



Cooperation: 68 public service media collaborate in the European Broadcasting Union

Game Over? Google, Instagram, and TikTok dominate the online world. The revenues of the ten largest social media companies increased by 93.4% within four years. None of the American or Chinese companies allow the examination of their artificial intelligence. On the contrary: What happens with our data, whether the information provided is accurate or intentional manipulation, remains in the dark.





How do public service media in Europe differ from the world of Google & Co? What is their added value, their public value?

"While global platforms dominate markets and content is primarily designed to keep people engaged with recommendations of the same content, ZDF stands for something else: independent content that connects society. ZDF showcases topics that inform, educate, entertain, and highlight different perspectives."

Susanne Kayser, ZDF

"ARD is anchored everywhere in the country and thus always on-site – in breaking news situations just like in everyday life. Day by day, we reliably report on what is important to people and what makes their region special. This closeness also gives us the opportunity to strengthen the cohesion of society in an increasingly polarized world."

Marc Heydenreich, ARD

"As a four-language media house, we display regional customs, represent politics and life. In doing so, we build bridges between the language regions and contribute to a shared identity in Switzerland."

Henriette Engbersen, SRG

"Public service media are a pillar of European democracy, providing trusted information, cultural richness, and quality entertainment. Through collaboration, they can fully deliver this mission and sustain a strong, shared European public sphere."

Florence Hartmann, EBU

Cooperation as a Public Value Category

Cooperation outlines ORF's performance in providing reliable, up-to-date information for all

population groups and throughout Austria on politics, economics, culture, science, sports, and society. The category is based on passages from [ORF-Regulations](#):

ORF Law

§ 4. (6) Independence is not only the right of journalistic or program-designing employees but also their duty.

§ 32. (1) The Austrian Broadcasting Corporation and its subsidiaries must respect the independence and self-responsibility of all program-designing employees and the freedom of journalistic practice of all journalistic employees in carrying out all tasks assigned to them under this federal law.

ORF Program Guidelines

Program elements of information broadcasts, including moderation, must contain factually based and concrete information; rumors and personal speculation are excluded. Only agencies that are reliably experienced may be used as main information sources without explicit citation.

ORF Quality Profile

The information flood accompanying disruptive changes in the media market, societal irritations caused by fake news and false reports and the increasing technical possibilities of new software offerings ("AI"), whose consequences are still unforeseeable, indicate how important reliable, factually accurate, and trustworthy high-quality public service information is for individual citizens and society as a whole.

ORF Mission Statement

ORF is aware of the trust placed in it by the Austrian population and makes a valuable contribution to public opinion diversity and communication quality, thus promoting tolerance, solidarity, and integration in society.

Figures & Data

In
91%

of European countries, citizens trust public media the most out of all media outlets.

Public service media reach

81%

of people in Europe (per week).

Public service media invest

€ 22 Billion

annually in the production of European content.

2/3

of European film and television series production is commissioned or produced by public broadcasters.

With more than

42.000

journalists, public media constitute the largest newsroom in Europe.

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