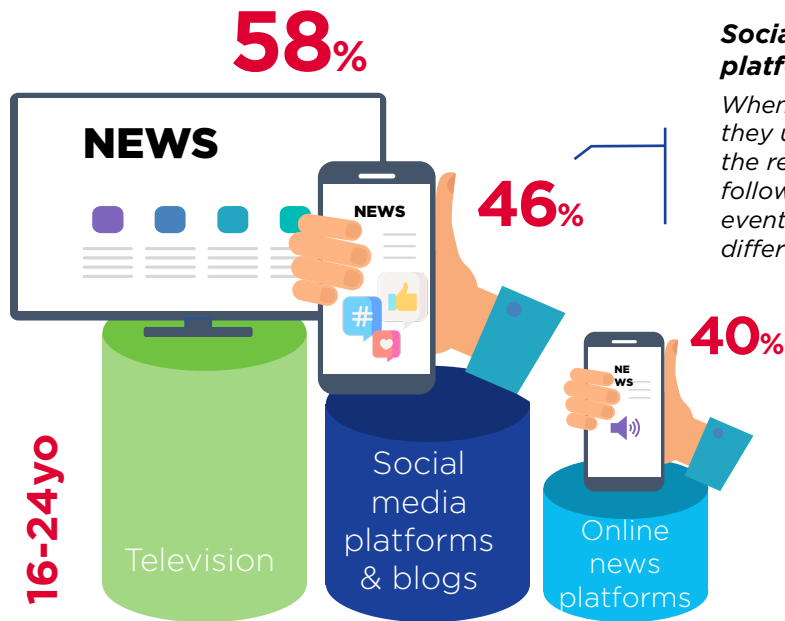
Most used media⁽¹⁾ to access news in the past 7 days
(EU27, 15+, % of respondents)



(1) Please note that these figures do not represent reach. Multiple answers allowed.
Source: EBU based on Eurobarometer 2022

YOUNGER AUDIENCES HAVE A MORE FRAGMENTED USE OF MEDIA TO CONSUME NEWS, WITH TV AND DIGITAL PREVAILING

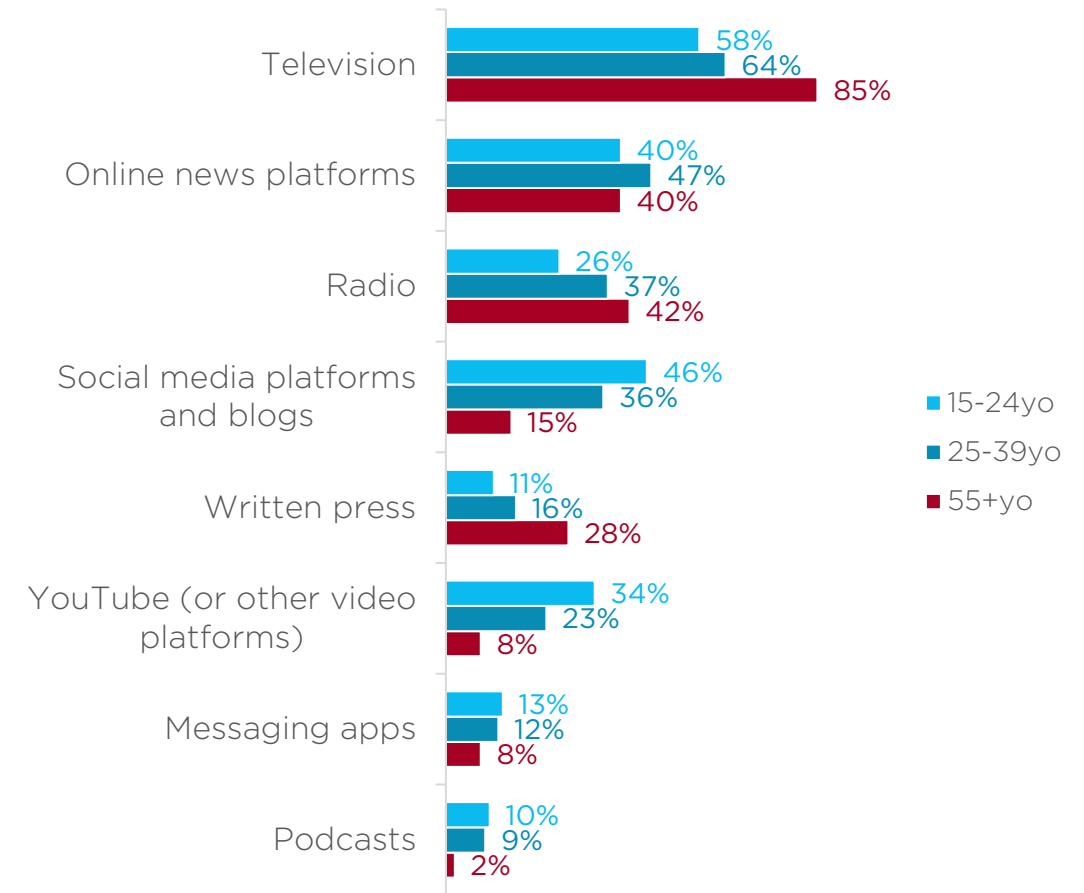
YOUNGER AUDIENCES ACCESS NEWS MORE THROUGH ONLINE TOUCHPOINTS, TELEVISION IS ALSO OFTEN USED



