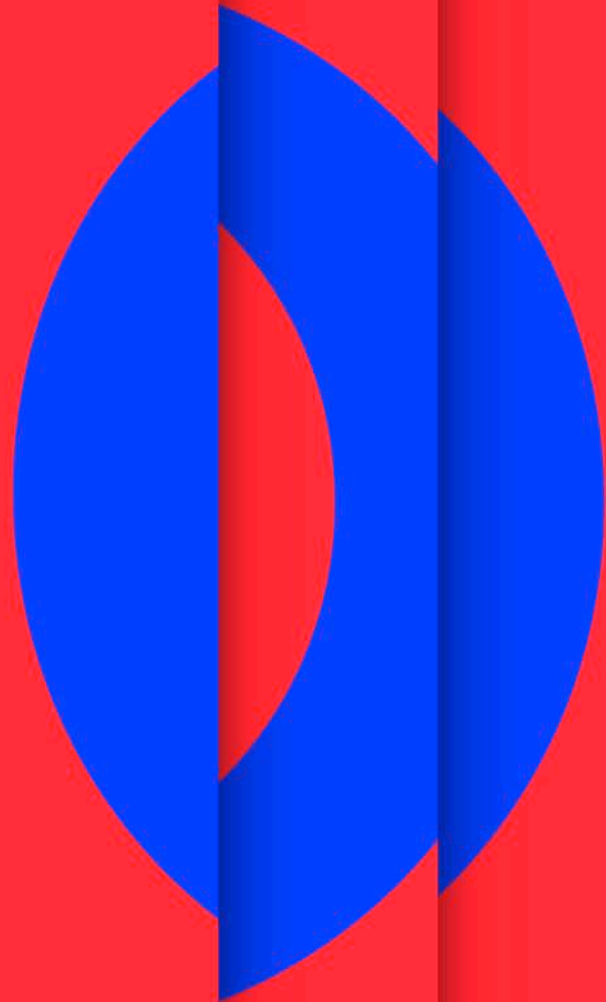


WHY MEASURE PSM CONTRIBUTION TO SOCIETY?

Dr. Roberto Suárez Candel
Head of the Media Intelligence Service (MIS)

