

PUBLIC: This document is intended for public distribution

# MARKET INSIGHTS **TRUST IN MEDIA 2020** SLIDE DECK

MEDIA INTELLIGENCE SERVICE APRIL 2020

#### **ABOUT THIS PROJECT**

In the age of media abundance, trust is important in the relationship between media and their audience. However, maintaining a high level of trust is more and more challenging in a world of news overflow and disinformation. Measuring trust is therefore essential for tracking citizens' perceptions of the media system in general and a media organization and its output in particular. This is crucial for audience building and useful for the organization's strategic planning.

#### What is trust?

- Trust is an individual's perception of the reliability of other individuals and institutions and the result of socio-economic conditions, education and long-standing perceptions.
- Media organizations can work to increase trust in the medium and long term by championing credibility and authenticity.
- However, the results will not only be related to their performance and values but also to external factors beyond the organizations' control, e.g. cultural or economic factors.
- In organizations with substantial societal relevance, such as public service media, trust is also related to social responsibility.

#### How is it measured?

There are several annual studies that measure the level of trust in media. For this report the results of the Standard Eurobarometer were used:

- A public opinion survey by the European Commission, currently conducted by TNS.
- Analyses public opinion on a variety of topics, e.g. the image of the European Union, the economic situation, or citizens' main concerns.
- Published twice a year, the autumn edition contains research on trust in media and other institutions.
- Each edition is based on approximately 1,000 face-to-face interviews in 33 countries (EU states as well as acceding and candidate countries), respondents aged 15 and over.
- Available at <u>http://ec.europa.eu/COMMFrontOffice/PublicOpinion/</u>

#### **METHODOLOGY**

This report is primarily based on data from the 92<sup>nd</sup> Standard Eurobarometer, where the Net Trust Index is deducted from. The 92<sup>nd</sup> wave of the survey was conducted in November 2019 in the 28 EU member states and the five candidate countries. In the section about trust in news, the Reuters Institute Digital News Report 2019 is used as an additional source, whereas the section on trust and COVID-19 is based on survey data from GlobalWebIndex, Reuters Institute, British regulator Ofcom and EBU member organizations.

#### Eurobarometer

The question asked in the Eurobarometer survey is:

'I would like to ask you a question about how much trust you have in certain media and institutions. For each of the following media and institutions, please tell me if you tend to trust or tend not to trust it.' Respondents may also answer 'do not know'. The types of media included are radio, television, the written press, internet, and online social networks.

#### Net Trust Index

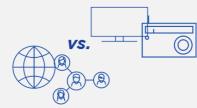
The Net Trust Index has been developed by the EBU Media Intelligence Service to obtain an idea of the level of trust each country's citizens have in the different types of media. The Net Trust Index is defined as the difference between the percentage of the population who answered 'tend to trust' and 'tend not to trust' to the survey question, not taking into account 'do not know' replies. The index can range from a minimum value of -100 to a maximum value of +100. A dataset with the historical development of the Net Trust indexes for each media and country covered since 2009 is available online.

#### Reuters Institute Digital News Report

The annual study commissioned by the Reuters Institute for the Study of Journalism analyses how news are consumed in a range of countries. The online survey research was conducted by YouGov at the end January/early February 2019 and reflects the online population of each country, comprising 38 markets worldwide, 26 of which in Europe. This report will be updated once the 2020 edition is published.

# **KEY FINDINGS**

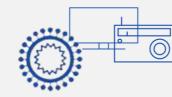
The trust gap between broadcast and online media persists



Radio and TV continue to be the most trusted media throughout Europe. Radio is most trusted in 73% of European countries surveyed, TV in another 9%.

By contrast, social networks are least trusted in 85% of the countries. The internet and social networks continue to receive much lower trust levels than traditional media.





Scoring as most trusted news brand in 16 European markets, PSM are also ranked among the most trustworthy sources of information on the COVID-19 crisis in several countries. Reflecting usage patterns of getting informed about the coronavirus outbreak, citizens tend to put more trust into TV news coverage of the crisis compared to radio reporting.



Press freedom correlates

with trust in radio and TV

The higher the level of trust in a country's radio and TV, the higher press freedom tends to be in that country.

The strong correlation suggests that in the European context, citizens' trust in broadcast media is closely connected with a free and independent media landscape.

#### Low perceived pressure on PSM goes along with trust in news

NEWS

NEWS



The more citizens perceive PSM in their country to be free from political pressure, the higher the level of trust in the information provided by national media. Independent PSM are a key element of a credible news media landscapes.

# **KEY FINDINGS**

Social networks are trusted the least Traditional media receive more trust than politics

® ® ®

Social networks are by far the least trusted media across Europe. In 28 of 33 countries, social networks are the media that people trust the least. Only in five South Eastern European countries, other media are even less trusted. While social networks are widely used to get information about COVID-19, the gap between usage and the trust expressed is particularly high.

L	PRESS
° ()	₿ <u></u>

EU citizens only trust their national army and police more than radio. TV and the written press rank in the middle third, slightly less trusted than the legal system or public administration.

The internet scores just slightly better than national governments and parliaments, whereas only political parties are less trusted than social networks. Trusted news means less concern about misinformation

#### Trust is complicated



In countries with high levels of trust in national news, citizens are less likely to perceive false information as a problem.

There is a strong negative correlation between the perceived trustworthiness of information provided by national media and the perception of misinformation as a problem within the country.

The questions used in trust surveys differ considerably, partly explaining contradictory results on whether trust in media is shrinking or on the rise – and highlighting how multidimensional "trust" is.

Investigating on, investing in and renegotiating trust are key performance markers for quality media such as PSM.

## **TRUST IN MEDIA**

(% of population, 2019)

19%	34%	33%	30%	32%	25%	23%	33%	35%	37%	38%	19%	47%	41%	31%	32%	45%	37%	22%	41%	46%	20%	30%	29%	40%	28%	45%	54%	47%	54%	22%	58%	47%	60%
39%	29%	32%	37%	37%	44%	47%	39%	37%	35%	34%	53%	25%	32%	43%	42%	29%	37%	54%	35%	31%	58%	49%	50%	41%	53%	7%		%		64%	ц,		9
42%	37%	35%	33%	31%	31%	30%	28%	28%	28%	28%	28%	28%	27%	26%	26%	26%	26%	24%	24%		22%	21%	21%	19%	19%	18% 37	15% 31%	15% 38%	14% 32%	14%	0% 32%	9% 44%	7% 33%
Nbania	ortugal	ovakia	mania	ulgaria	Austria	elgium	public	nuania	ungary	Poland	inland	Furkey	en egro	stonia	reland	Croatia	Italy	nmark	Syprus	ovenia	erlands	_atvia	bourg	EU 28	rmany	Malta	edonia	Serbia	Greece	weden	Spain 10	rance	

Alban Portug Slovak Roman Bulgar Austr Bulgar Austr Belgiun Czech Republ Lithuan Hungar Polan Finlar Turke Montenegr Eston Ita Coat Ita Denmal Cypru Sloven Netherlanc Cypru Sloven Netherlanc Cypru Sloven North Macedon Serb Greec Svede Svede Svede Svede Svede Svede



Source: EBU based on Standard Eurobarometer 92. EBU Media Intelligence Service – Trust in Media 2020

