

**EBU**

OPERATING EUROVISION AND EURORADIO

# Communicating the value of Public Service Media

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# What is Public Service Media?

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**Lithuania: Media freedom groups warn LRT audit risks threatening editorial independence**

IPI joins groups in raising questions over planned "political neutrality" audit



International  
Press  
Institute 75

**THE HILL**

**Trump's assault on public media funding is dangerous to safety and democracy**



**The Guardian**

**National Rally says it would privatise French public TV if it wins majority**

**THE LOCAL** se

Politics

**EXPLAINED: How radically does a new report aim to change Sweden's public broadcasters?**

**The Economist**

Europe | The people's voice

**Populists are threatening Europe's independent public broadcasters**

If you can't take them over, defund them

**BBC**

**Slovakia's populist government to replace public broadcaster**

**NL#TIMES**

Coalition plans to slash €100 million from Dutch public broadcasting annual budget



**Yle's change negotiations have ended – the number of personnel will be reduced by 309 people.**



# Public broadcasters face a myriad of other challenges such as:

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Funding and  
Financial Pressure

Competition from  
Global Players

Digital  
Transformation

Platform Gatekeeping  
and Algorithmic Control

Changing Audience  
Behaviour





# What is the value of public service media and how do we communicate it to audiences?

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Provides trusted news  
and content



Unites  
communities



Delivers huge social  
& economic value





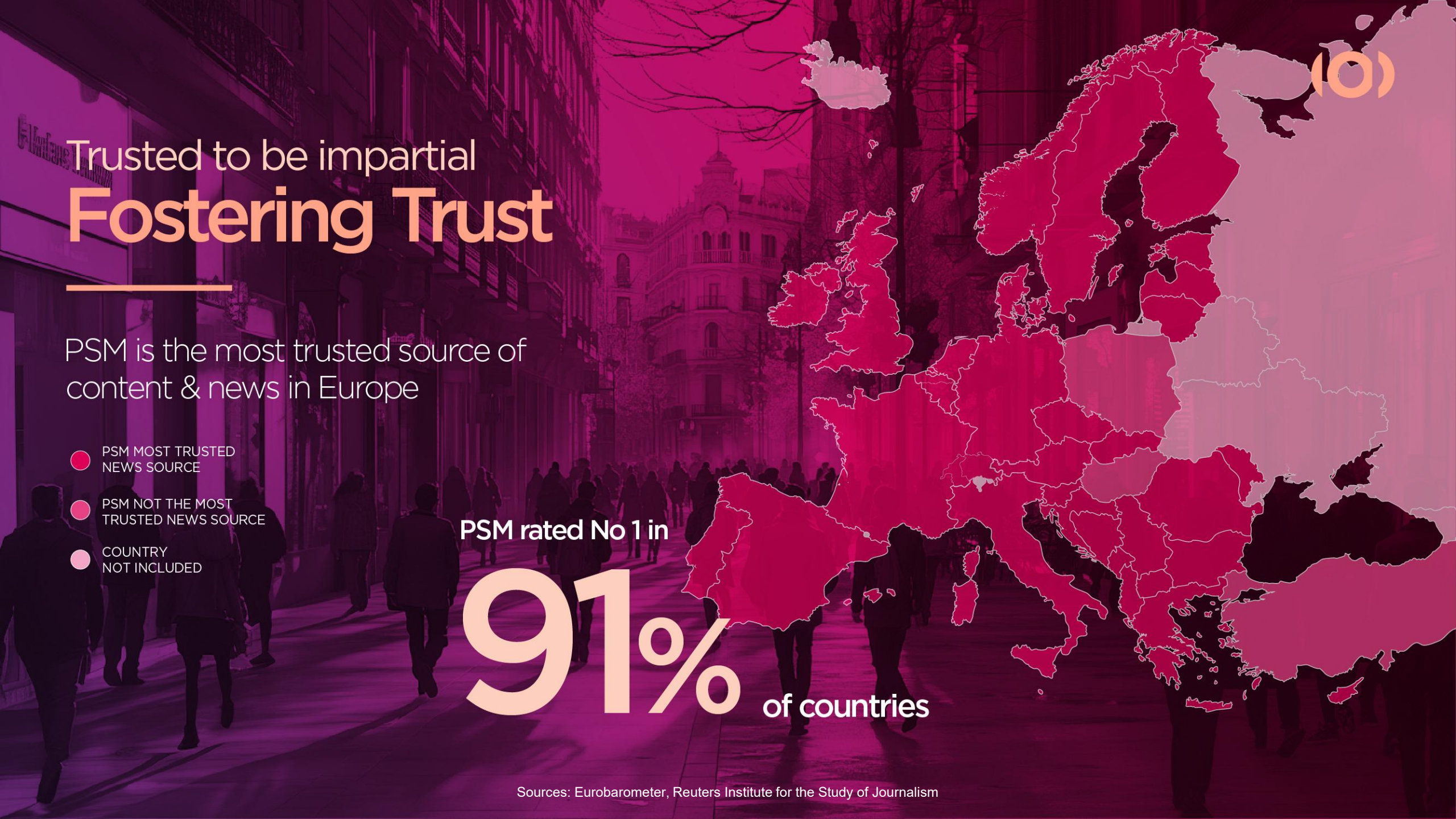
# Trust in media

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Trust in media is at an all-time low.  
In most European countries, more than  
**half of the population do not trust it.**