suarez.candel@ebu.ch
@_robertosuarez



THE EBU IN NUMBERS




The EBU has **73**  active Members

in **56**  countries

operating **781**  TV services

and **1049**  radio services

broadcasting in **123**  languages

with a potential audience of **1.03**  billion

WE ARE FACING AN INCREASING COMPLEXITY

Data / algorithms

Internationalization

Market consolidation

Consumption trends

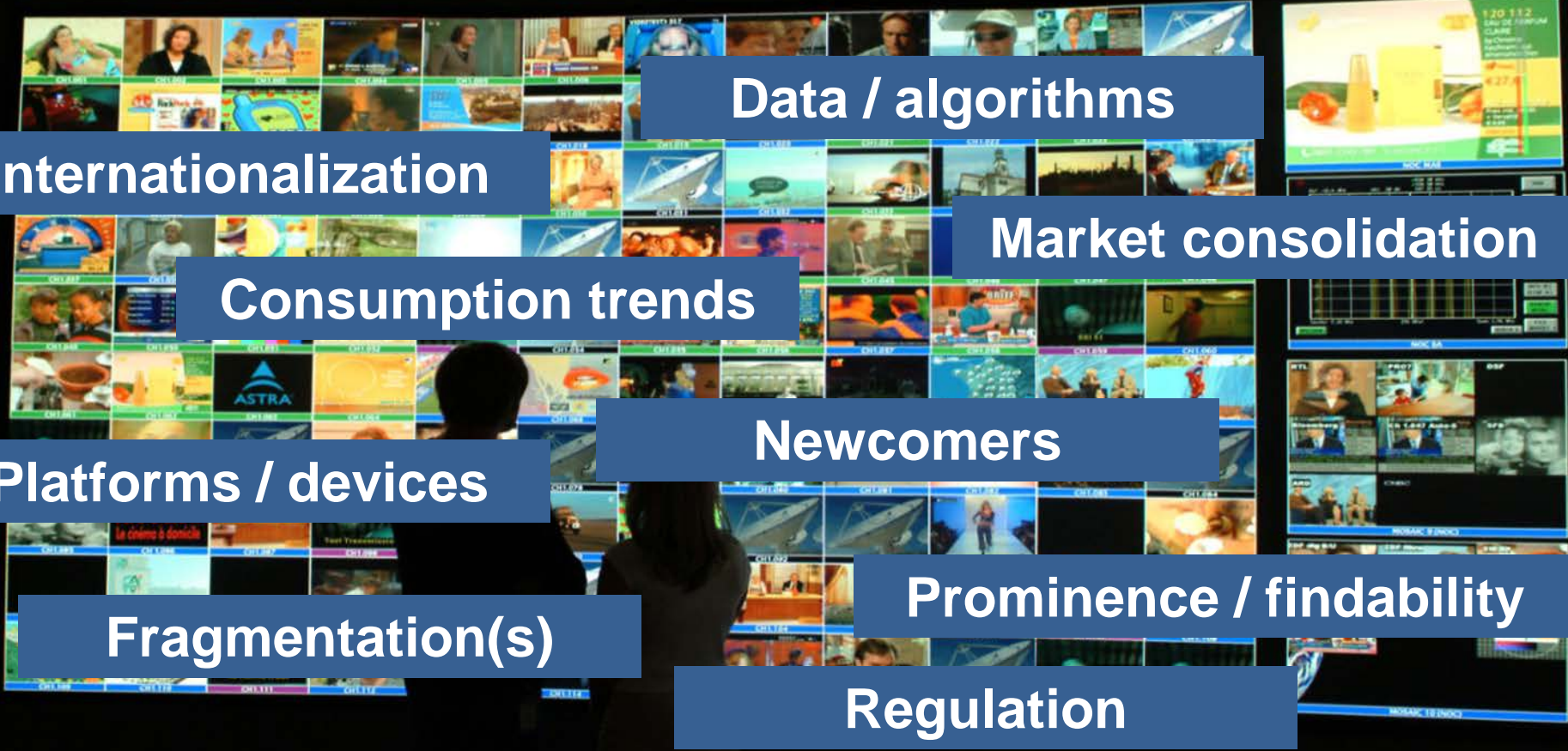
Newcomers

Platforms / devices

Prominence / findability

Fragmentation(s)

Regulation



WE ARE FACING AN INCREASING COMPLEXITY



**PSM LEGITIMACY, ROLE AND REMIT ARE
CONTESTED**



THE IDENTITY OR ACCOUNTABILITY PARADOX



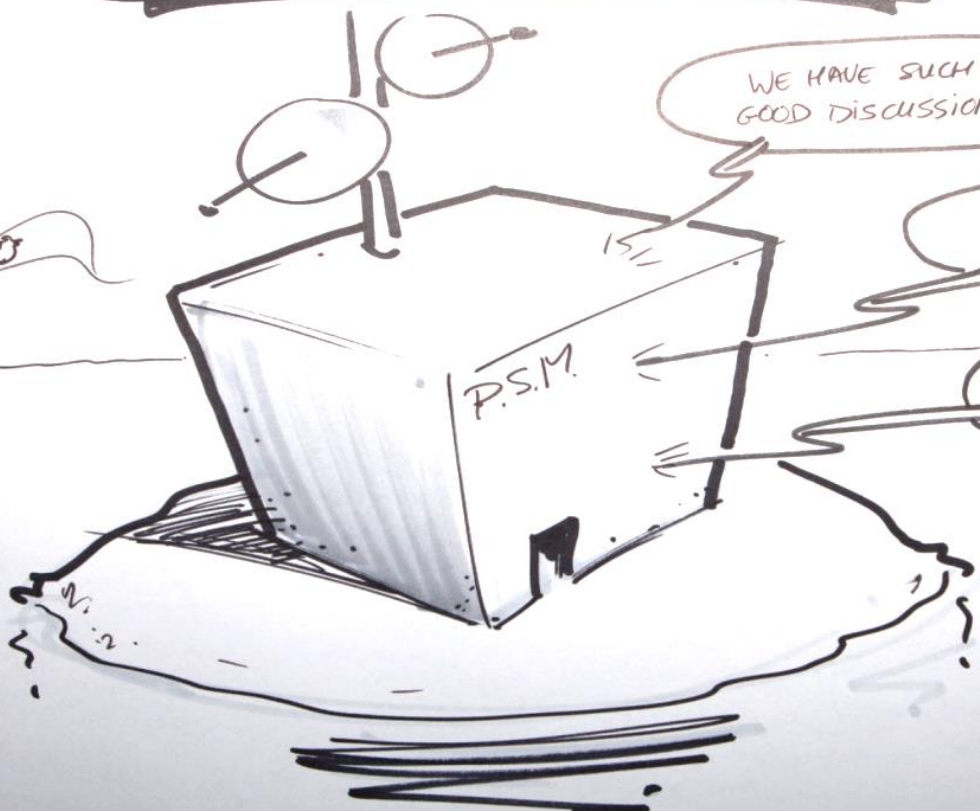
YOUR STRENGTHS ARE
YOUR WEAKNESSES ...

ISEY ISEY!
WE WANT NONE OF
THESE!

WE HAVE SUCH A
GOOD DISCUSSION!

WE HAVE SO MANY
GOOD IDEAS!

I KIND OF MISS
THE WINDOWS...?