Medium trust

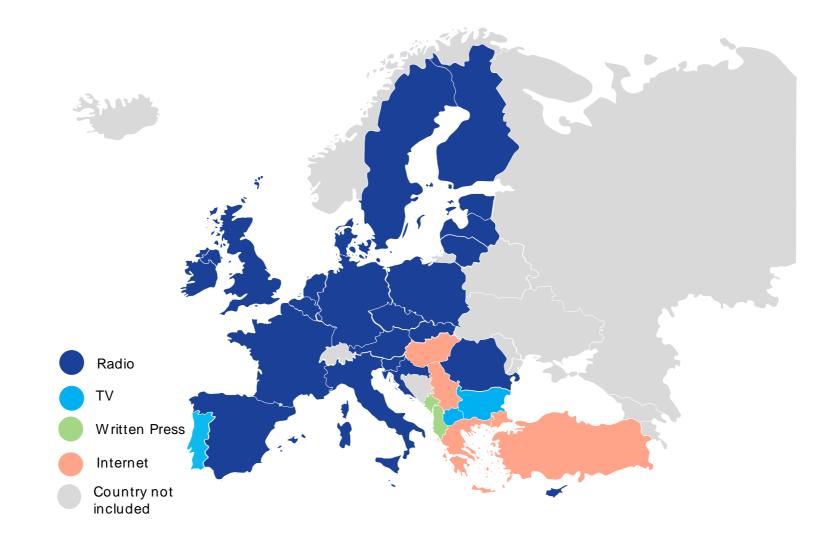
High trust

Low or no trust

5

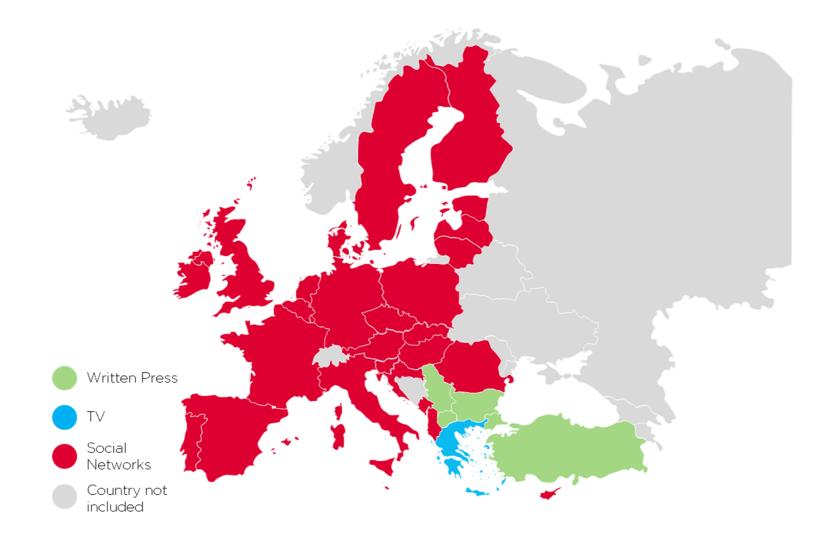
### **MOST TRUSTED MEDIA**

(Net Trust Index 2019)



### **LEAST TRUSTED MEDIA**

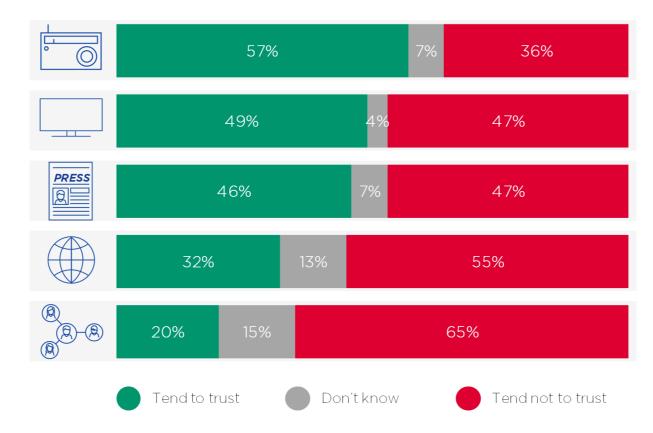
(Net Trust Index 2019)





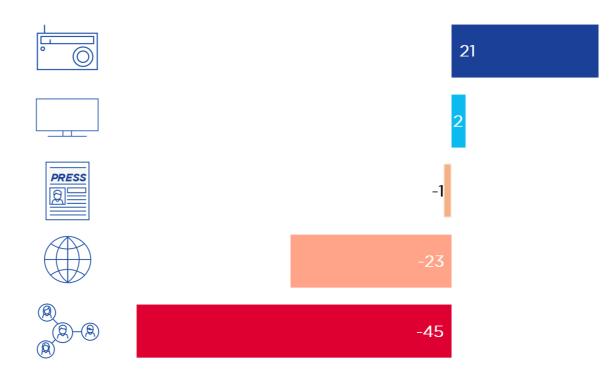
### **TRUST IN MEDIA IN THE EU**

(% of population, 2019)



Note: Survey results at EU level represent a weighted average across the 28 EU Member States, applying official population figures provided by EUROSTAT.

### **2018 NET TRUST INDEX IN THE EU**

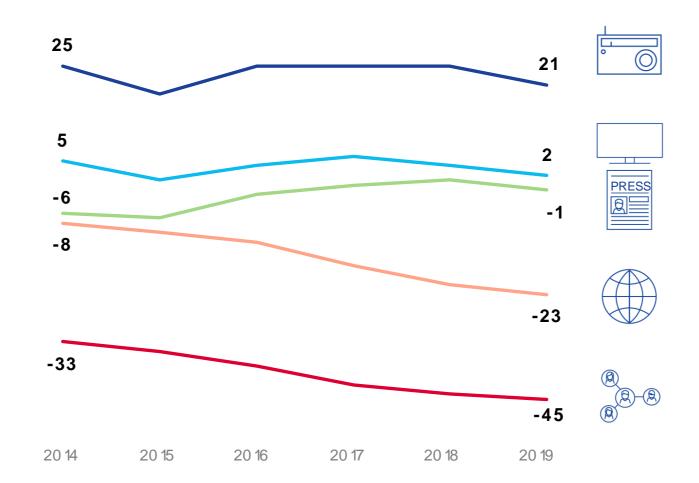


*NET TRUST INDEX =* '% of people who tend to trust' - '% of people who tend not to trust'

AVERAGE NET TRUST IN THE MEDIA = -9



# **EVOLUTION OF THE NET TRUST INDEX IN THE EU** (2014-2019)

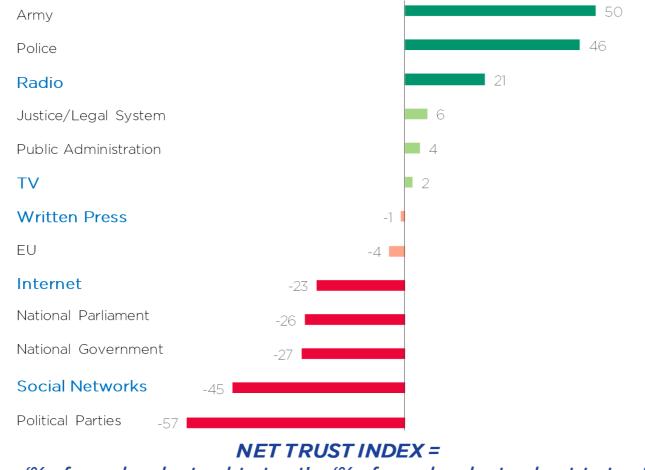


#### **NET TRUST INDEX =** '% of people who tend to trust' – '% of people who tend not to trust'



# **TRUST IN MEDIA VS. TRUST IN OTHER INSTITUTIONS**

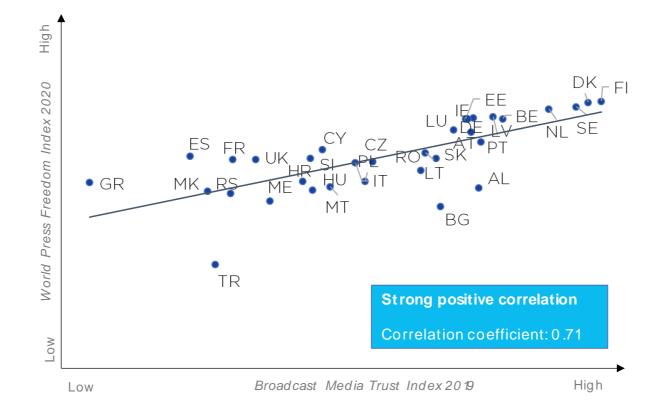
#### (EU Net Trust Index, 2019)



