

The image features a dark blue background with a vertical red stripe on the left side. A large, semi-transparent red circle is positioned in the center, overlapping the red stripe. The EBU logo is prominently displayed in red at the top left, with the text 'OPERATING EUROVISION AND EURORADIO' in white below it. The main title 'EMPOWERING SOCIETY' is written in large, bold, white capital letters, followed by the subtitle 'A DECLARATION ON THE CORE VALUES OF PUBLIC SERVICE MEDIA' in smaller white capital letters.

**EBU**

OPERATING EUROVISION AND EURORADIO

# **EMPOWERING SOCIETY**

A DECLARATION  
ON THE CORE  
VALUES OF  
PUBLIC SERVICE  
MEDIA



# THIS IS OUR PLEDGE

We, the public service media (PSM) organizations united in the European Broadcasting Union, belong to the citizens we serve.

We accept the challenges of the digital revolution, which has changed and enriched our relationships with audiences at mass and individual level.

We are developing new ways to serve our public, anytime and anywhere, on new, emerging and existing platforms.

We are committed to including everyone, and to enhancing every community within our societies.

We exist to meet the democratic, cultural and social needs of Europe. By being free at the point of use, we are determined to reach every member of the public.

We want to play a defining role in guaranteeing freedom of expression and pluralism of views.

We believe in an open and transparent world of communication for the common good, beyond the profit motive.

We strive to perform to the highest standards, with moral integrity and maximum efficiency.

We realize that trust is at the centre of the relationship with our audiences, a trust that must be earned each and every day.

A black ink handwritten signature, appearing to be 'JP Philippot', with a stylized, looped structure.

Jean-Paul Philippot  
EBU President

A blue ink handwritten signature, appearing to be 'I Delténre', written in a cursive style.

Ingrid Delténre  
EBU Director General

# THIS IS WHAT WE ARE THIS IS WHAT WE PROMISE

## UNIVERSALITY

We aim to reach and offer our content to all segments of society, with no-one excluded. Everyone, everywhere.

We strongly underline the importance of sharing and expressing a plurality of views and ideas.

We strive to create a public sphere, in which all citizens can form their own opinions and ideas. We are aiming for inclusion and social cohesion.

We are multi-platform, sharing our content in all kinds of ways.

We are accessible for everyone, without thresholds.

We enable our audiences, and each individual, to engage and participate in a democratic society.

## INDEPENDENCE

We want to be trusted programme-makers, trustworthy in all fictional and non-fictional programming, in all genres and formats, from news to entertainment, from science to sport, from culture to education.

We make our choices only in the interest of our audiences.

We strive to be completely impartial and independent from political, commercial and other influences and ideologies. Free to challenge the powerful, test prevailing assumptions, and contribute to an informed citizenship.

We want to be autonomous in all aspects within our remit such as programming, editorial decision-making, staffing.

Our commitment to independence needs to be underpinned by safeguards in law, and our commitment to the safety of journalists needs to be underpinned in all our actions.

## EXCELLENCE

We act with high standards of integrity and professionalism and quality; we strive to create benchmarks within the media industries.

We foster our talent and train our staff.

We want to empower, enable and enrich our audiences. We want our work to result in maximum participation and involvement.

We understand that our audiences are also participators in our activities, and even at times contributors of news and programming.

## **DIVERSITY**

Our audiences consist of a diverse range of interest groups: differing generations, cultures, religions, majorities as well as minorities. So we strive to be diverse and pluralistic in the genres we are programming, the views we are expressing, and the people who work with us.

We support and seek to give voice to a plurality of competing views – from those with different backgrounds, histories and stories. Conscious of the creative enrichment that can derive from co-existing diversities, we want to help build a more inclusive, less fragmented society.

## **ACCOUNTABILITY**

We want to be open. We listen to our audiences and engage in a permanent and meaningful debate.

We publish our editorial guidelines. We explain. We correct our mistakes. We strive to report on our policies, budgets, editorial choices.

We are transparent and subject to constant public scrutiny. We want our audiences to understand the workings of our media organizations.

We strive to be efficient and managed according to the principles of good governance.

## **INNOVATION**

We want to enrich the media environment of the countries and regions we work in.

We strive to be a driving force of innovation and creativity.

We aim at new formats, new technologies, new ways of connectivity with our audiences.

We want to attract, retain and train our staff so that they can participate in and shape the digital future, serving our public.

## **THIS IS WHAT WE WILL DO**

To live out our core values requires constant efforts in organizations with very different backgrounds, histories and possibilities. But we want to live up to our commitments, knowing that our values can be realized only by appropriate actions and behaviour. Through our union's fundamental principle of solidarity, we shall help each other to realize our common pledge. We shall monitor our progress permanently in a spirit of honest and open reflection.

## **THIS IS WHAT WE NEED**

To fulfil our commitment to the public, we require robust legislation, adequate and sustainable funding. We require professional governance to safeguard editorial independence and to ensure that we can perform to the highest professional standards.

## EBU ACTIVE MEMBERS

### Albania

- Radiotelevizione Shqiptar

### Algeria

- Entreprise Nationale de Télévision / Entreprise Nationale de Radiodiffusion Sonore / Télédiffusion d'Algérie

### Andorra

- Radio i Televisió d'Andorra, S.A.