Social media is a key platform for all audiences

When asked for which purpose they used social networks, 45% of the respondents answered "To follow the news and current events", with no significant differences between age groups.

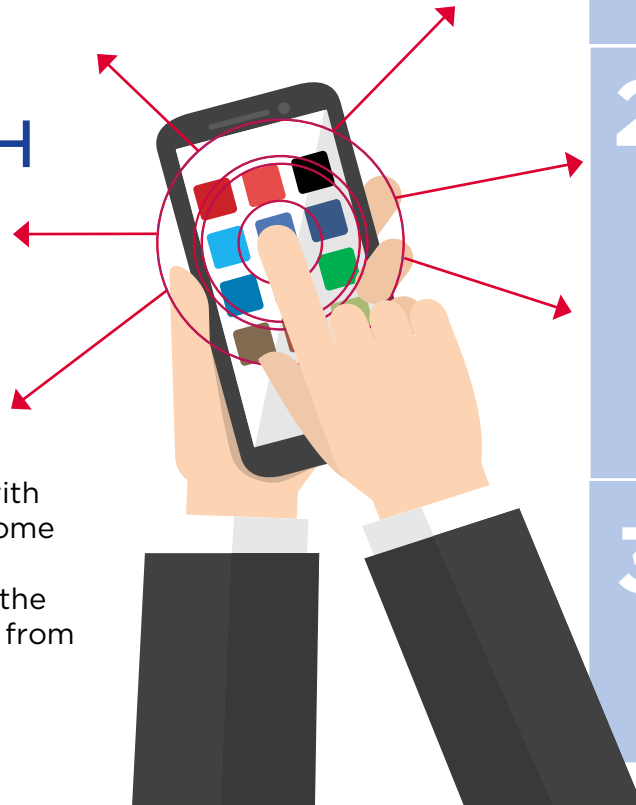
Most used media to access news in the past 7 days ⁽¹⁾
(EU27, selected age groups, % of respondents)



(1) Please note that these figures do not represent reach. Multiple answers allowed
Source: EBU based on Eurobarometer 2022

CONSUMPTION PATTERNS ARE CHANGING

A FRAGMENTED NEWS CONSUMPTION, THE RISE OF SOCIAL MEDIA, AND A STEADY GROWTH OF PODCAST CONSUMPTION



At the same time, disengagement with news has seen an increase among some news consumers. Interest in news is dropping and news avoidance is on the rise. For more on this disconnection from news, see [page 42](#).