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

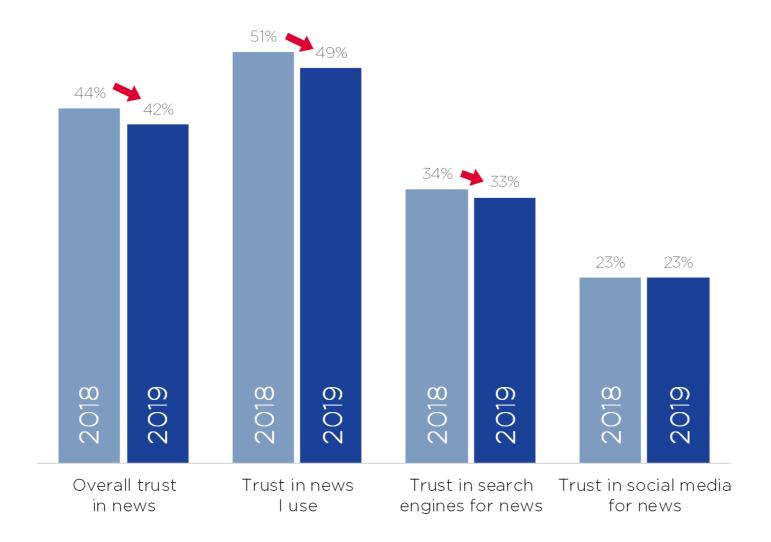
#### AVERAGE NET TRUST ACROSS THESE INSTITUTIONS = -4

#### **PRESS FREEDOM VS. TRUST IN BROADCAST MEDIA**

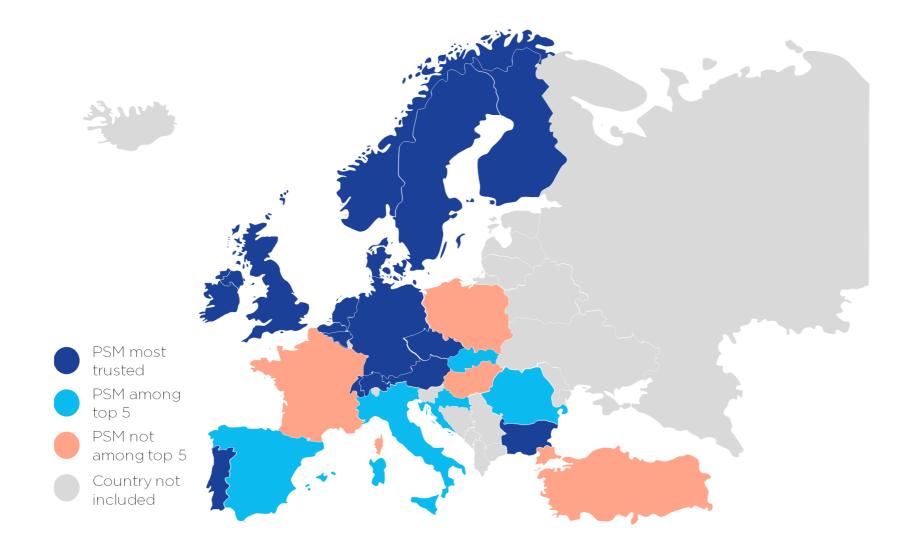


Note: The broadcast media net trust index used here represents the sum of the radio and TV net trust levels based on Eurobarometer data. The World Press Freedom Index ranges from 1-100: the higher the score, the less press freedom. For clarity's sake, the index was inverted to match higher scores to higher press freedom levels. The latest index was published in April 2020 and reflects events of the prior year (2019).

### **TRUST IN NEWS WORLWIDE**



### **MOST TRUSTED NEWS BRANDS**



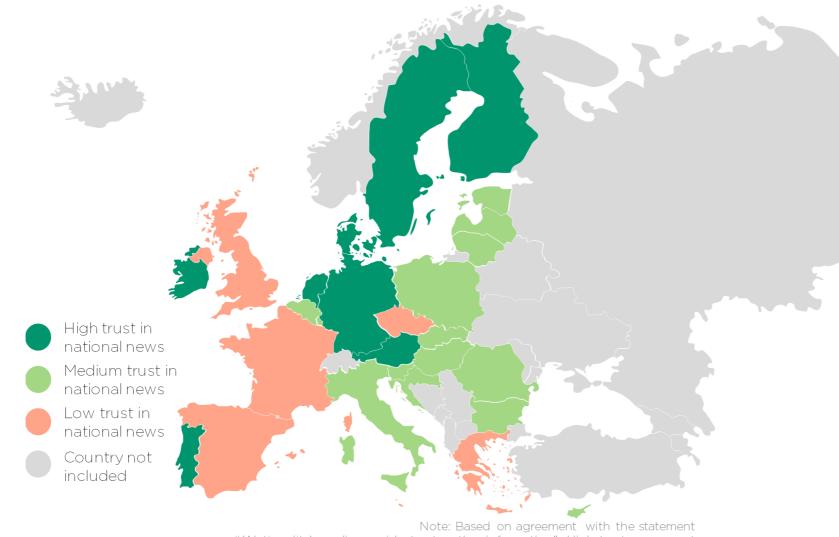


## TRUST IN NEWS: RANKING OF MAIN PSM BRAND (2019)

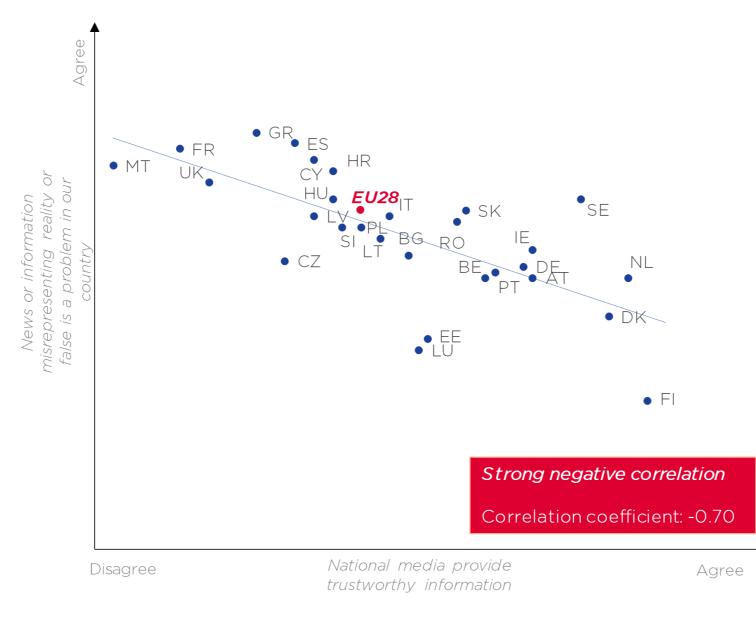
#### Leader (N° 1) Challenger (N° 2-5) N° ≥ 6

