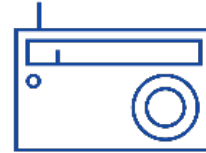


RADIO HAS A WIDE REACH RADIO IS THE MOST TRUSTED MEDIA IN EUROPE

RADIO WEEKLY REACH

(27 EBU markets, 2023)



EUROPEAN
CITIZENS

82%

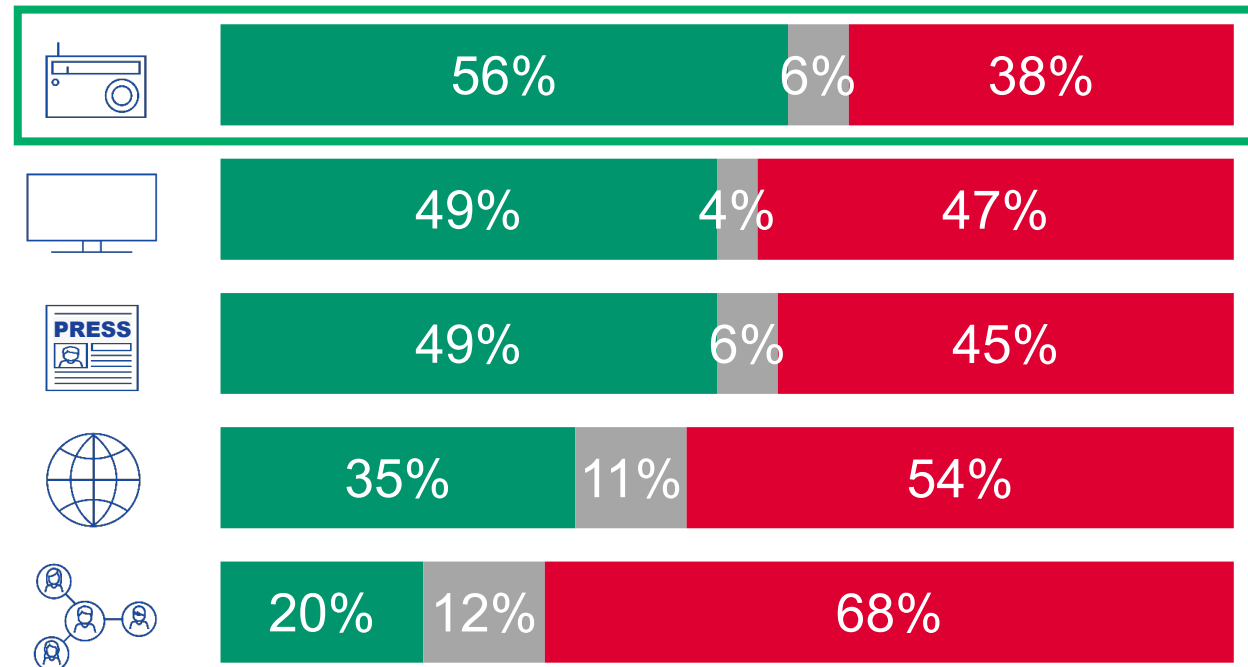
EUROPEAN
YOUTH

73%

TRUST IN MEDIA IN EUROPE

(% of population, 2022)

- Tend to trust
- Don't know
- Tend not to trust



Note: Weekly reach based on 15+ minutes consecutive listening (reach definitions can vary among countries). Youth 15- to 24-year-olds.

Note (Trust): Applying official population figures provided by EUROSTAT.

Source: EBU based on Members (radio reach) and [Standard Eurobarometer 96](#). (Trust in media)

FOR EMERGENCY WARNING MESSAGES, PSM RADIO IS VALUED FOR ITS REACH AND RESILIENT NETWORKS



SRG SSR

Example: Swiss Emergency broadcast

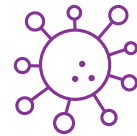
In the event of a major incident such as:



Natural disaster



Nuclear/chemical



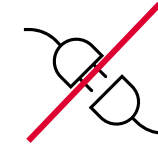
Pandemic



Attack on people/infrastructure



Infrastructure destruction



National Blackout

The emergency procedure starts:



Control and editing of information about the incident by authorities



Warning message distributed to:

1. Most resilient networks



Sirens



PSM Radio

2. Official - with low latency



Alertswiss – mobile app



3. Multiplication of deliveries



Message repeated by partners

During a significant crisis, Swiss authorities issue a warning message through multiple delivery means to ensure widespread dissemination. The primary distribution networks are selected for their resilience. They include 5 000 stationary and 2 200 mobile sirens nationwide, along with PSM radio via terrestrial networks. Additionally, the message is shared on an official emergency mobile app and then relayed by other partners like the Swiss weather app and private radio stations.

OLDER PEOPLE ARE MORE AT RISK IN LONG-LASTING CRISES RADIO OFFERS THEM VITAL INFORMATION AND COMPANY

Seniors are particularly vulnerable in long-lasting crises:



COVID-19

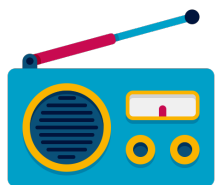
71 % of people who died from COVID-19 in the UK were **over 74-year-old**.



HEATWAVE

+70 000 people died due to excessive heat across Europe during summer 2022. More than half were **over 80 years old**.

Radio has many assets:



It is part of a daily routine for many

Radio Weekly Reach

84%

Daily Radio Listening Time

2h50m

Among Seniors (65+), 26 EBU markets, 2022

Recommendations are often:



To stay at home



To catch-up on news



To follow the health guidelines

It offers information and companionship:



It relieves loneliness



It provides news and guidelines



It is easy to use

Note: Weekly reach based on 15+ minutes consecutive listening (reach definitions can vary among countries). Seniors 60+ year-olds.
Source: EBU MIS based on Office for National Statistics (UK, year 2020 to 2022), Forbes "Extreme Heat Killed Over 70,000 In Europe Last Year, Study Finds." (21/11/2023) and The Telegraph "How extreme heat is killing Europe's elderly" (10/07/2023) (on the left) / Members data (on the right)

EBU

OPERATING EUROVISION AND EURORADIO

PUBLIC: This document is intended for public distribution

RADIO IN TIMES OF CRISIS

MEDIA INTELLIGENCE SERVICE

APRIL 2024



SCAN TO DOWNLOAD THE FULL REPORT



MEDIA INTELLIGENCE SERVICE

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