

The image features a dark blue background with a large, light blue circular graphic on the right side. The graphic consists of several concentric circles and a vertical bar, creating a stylized, abstract design. The EBU logo is positioned in the top left corner.

EBU

OPERATING EUROVISION AND EURORADIO

RADIO'S CORE STRENGTHS TRUSTED, RELIABLE AND ADAPTABLE

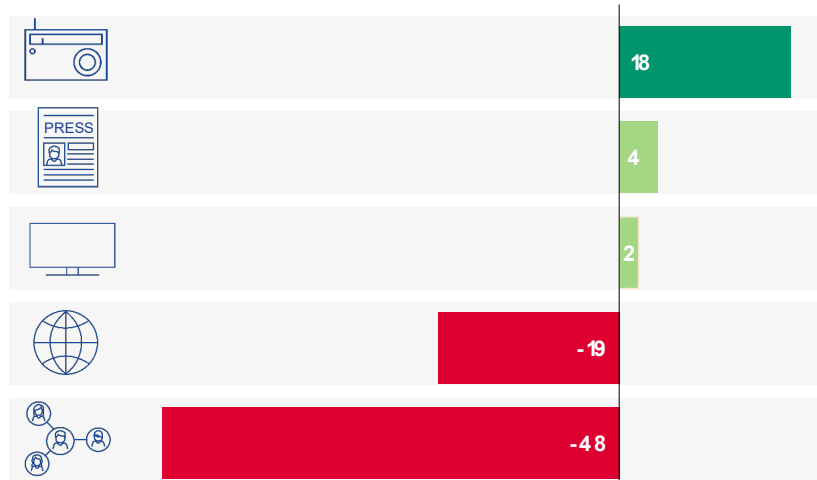
EDITA KUDLACOVA
HEAD OF RADIO, EBU



Today, it's the **very definition of radio** that's reinventing itself to include **all audio content**.

Radio is **defined by the content** that can be listened to live, on-demand, or digital-first on any number of devices.

EU NET TRUST INDEX (2022)



NET TRUST INDEX =

'% of people who tend to trust' – '% of people who tend not to trust'

AVERAGE NET TRUST IN LEGACY MEDIA = 8

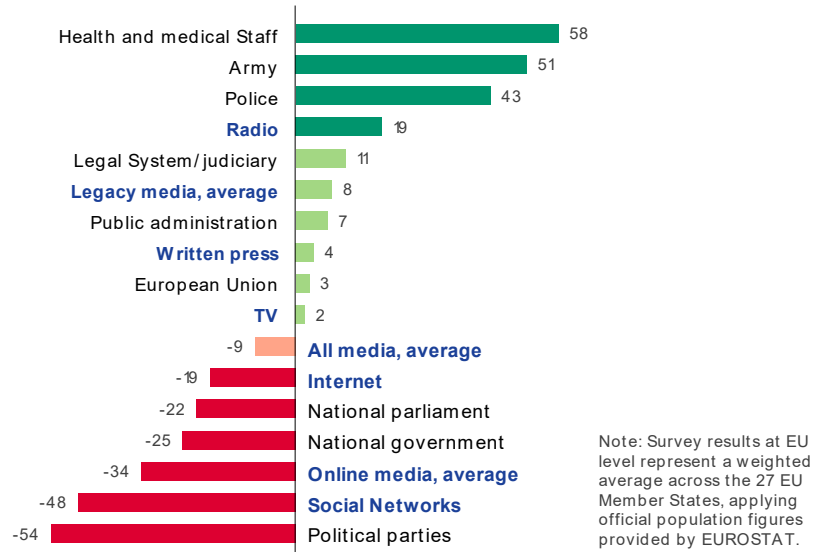
AVERAGE NET TRUST IN ALL MEDIA = -9

AVERAGE NET TRUST IN ONLINE MEDIA = -34

Note: Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT.

TRUST IN MEDIA vs. TRUST IN OTHER INSTITUTIONS

(EU Net Trust Index, 2022)



NET TRUST INDEX =

'% of people who tend to trust' – '% of people who tend not to trust'

AVERAGE NET TRUST ACROSS THESE INSTITUTIONS = 0



Radio continues to reach the majority of European citizens every week. In 2022 the **average weekly reach of radio** in Europe was **84%** among all citizens and 76% for 15 to 24-year-olds.

Europeans listen to close to **two and a half hours** of broadcast radio daily, while young Europeans listen to just under **an hour and a half**.

Radio is still the most widely consumed medium worldwide, and the **strongest growing** demographic for spoken-word audio is **13 to 24-year-olds**.

NATURAL DISASTERS PROJECTIONS

Due to climate change, natural disasters are projected to become more common



The Global Assessment Report 2022, released by the United Nations Office for Disaster Risk Reduction, reveals that

In the world:

Over the past two decades, between

350 and 500

medium to large-scale disasters took place every year



By 2030, the number of disaster events is projected to reach

560

every year

Source: EBU MIS - based on Global Assessment Report (G.A.R 2022) - UN Office for Disaster Risk Reduction

NATURAL DISASTERS PROJECTIONS

Due to climate change, natural disasters are projected to become more common

According to the European Commission, Europe will face more frequent and severe natural disasters. And some of them can directly affect telecommunication networks:

Wildfires



The climate crisis is leading to more frequent heatwaves and droughts. Both fuel wildfires which can destroy telecommunications networks.

Floodings



River flooding is a common natural disaster in Europe. Climate change is expected to lead an increase of precipitation in many areas. Increased rainfall which will lead to additional floodings.

Storms



Storms are expected to become more frequent. And in Northern Europe, damages caused by winter storms will increase.

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