Country	PSM Brand	Rank	Country	PSM Brand	Rank
Austria	ORF News	1	Switzerland DE	SRF News	1
Belgium FL	VRT News	1	Switzerland FR	RTS News	1
Belgium FR	RTBF Info	1	UK	BBC News	1
Bulgaria	BNT	1	Slovakia	RTVS	2
Czech Republic	CR0	1	Croatia	HR News	4
Denmark	DR News	1	Italy	Rai News	4
Finland	Yle News	1	Spain	TVE	4
Germany	Tagesschau	1	Romania	TVR News	5
Ireland	RTÉ News	1	France	France TV News	7
Netherlands	NOS News	<u>1</u>	Poland	Polskie Radio	8
Norway	NRK News		Turkey	TRT News	10
Portugal	RTP News	1	Hungary	MTV	11
Sweden	SR	1	Greece	ERT	14

### **TRUST IN NATIONAL NEWS**



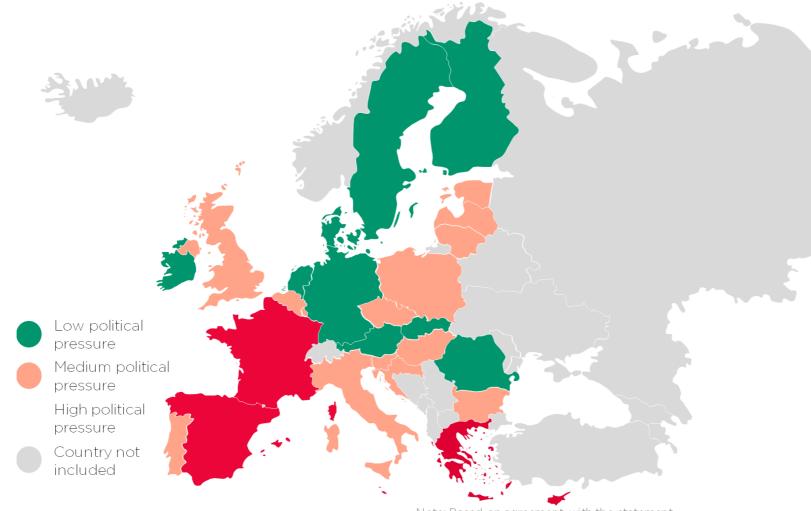
### TRUST IN NATIONAL NEWS vs. CONCERN ABOUT MISINFORMATION



EBU OPERATING EUROVISION AND EURORADIO

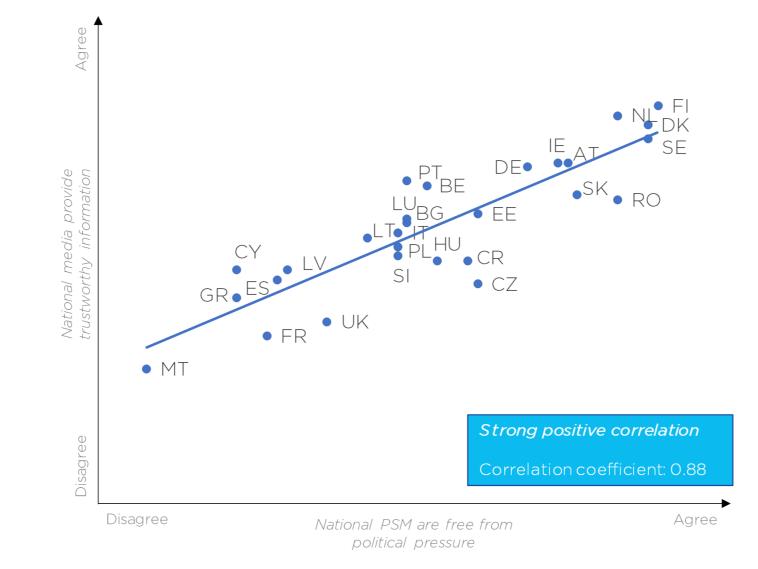
Source: EBU based on Standard Eurobarometer 92. EBU Media Intelligence Service – Trust in Media 2020

#### **PERCEIVED POLITICAL PRESSURE ON PSM**

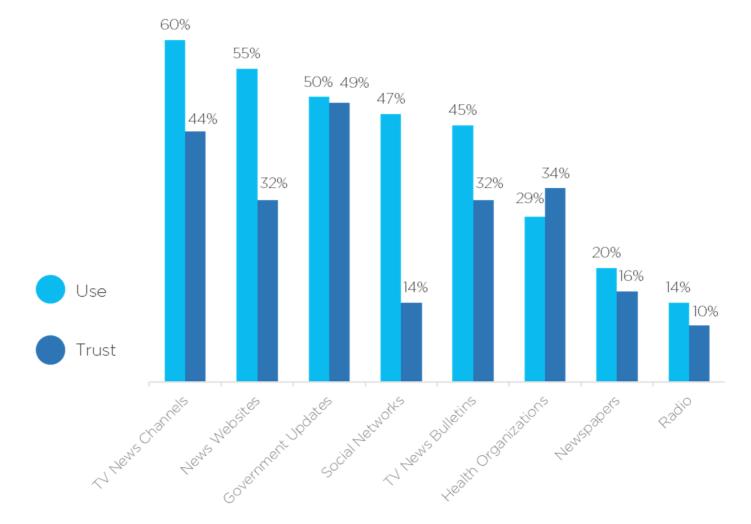


Note: Based on agreement with the statement "(*Nationality*) public service media are free from political pressure". Low pressure: agreement ≥50%, medium pressure: 26-49%, high pressure:≤25%

### PERCEIVED POLITICAL PRESSURE ON PSM vs. TRUST IN NATIONAL NEWS



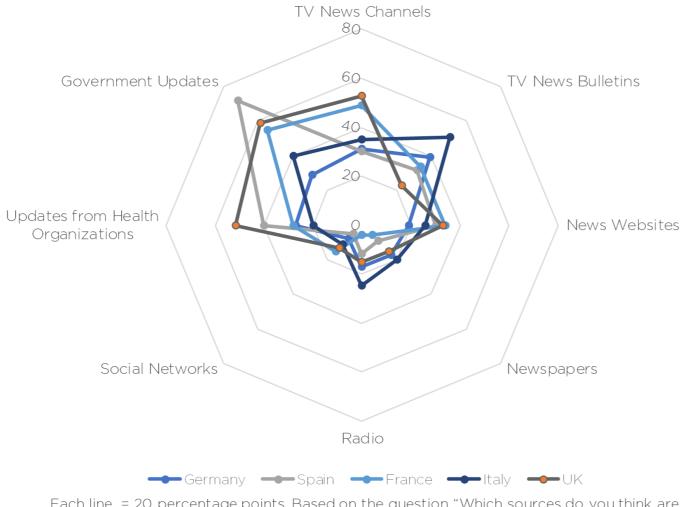
### **NEWS SOURCES WORLDWIDE: THE USE-TRUST-GAP**



Based on the questions "Which sources are you using to keep up-to-date with news during the outbreak?" and "Which sources do you think are most trustworthy for news about coronavirus?" (multiple answers possible)