1 From TV dominance to a more fragmented (online) consumption

German data from Reuters Institute show that consumption patterns have become more diverse. Where in 2013 TV was the most commonly used news source (82%, weekly basis), the number has dropped to 65%. The importance of online has grown (60% to 68%), now surpassing TV. Radio dropped from 63% to 26% (but it still has a big role in news distribution, also for young audiences). In addition, social media has grown from 18% to 32%.

2 Social media as main gateway and tendency towards more visual platforms

In 2022, 28% of audiences⁽¹⁾ use social media to access online news, coming from 23% in 2018. In comparison, 23% directly access websites/apps (32% in 2018). Social media has become a more important gateway. In addition, news consumption has spread out to a multitude of social media platforms. Facebook, nonetheless, remains the main source of news in Europe (40% use it on a weekly basis). WhatsApp, Instagram, and TikTok all have seen a growth in their use as a news source, especially among 18-24 yo. 8% of UK youth say they used TikTok as a news source in the past week. Younger audiences might introduce a rebalancing of video and text, with a heavier weight for visual news.

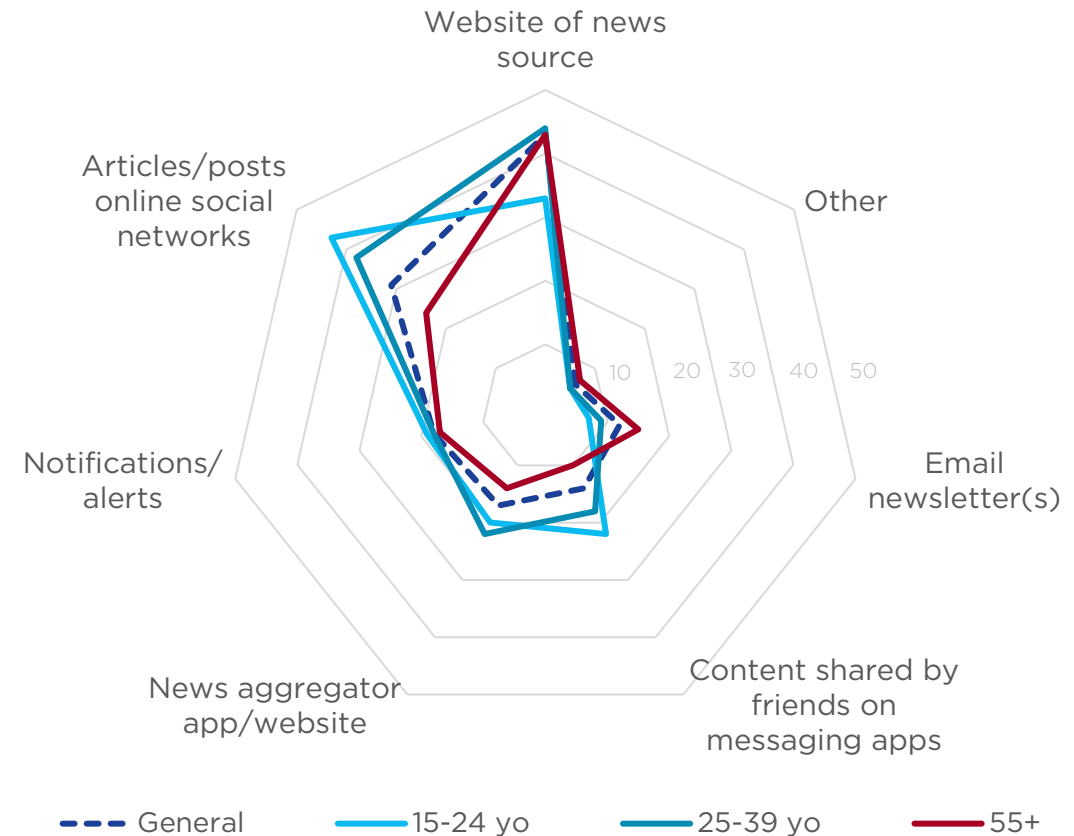
3 Podcast consumption resumed after COVID break

Podcasts are on the rise. In terms of time spent, podcasts saw an increase of +15% compared to 2020, up to an average of 32 minutes per day among 16-64 yo Europeans⁽²⁾ For more info, read the report on [Digital Consumption Trends](#). PSM acknowledge the importance of on-demand listening: 77%⁽³⁾ of PSM who create audio content or podcasts specifically for online offer online news as a genre in their offer.