# Trusted to be impartial Fostering Trust

PSM is the most trusted source of  
content & news in Europe

- PSM MOST TRUSTED  
NEWS SOURCE
- PSM NOT THE MOST  
TRUSTED NEWS SOURCE
- COUNTRY  
NOT INCLUDED

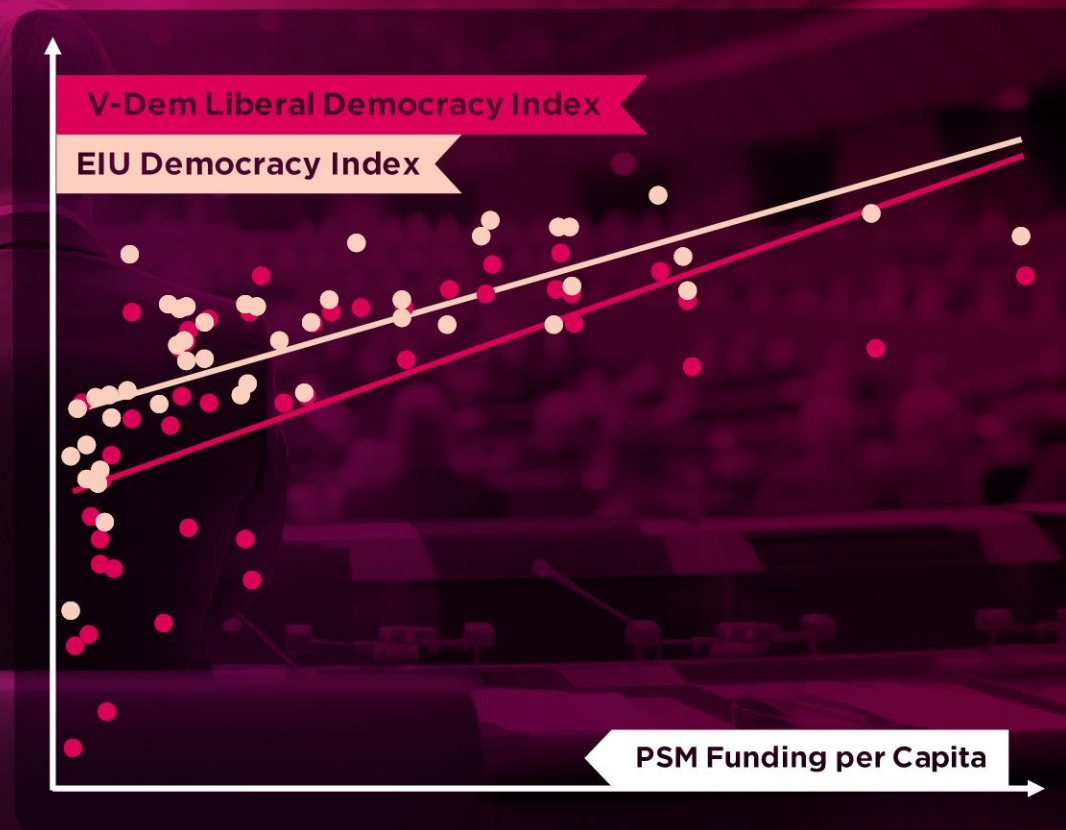
PSM rated No 1 in  
**91%** of countries





# Trusted to be impartial Supporting Democracy

Strong and well-funded PSM  
goes hand in hand with a  
nation's democratic health







# Bringing together all our audiences **Unifying the Nation**

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Programming made 'by us, for us,  
and about us'

Bringing people together to celebrate important  
national moments, sporting events and must-see  
entertainment

**91%**

of all PSM TV  
output is of  
domestic or  
European origin

**+1.5**

MILLION HOURS

of domestic or  
European  
output





# Delivering economic and social value Offering Great Value for Money

PSM provides audiences with a huge range of rich multi-platform content covering everything from generalist programming, news, dramas, educational programmes, documentaries, sport, music and more.



Each Euro spent on funding  
PSM returns €2.5-€3  
to the economy

FOR JUST  
**€3.30**

PER MONTH

PSM provides  
audiences with  
a huge range of  
multi-platform  
content





# Delivering economic and social value

# Investing in Creativity

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PSM is the biggest provider of original content in Europe - investing EUR 15 billion in original video content - supporting the creative sector, including artists, musicians, creators, producers, sport federations and athletes.

€15BN

invested  
in original video  
content by  
PSM in Europe

75%

of all content  
broadcast by  
PSM from  
Europe

53%

of all fiction  
titles ordered  
in Europe by  
PSM





# PSM Compass

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An advocacy toolkit to help broadcasters  
communicate their value to policy makers



# Welcome to the PSM Compass

An advocacy toolkit for public service media (PSM)



[View the compass as list](#)

Why you need the Compass?







# From Tools to Community

- PSM COMPASS SOUNDING BOARD
- INTEGRATION IN EXPERT AND LEADERSHIP EVENTS
- REGULAR PSM COMPASS WEBINARS
- CASE STUDIES AND PEER LEARNINGS
- PSM COMPASS TASKFORCE OFFERING TAILORED SESSIONS





# CUSTOMIZATION

- › Interactive workshops with PSM senior executives from across the organization
- › Ad hoc support, often on imminent real challenges
- › Follow up and strategic input combining insight, strategy and practical advice
- › Peer to peer support/advice



## MAPPING

Stakeholders and allies



## ANALYSIS

Political stakeholders and fronts



## PRIORITIZING

Stakeholders according to objectives



## NARRATIVE

Aligned with stakeholder groups



## COMMUNICATING

Across the channels



# ROADMAP FOR SUCCESS

**Cross-organisational  
effort and  
implementation**

**Unique, solid, data**

**Data translated into  
insights**

**Peer learning and  
community building**

**Simple messaging**

**Clear goals**

**Swift adaptation**



# THANK YOU!



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