### **TRUSTED SOURCES DURING THE COVID-19 CRISIS**

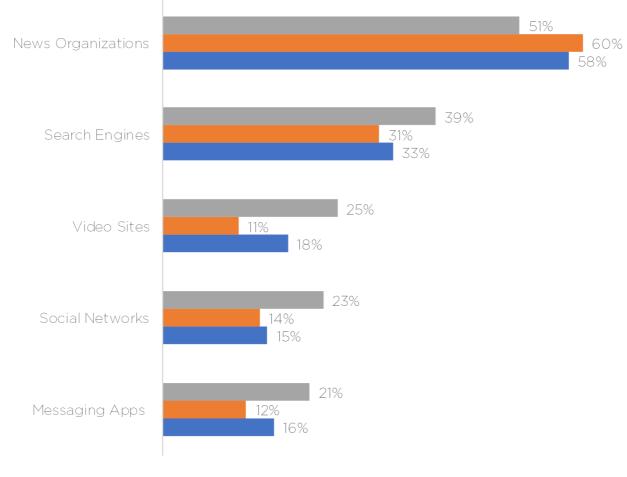
#### (European markets)



Each line = 20 percentage points. Based on the question "Which sources do you think are most trustworthy for news about coronavirus?" (multiple answers possible), % of respondents



### **COVID-19: TRUST IN NEWS ORGANIZATIONS VS. PLATFORMS**



■ Spain ■ UK ■ Germany

Note: Based on the question "How trustworthy would you say news and information about coronavirus (COVID-19) from the following is? "



### **TRUST IN PSM DURING THE CRISIS**



#### The Top 5 trusted

news sources during the crisis in the Flemish-language market of Belgium are VRT brands

The BBC is among the most trusted source of crisis news in the UK:

#### BBC

86%

of listeners trust BBC radio coverage. 84% of users put trust in BBC online coverage, whereas 83% of viewers trust their TV reporting



Of Irish adults 18+ who chose an RTÉ source to keep up to date with COVID-19 developments,

#### 70%

rated one or more sources from their PSM as "very reliable and trustworthy"



### **TRUST IN PSM DURING THE CRISIS**



88%

of Norwegians trust the COVID-19 coverage of NRK

#### 86%

of German PSM TV news users rate the coverage of ARD and ZDF about the corona crisis as trustworthy – the highest attributed credibility of all media offers in the country



#### 90%

of Czech Television news viewers consider the crisis coverage of their pubcaster as trustworthy

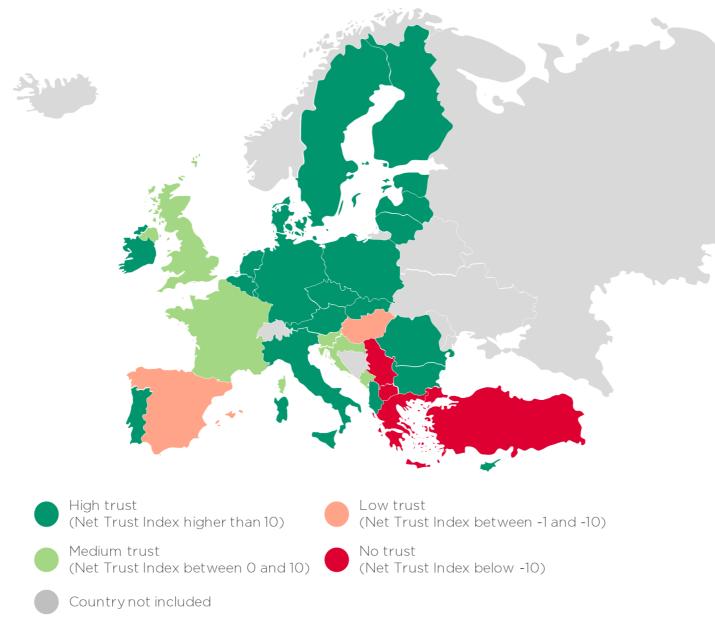
# france•tv

#### 68%

of French people perceive information about the crisis obtained through PSM TV as trustworthy – the highest figure compared to any other news source

# **TRUST IN RADIO**

#### (Net Trust Index 2019)



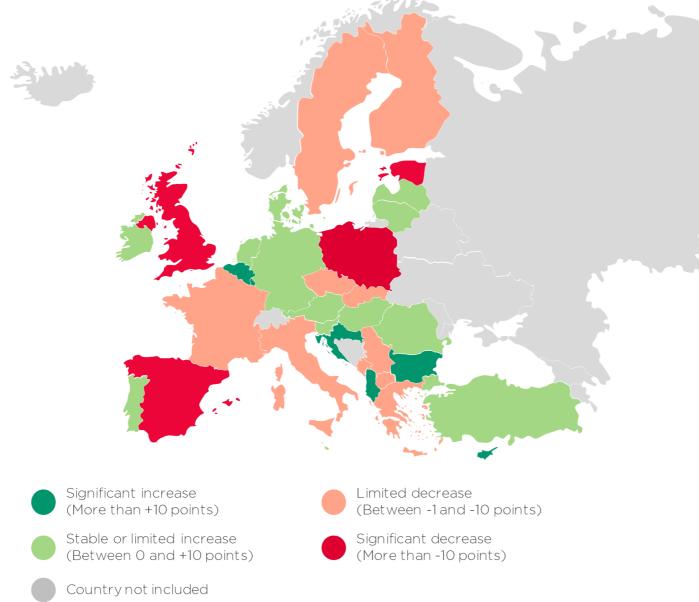
# **TRUST IN RADIO**

(% of population 2019)

				Net Trust	1-year evolutio (2018-2019)
Sweden	8	0	4 16	64	-6
Finland	78	3	8 14	64	2
Denmark	78	3	6 16	62	-3
Netherlands	77	7	6 17	60	3
Belgium	73		1 26	47	3
Germany	71		5 24	47	0
Austria	68		4 28	40	5
Luxembourg	68		8 24	44	-4
Ireland	68		5 27	41	1
Albania	67		1 32	35	11
Portugal	67		4 29	38	-3
Latvia	65		12 23	42	6
Slovakia	64		4 32	32	3
Lithuania	62		8 30	32	6
Estonia	62		13 25	37	-7
Czech Republic	62		5 33	29	0
Romania	61		34	27	19
EU28	57	7	36	21	-4
Italy	55	7	38	17	5
Poland	54	11	35	19	-1
Slovenia	52	4	44	8	0
Cyprus	52	7	41	11	6
Bulgaria	51	19	30	21	13
Croatia	50	2	48	2	-3
France	50	7	43	7	-12
Montenegro	46	8	46	0	-10
Malta	46	18	36	10	-1
Hungary	46	5	49	-3	-2
United Kingdom	44	13	43	1	-16
Spain	44	8	48	-4	-11
Turkey	36 3		61	-27	2
Greece	35 3		62	-27	4
Serbia	33 1	3	54	-21	-5
North Macedonia	27		54	-27	2