(1) Note: Worldwide audiences, based on 37 markets in 2018 to 46 in 2021-22. (2) Note: Worldwide audiences, based on 20 markets. (3) Notes: Based on Members' data, including 35 PSM Organizations
Source: EBU based on Reuters Institute (2022) Digital News Report, Members' data (2022 data)

OLDER AUDIENCES STICK MORE TO WEBSITES AND EMAIL NEWSLETTERS. YOUNGER AUDIENCES ACCESS NEWS MORE VIA SOCIAL, NEWS AGGREGATORS AND EVEN INFORMAL CHANNELS

Ways to usually access news online
(EU27, selected age groups, % of respondents)



People online will mainly use the website of the news source (especially those over 25 years old). Articles on social media are used by 24% of the overall population.

Notifications/alerts are used by 1 in 7, as are news aggregator apps and websites.

Younger audiences are heavier users of social networks (43%), and they also access news through informal ways: 22% of the 15-24 yo see news when it's shared by friends on messaging apps.

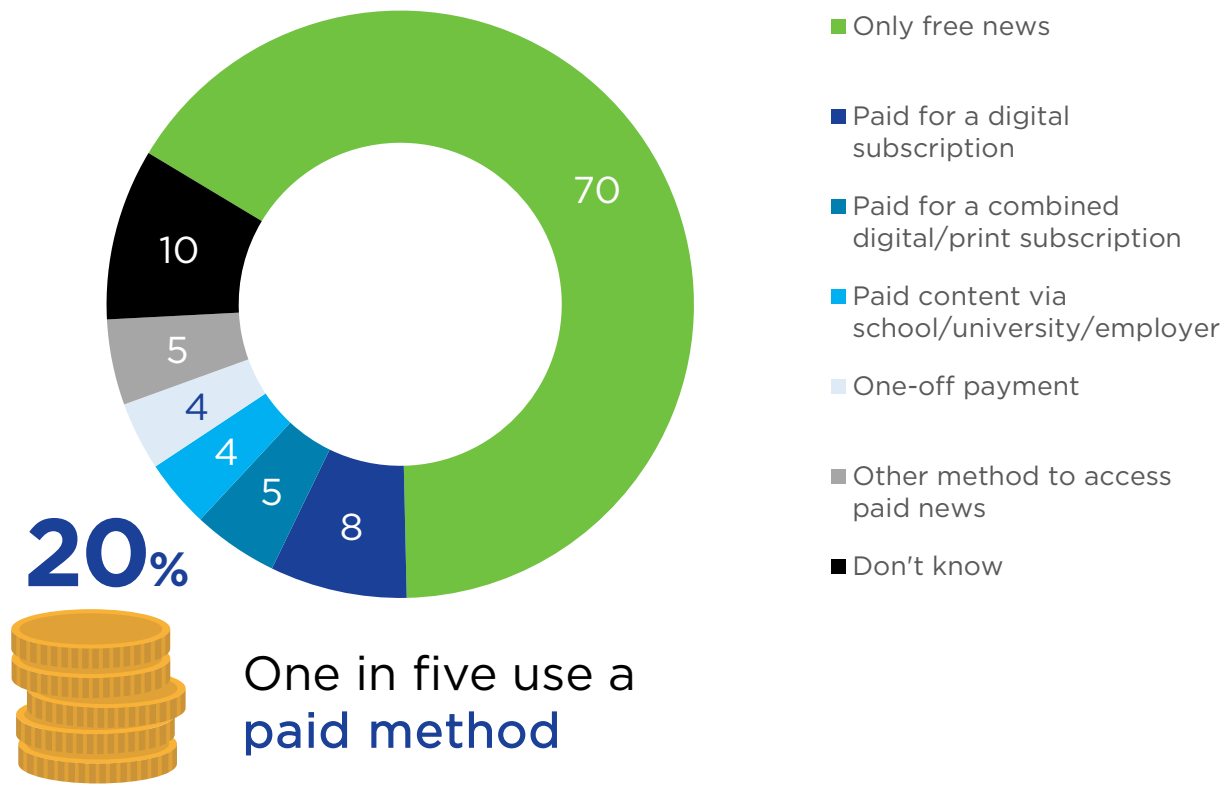
Note: Multiple answers possible
Source: EBU based on Eurobarometer 2022

