MEDIA INTELLIGENCE SERVICE PLAN 2024



JANUARY

Junior Eurovision Song Contest 2023



PSM Barometer



Hot Media Trends 2024



FEBRUARY

Vienna Philharmonic Orchestra Summer Night Concert



Vienna Philharmonic
Orchestra New Year's Concert



Public Service Media
Staff of Tomorrow



Connect with Public Service Media



MARCH

Country Profiles



Funding of PSM



SVOD Landscape



Gender Equality and Public Service Media



MEDIA INTELLIGENCE SERVICE PROG' 2024



APRIL JUNE

Commissioning Trends



Sport

Economic impact of PSM



PSM Mobile Apps



PSM as an Antidote to Polarization



ESC 2024 Audience



PSM and Sustainability



PSM Anniversaries



Radio in Times of Crisis



New Builders



Platforms and Giants
Profiles



ESC Brand impact
Report



MEDIA INTELLIGENCE SERVICE PLAN 2024



Q3

Q4

MIS Survey Datasets

TV Audience Trends

Radio Audience Trends

Digital Media
Consumption Trends

How PSM Interact with their Audiences ?

Total Reach of PSM

PSM Support to Art and Cultural Content

FAST channels

PSM & DEI Strategies

PSM & News

Trust in PSM

PSM competit<u>i</u>ve environment

Audio Essentials

How PSM address difficultto-reach audiences

License Fee

How PSM Report on their Activities

PSM Archives

PSM 360° Value

Music Trends

Partnerships and Collaborations

PSM online offer

PSM Measuring their Impact