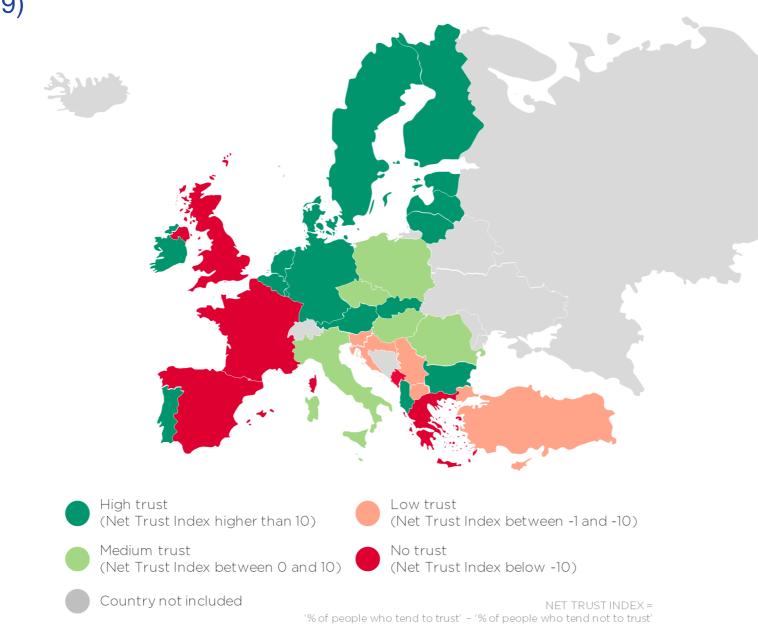
# **TRUST IN RADIO**

#### (5-year evolution of the Net Trust Index, 2014-2019)





#### **TRUST IN TV** (Net Trust Index 2019)



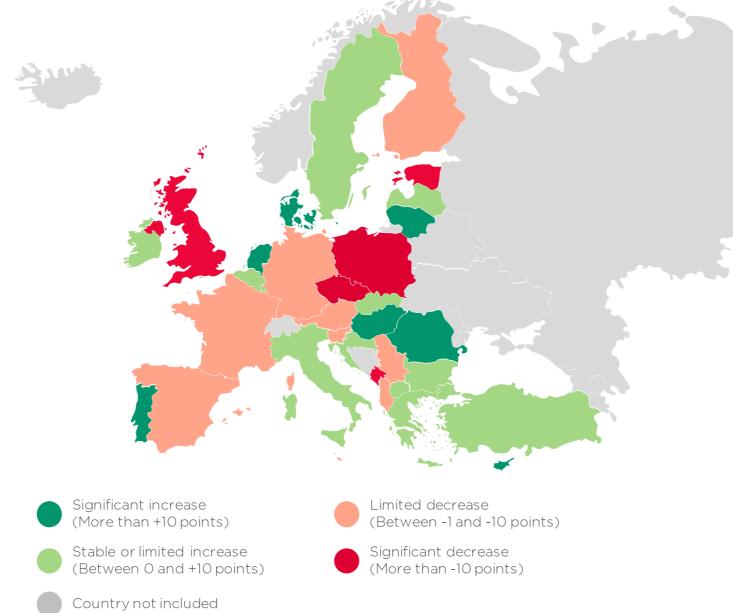
# **TRUST IN TV** (% of population 2019)

				Net Trust	1-year evolution (2018-2019)
Finland	76		5 19	57	7
Denmark	75		4 21	54	1
Sweden	72		3 25	47	-5
Portugal	69	2	29	40	2
Netherlands	68	4	28	40	-1
Belgium	67	1	32	35	-4
Albania	66	5	29	37	5
Bulgaria	65	6	29	36	17
Austria	63	3	34	29	-5
Latvia	63	5	32	31	8
Ireland	62	3	35	27	-1
Estonia	61	8	31	30	
Slovakia	60	3	37	23	3
Romania	60	2	38	22	17
Germany	59	5	36	23	-6
Lithuania	57	5	38	19	4
Luxembourg	56	6	38	18	4
Hungary	53	3	44	9	6
Italy	51	4	45	6	3
Poland	50	8	42	8	6
Czech Republic	49	3	48	1	-5
EU28	49	4	47	2	-2
Cyprus	48	3	49	-1	2
Slovenia	47	3	50	-3	1
Croatia	47	h :	52	-5	-6
Serbia	46	2 !	52	-6	7
Turkey	45	2 5	53	-8	1
Malta	45	13	42	3	-11
North Macedonia	44	3 5	53	-9	-9
Montenegro	43		4	-11	-25
United Kingdom	37 8	5	5	-18	-21
France	32 3	65		-33	-3
Spain	29 3	68		-39	0
Greece	22	78		-56	8



# **TRUST IN TV**

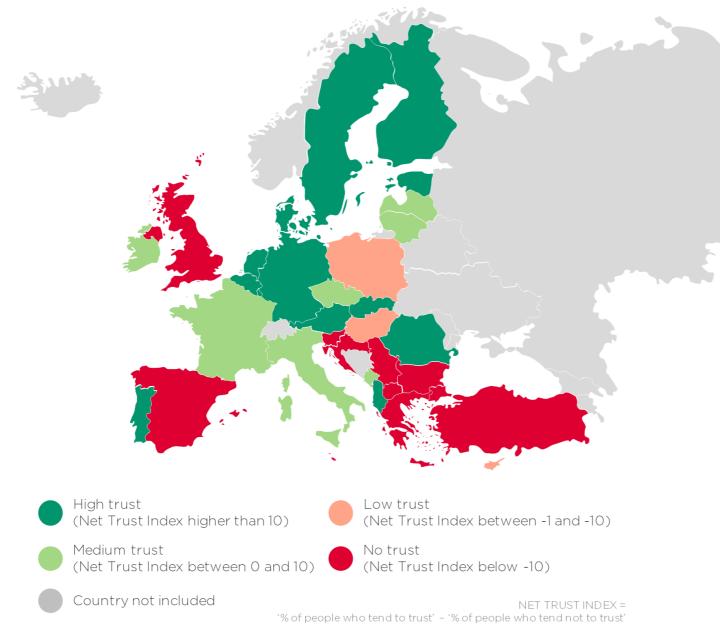
#### (5-year evolution of the Net Trust Index, 2014-2019)





# **TRUST IN THE WRITTEN PRESS**

#### (Net Trust Index 2019)



# **TRUST IN THE WRITTEN PRESS**

(% of population 2019)

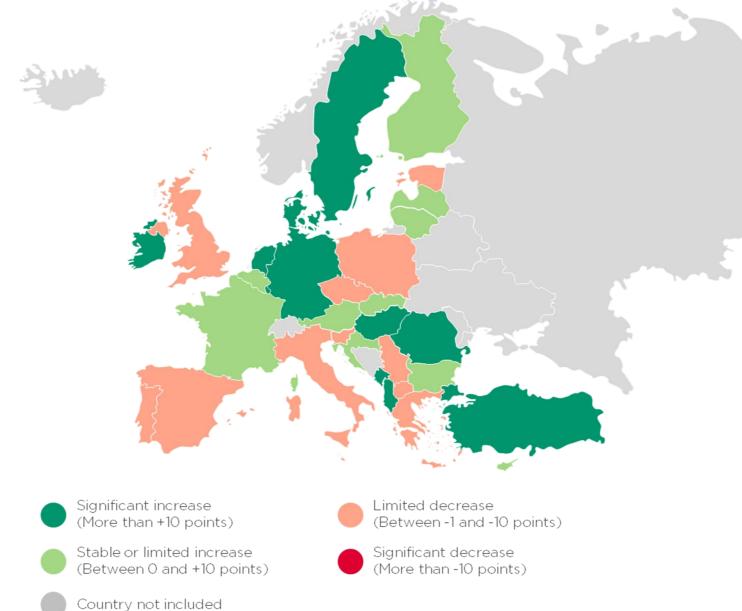
1-year evolution Net Trust (2018-2019) Albania 55 26 77 Netherlands 48 -7 73 Finland 47 21 6 Luxembourg 36 63 -1 -4 Belgium Sweden -17 Germany 35 6 Denmark 24 -9 75 Portugal -8 58 za Romania 37 Austria 56 16 -7 40 Slovakia 40 3 Italy 6 5 Ireland 8 9 43 Montenegro 50 45 5 2 Estonia 50 -11 Czech Republic 4 45 Lithuania 3 45 2 Latvia 22 7 France 1 47 -6 EU28 -1 -2 46 47 Hungary -5 44 49 -3 Poland 41 44 Cyprus -7 10 1 48 Croatia -19 -6 Slovenia -6 -20 78 58 Turkey -14 62 -8 Spain -27 77 60 Bulgaria -16 46 3 Serbia 65 -36 -2 Greece 68 - 39 4 Malta -18 -5 46 North Macedonia -36 -4 50 United Kingdom -24 -60