ACCESS TO FREE NEWS REMAINS ESSENTIAL

70%
OF RESPONDENTS
PREDOMINANTLY
ACCESS **FREE NEWS**

As such, access to free news content remains of high importance for the wide audience.

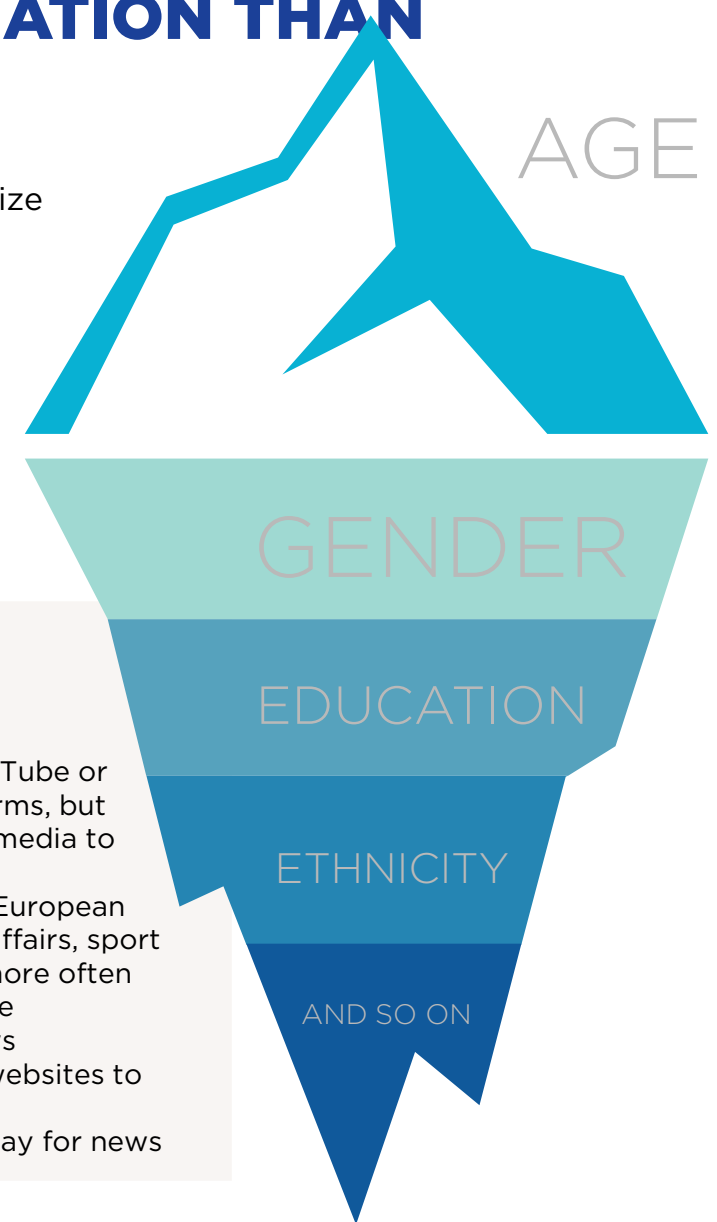
Ways to access paid news content over the past 12 months
(EU27, % of respondents)



Note: Multiple answers possible
Source: EBU based on Eurobarometer 2022

THERE IS MORE TO NEWS AUDIENCE DIFFERENTIATION THAN AGE

Age groups are often used as a focal point to examine media habits and are a common way to categorize and target smaller groups of the general audience. This categorization, however, comes with some limitations. By looking at other factors such as gender and formal educational level, some interesting findings emerge. Moreover, young audiences in particular, seem to have a prominent in-group heterogeneity. More on them on [slide 45](#).