HOW CAN WE ADDRESS THE PROBLEM?

**NEW CONVINCING NARRATIVES ABOUT
PSM AS A VALUE PROVIDER**

A DIFFERENT ATTITUDE

Why?

Who? What? How?

WE MUST BUILD MEANINGFUL ANSWERS!

HAVE YOU EVER FELT LIKE....

...THE OLD GOOD
TIMES ARE
GONE?

...THE LAST PSM
LIFEGUARD?



You are not alone!

BUT you need a new mind-set

THE EBU

PSM Contribution to Society

BBC

ARD 

sverigesradio

ORF

RTÉ

Rai

SRG SSR

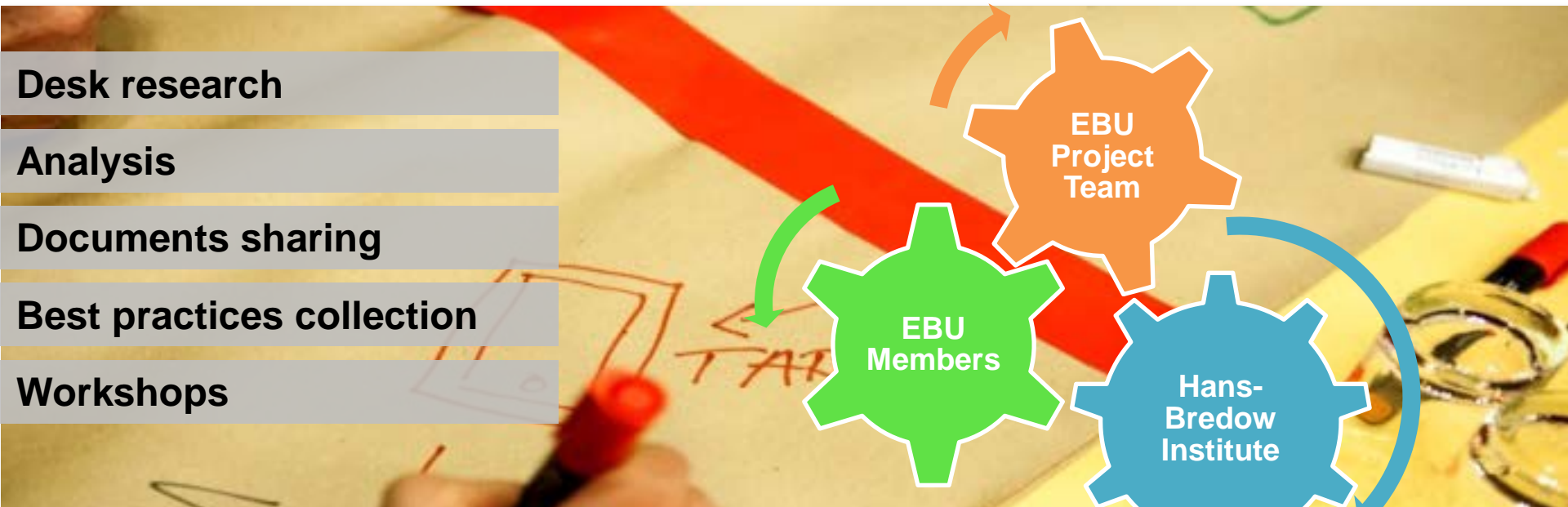