🔵 Tend to trust 🌒 Don't know 🛑 Tend not to trust



## **TRUST IN THE WRITTEN PRESS**

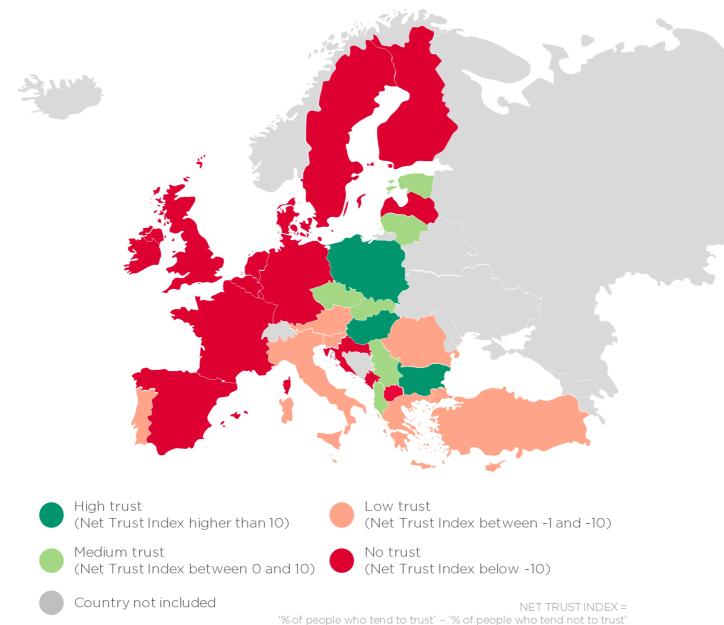
(5-year evolution of the Net Trust Index, 2014-2019)





## **TRUST IN THE INTERNET**

(Net Trust Index 2019)





Source: EBU based on Standard Eurobarometer 92. EBU Media Intelligence Service – Trust in Media 2020

# **TRUST IN THE INTERNET**

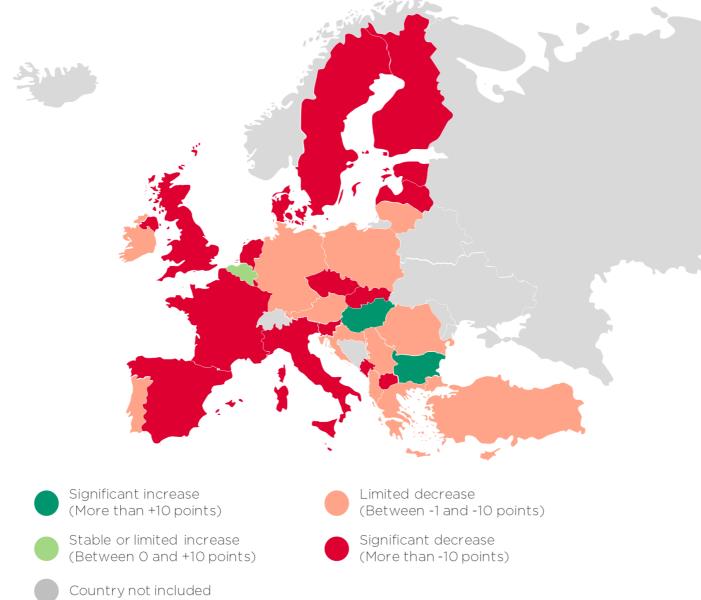
(% of population 2019)

				Net Trust	-	volution -2019)
Bulgaria	54		25 <b>2</b> 1	33	21	
Hungary	51	14	35	16	9	
Albania	48	9	43	5	4	
Poland	48	21	31	17	2	
Czech Republic	48	13	39	9	4	
Turkey	46	4	50	-4	15	
Romania	44	11	45	-1	11	
Slovakia	43	16	41	2	-6	
Austria	43	8	49	-6	4	
Lithuania	43	20	37	6	-3	
Greece	42	14	44	-2	2	
Estonia	42	23	35	7	-1	
Serbia	41	19	40	1	7	
Portugal	41	11	48	-7	-6	
Montenegro	40	9	51	-11	-1	
Italy	40	12	48	-8	-2	
Belgium	40	6	54	-14		C
Cyprus	39	15	46	-7	-2	
Croatia	39	10	51	-12	-6	
Finland	37	15	48	-11	4	
Slovenia	37	17	46	-9	6	
North Macedonia	36	15	49	-13	-6	
Malta	35	26	39	-4	-9	
Latvia	34	20	46	-12	0	
Denmark	34	9	57	-23	1	
Luxembourg	32	9	59	-27	-5	
Ireland	32	10	58	-26	14	
EU28	32	13	55	-23	-2	
Netherlands	30	7	63	-33	-7	
Germany	29	14	57	-28	-4	
France	<b>21</b> 12		67	-46	-1	
Spain	21 14	_	65	-44	-10	
United Kingdom	<u>19</u> 14		67	-48	-8	
Sweden	19		7]	-52	-1	
Tend to trust	🔵 Don't kr	now 🔴 Te	nd not to tr	ust		



## **TRUST IN THE INTERNET**

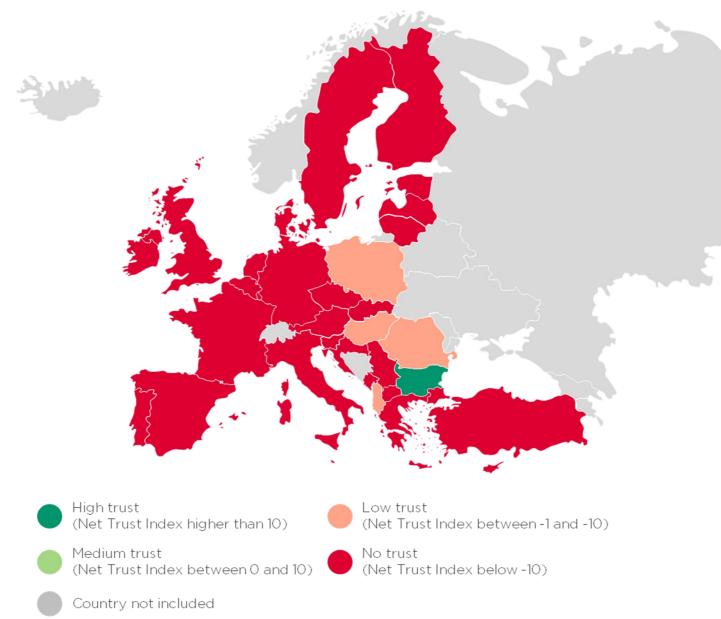
(5-year evolution of the Net Trust Index, 2014-2019)