People with a shorter education^(*) tend to...

- MEDIA** • Use less online media to access news, such as online news platforms, social media platforms and blogs, and YouTube
- TOPICS** • Have an overall lower interest in news topics, especially when it comes to news on national politics and European affairs, financial and economic news, science and technology and culture and arts
- ACCESS** • Access news less online (18% say they never access news online)
- PRICE** • Be less sure about whether they pay for news content



Women tend to...

- MEDIA** • Use less often YouTube or other video platforms, but more often social media to consume news
- TOPICS** • Access less often European and international affairs, sport and science, but more often people and lifestyle
- ACCESS** • Use less often news aggregators and websites to access news
- PRICE** • Be less willing to pay for news

(*) Note: Lower/shorter education = Age when completed education is below 19 years old
Source: EBU based on Eurobarometer (2022)

WHAT SHOULD I READ NEXT?



TRUST IN MEDIA 2022

This year's report explores the persisting 'trust gap' between traditional and online media.

[Download full report here](#) (Public)

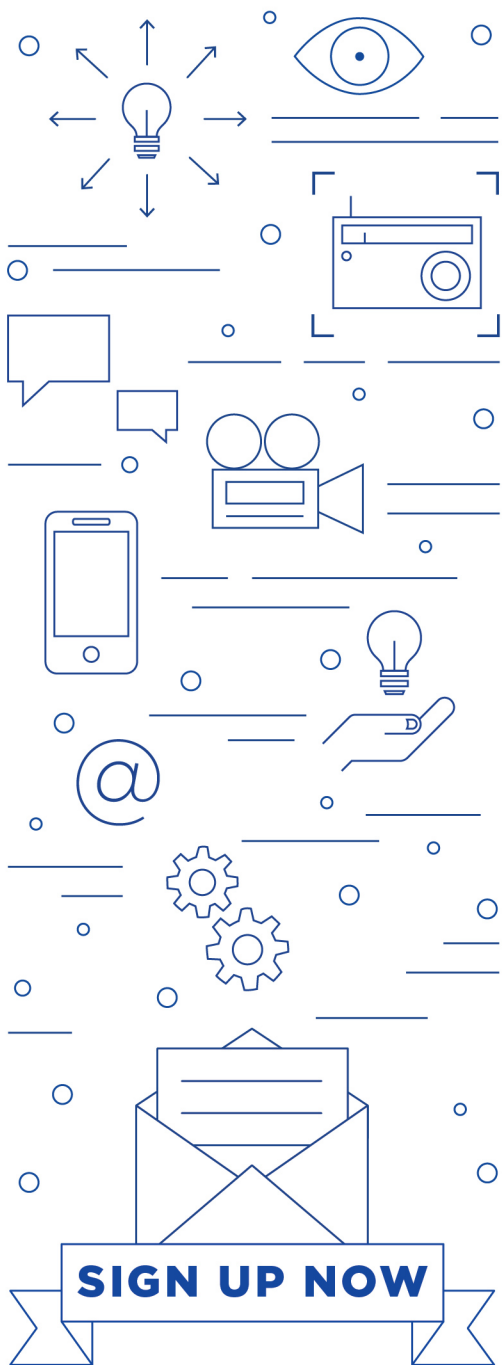


TRUST IN PUBLIC SERVICE MEDIA 2022

This new report explores the degree of trust that European citizens put into public service media (PSM).

[Download full report here](#) (Member and Public)

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