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PSM CONTRIBUTION TO SOCIETY

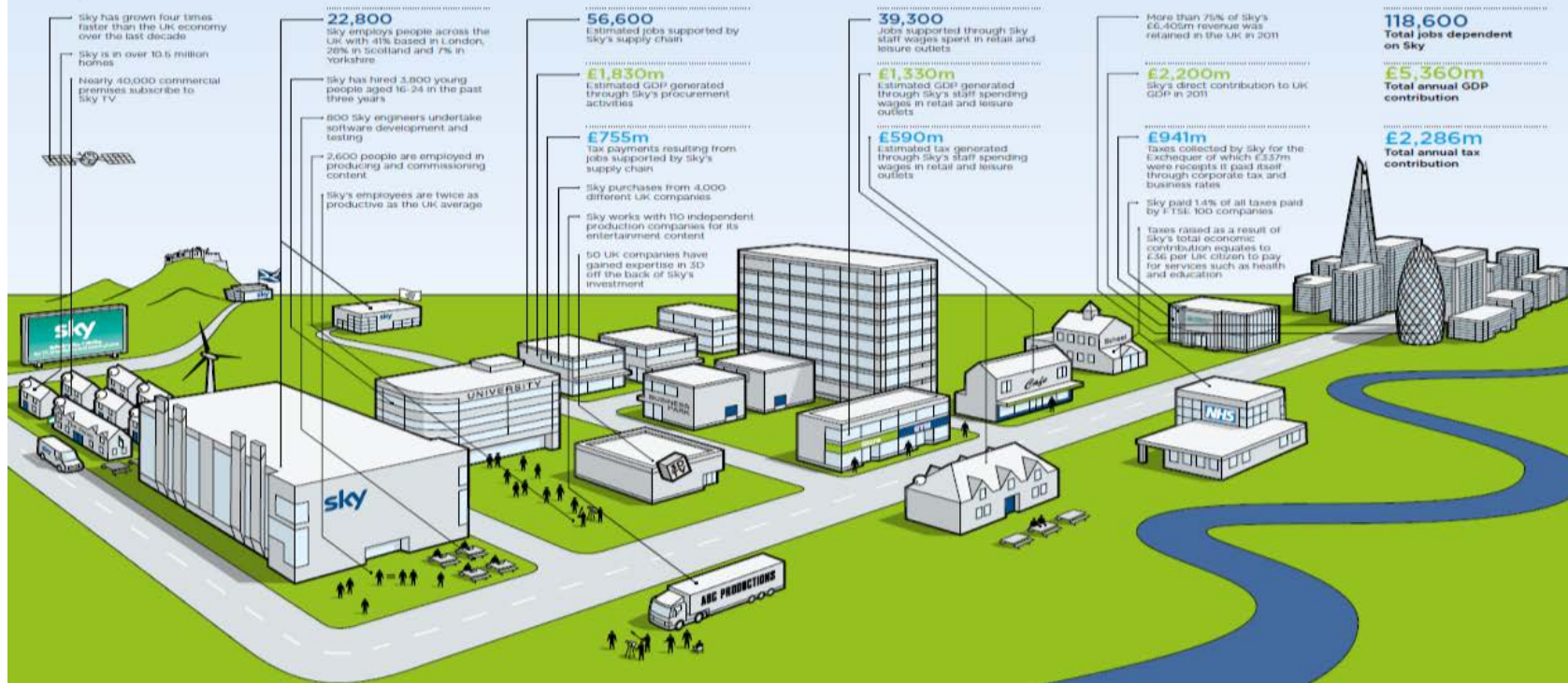


A MAP OF TOPICS, A CATALOGUE OF BEST PRACTICES AND IMPLEMENTATION GUIDELINES ABOUT HOW TO MEASURE IMPACT

OTHERS ARE AHEAD



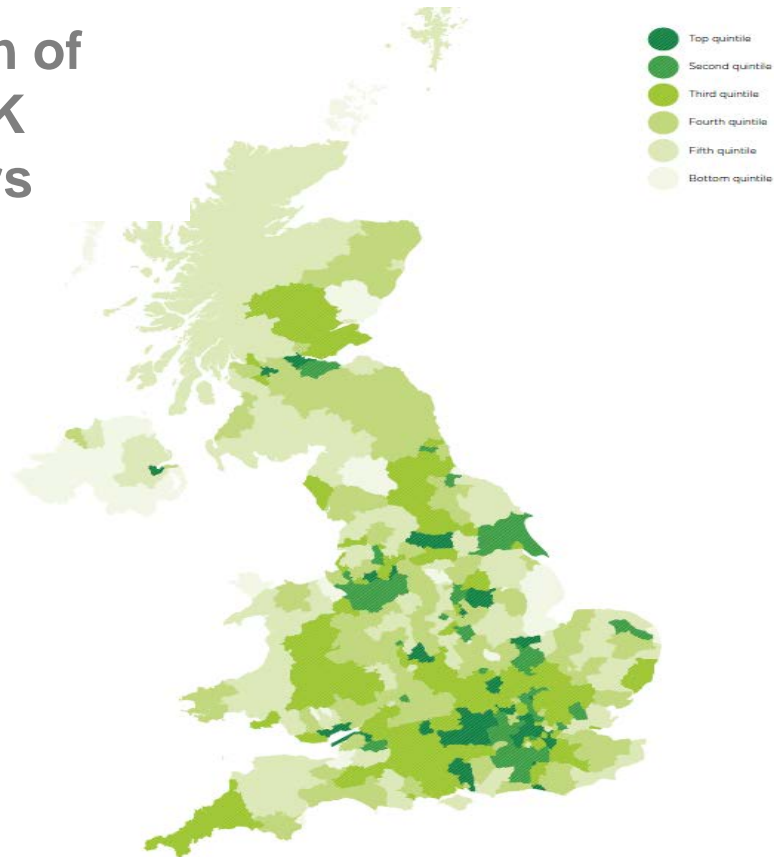
Summary of Sky's Economic Impact on the UK in 2011



OTHERS ARE AHEAD



Location of Sky's UK suppliers



EBU KNOWLEDGE EXCHANGE



EBU KNOWLEDGE EXCHANGE



- Active listening
- Participate!
- Share



#KX15

- Talk to us