# **TRUST IN SOCIAL NETWORKS**

(Net Trust Index 2019)



# **TRUST IN SOCIAL NETWORKS**

#### (% of population 2019)

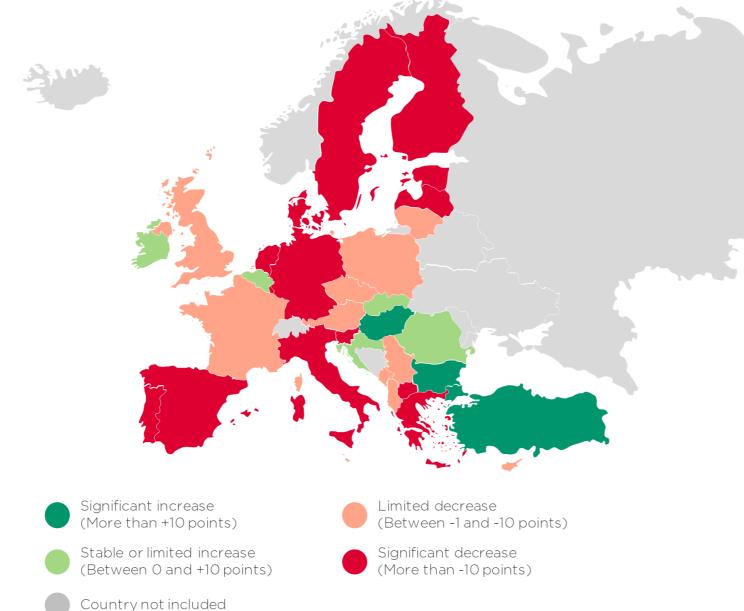
					(20	18 <b>-2019)</b>
Bulgaria	46		28 26	20		16
Albania	41	11	48	-7		7
Turkey	39	4	57	-18		11
Romania	39	13	48	-9		20
Hungary	39	16	45	-6		8
Poland	35	25	40	-5		4
Austria	34	9	57	-23		8
Montenegro	33	9	58	-25		5
Slovakia	32	19	49	-17		4
Croatia	32	12	56	-24	-1	
North Macedonia	30	16	54	-24	-5	
Cyprus	30	16	54	-24	-5	
Czech Republic	30	19	51	-21		5
Serbia	29	20	51	-22		2
Lithuania	29	25	46	-17	-2	
Greece	27	14	59	-32	-3	
Italy	26	15	59	-33		2
Portugal	25	12	63	-38	-8	
Malta	25	28	47	-22		0
Ireland	24	11	65	-41		18
Belgium	24	8	68	-44		8
Estonia	23	30	47	-24	-1	
Latvia	22	22	56	-34	-1	
Slovenia	20	19	61	-41		0
EU28	20 1	5	65	-45	-1	
Denmark	16 11		73	-57	-2	
Luxembourg	15 12		73	-58	-6	
Germany	<b>14</b> 17		69	-55	-2	
Finland	<b>12</b> 16		72	-60	-8	
Netherlands	12 9		79	-67		0
Spain	12 15		73	-61	-11	
United Kingdom	<b>11</b> 17		72	-61	-2	
France	11 12		77	-66		0
Sweden	7	8	34	-77	-2	

Net Trust 1-year evolution



## **TRUST IN SOCIAL NETWORKS**

(5-year evolution of the Net Trust Index, 2014-2019)





# **ASKING THE RIGHT QUESTION**

"Please indicate your level of agreement with the following statements: I think you can trust <u>most news/most news I</u> <u>consume/news in social media/news in</u> <u>search engines most of the time."</u>

Reuters Digital News Report

"<u>To what extent</u>, if at all, do you trust each of the following to be a <u>reliable source of news and information</u>? And how much, if at all, would you say <u>your level of trust</u> in each of the following <u>has changed over the past five years</u>?

Ipsos Global Advisor

"In general, how much trust do you have in the <u>coverage of the news media of the</u> <u>following</u>?"

Förtroendebarometern (Swedish Trust Barometer)

"For each of the following media and institutions, please tell me if you <u>tend to trust</u> it or <u>tend</u> <u>not to trust it</u>."



"How <u>trustworthy</u> do you <u>think news</u> from the following <u>brands</u> is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'."

#### Reuters Digital News Report

"Below is a list of institutions/groups of people. For each one, please indicate how much you <u>trust</u> <u>that institution/groups of people to do what is</u> <u>right</u>."

Edelman Trust Barometer

#### **WHO TRUSTS?**

"And we must also make use of markets and social insurance in order to ensure that the economy performs well for everyone and protects most people from being exposed to dangerous, trust-destroying economic and social risks. This is probably why the liberal-democratic, capitalist welfare-states, such as the Nordic countries, have the highest levels of social and political trust. There is a positive feedback loop between these institutional structures and social and political trust generally."

Knight Foundation (2018): Social and Political Trust: Concepts, Causes and Consequences

"It's not that trust has been broken, it's that we are deeply divided on trust: the fortunate few have far higher levels of trust in the system than the many. And the gap is getting wider. (...) While trust in institutions among the informed public (...) has been rising and is now at an all-time high, trust in those same institutions among the mass population has flatlined. The result? The trust gap between the elites and the people has nearly tripled in size."

Edelman (2020): 20 Years of Trust

"Those with a higher level of education are more likely to trust media across all channels."

Ipsos (2019): In Media We Trust? How our views of the media are changing

"Our findings around trust are more complex, as public service media are often among the most trusted sources of news, but also in many cases are less trusted by people on the political right and people with populist attitudes."

Reuters Institute (2019): Old, Educated, and Politically Diverse: The Audience of Public Service News

## **A CRISIS OF TRUST?**

"Our findings suggest not so much a crisis of trust as a crisis of media. (...) Where there is a decline in trust, perceived or actual, we should view this as an opportunity for media conglomerates to renegotiate their own relationships with their audiences."

Ipsos (2019): In Media We Trust? How our views of the media are changing

(Jen I)

"In other words, people with low trust in the news media don't want it to be fundamentally different – they just want it to be better."

Richard Fletcher (2020): Trust will get worse before it gets better

"It's a moment of great opportunity. A time for us to redouble our commitment to trust in media and stand up for integrity in news like never before."

Tony Hall (2020): Trust in the age of disruption. Speech at the Global Business Summit "We want people to be general political trusters and specific political distrusters."

Kevin Vallier (2018): Is Trust possible in a Polarized Age?

"Low levels of trust seem to be a chronic issue, rather than a very new acute one."

Ipsos (2019): Trust - the Truth?

#### MEDIA INTELLIGENCE SERVICE

This report is published by the European Broadcasting Union's Media Intelligence Service (MIS).

MIS provides Member broadcasting organizations with the latest market data, research and analysis needed to plan their future strategies and stay ahead of the game.

Our experts cover a broad range of topics, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.

mis@ebu.ch

#### **DISTRIBUTION / CONFIDENTIALITY**

This publication is intended for public distribution. The information may be freely quoted if the source is clearly stated.

For detailed guidelines about how you may use this document and the data contained in it, please refer to our EBU-MIS <u>Data Use Policy</u> (available at <u>www.ebu.ch/mis</u>).

#### DISCLAIMER:

Please note that the EBU is not liable for any errors or inaccuracies in data provided by third parties

Photo credits: Unsplash

PUBLICATION

Produced by: Dominik Speck speck@ebu.ch

April 2020

#### This publication is available to download at www.ebu.ch/mis