### Armenia

- Public Television & Radio Armenia, comprising:
  - Public Television of Armenia
  - Public Radio of Armenia

### Austria

- Österreichischer Rundfunk

### Azerbaijan

- İctimai

### Belarus

- Belaruskaja Tele-Radio Campanija

### Belgium

- Vlaamse Radio- en Televisieomroep and Radio Télévision Belge de la Communauté française

### Bosnia-Herzegovina

- Javna Radio Televizijska servis Bosnia i Hercegovine

### Bulgaria

- Bălgarsko Nacionalno Radio
- Bălgarska Nacionalna Televizija

### Croatia

- Hrvatska Radiotelevizija

### Cyprus

- Cyprus Broadcasting Corporation

### Czech Republic

- Český Rozhlas
- Česka Televize

### Denmark

- DR
- TV2/Danmark

### Egypt

- Egyptian Radio & Television Union

### Estonia

- Eesti Rahvusringhääling

### Finland

- MIV Oy
- Oy Yleisradio Ab

### France

- Groupement des Radiodiffuseurs français de l'UER, comprising the following organizations:
  - Télévision Française 1
  - France Télévisions (France 2, France 3, France 4, France 5, and Réseau France Outre-mer)
  - Canal Plus
  - Radio France Internationale
  - Radio France

### Georgia

- Georgian TV & Radio Broadcasting

### Germany

- Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland\* (ARD), comprising the following organizations:
  - Bayerischer Rundfunk
  - Hessischer Rundfunk
  - Mitteldeutscher Rundfunk
  - Norddeutscher Rundfunk
  - Radio Bremen
  - Rundfunk Berlin-Brandenburg
  - Saarlandischer Rundfunk
  - Südwestrundfunk
  - Westdeutscher Rundfunk
  - Deutsche Welle
  - DeutschlandRadio
  - Zweites Deutsches Fernsehen

### Greece

- Elliniki Radiophonia-Tileorassi SA

### Hungary

- Magyar Rádió
- Magyar Televízió

### Iceland

- Ríkisútvarpid

### Ireland

- Raidió Teiléifis Éireann
- TG4

### Israel

- Israel Broadcasting Authority

### Italy

- RAI-Radiotelevisione Italiana

### Jordan

- Jordan Radio & Television Corporation

### Latvia

- Latvijas Televizija
- Latvijas Radio

### Lebanon

- Télé-Liban

### Libya

- Libyan Jamahiriya Broadcasting

### Lithuania

- Lietuvos Radijas ir Televizija

### Luxembourg

- CLT Multi Media
- Établissement de Radiodiffusion Socioculturelle du Grand-Duché de Luxembourg

### Former Yugoslav Rep. of Macedonia

- MKRTV

### Malta

- Public Broadcasting Services Ltd

### Moldova

- Teleradio-Moldova

### Monaco

- Groupement de Radiodiffusion monégasque, comprising:
  - Radio Monte-Carlo
  - Télé Monte-Carlo
  - Monte-Carlo Radiodiffusion

### Morocco

- Société Nationale de Radio Télévision

### Montenegro

- Radiotelevizija Crne Gore

### Netherlands

- Nederlandse Publieke Omroep, comprising:
  - Algemene Omroepvereniging AVRO
  - Omroepvereniging BNN
  - Vereniging De Evangelische Omroep
  - Katholieke Radio Omroep
  - Omroep MAX
  - Nederlandse Christelijke Radio Vereniging
  - Nederlandse Omroep Stichting
  - NTR
  - TROS
  - Omroepvereniging VARA
  - Omroepvereniging VPRO

### Norway

- Norsk Rikskringkasting
- TV 2 AS

### Poland

- Polskie Radio i Telewizja:
  - Telewizja Polska SA
  - Polskie Radio SA

### Portugal

- Rádio e Televisao de Portugal

### Romania

- Societatea Română de Radiodifuziune
- Societatea Română de Televiziune

### Russian Federation

- Channel One Russia
- Radio Dom Ostankino, comprising:
  - Radio Mayak
  - Radio Orpheus
  - Radio Voice of Russia
- Rossijskoe Teleradio

### San Marino

- San Marino RTV

### Serbia

- Radiotelevizija Srbije

### Slovakia

- Rozhlas a televizia Slovenska

### Slovenia

- Radiotelevizija Slovenija

### Spain

- Radio Popular SA COPE
- Radiotelevisión Espanola
- Sociedad Espanola de Radiodifusión

### Sweden

- Sveriges Television och Radio Grupp, comprising:
  - Sveriges Television AB
  - Sveriges Radio AB
  - Swedish Educational Broadcasting Company
- TV4

### Switzerland

- SRG SSR

### Tunisia

- Radio Tunisienne et Télévision Tunisienne
  - Radio tunisienne
  - Television tunisienne

### Turkey

- Türkiye Radyo-Televizyon Kurumu

### Ukraine

- Natsionalna Radiokompanya Ukrainy and Natsionalna Telekompanya Ukrainy

### United Kingdom

- British Broadcasting Corporation
- United Kingdom Independent Broadcasting, comprising:
  - Independent Television:
    - The Network Centre, grouping:
      - ITV Anglia Television
      - ITV Border Television
      - ITV Central Television
      - Channel Television
      - ITV Granada Television
      - STV Central
      - ITV Wales Television
      - ITV West Television
      - ITV London Television
      - ITV Meridian Television
      - STV North
      - ITV Tyne Tees Television
      - Ulster Television
      - ITV Westcountry Television
      - ITV Yorkshire Television
      - Channel 4
      - Sianel 4 Cymru

### Vatican State

- Radio Vaticana

