



# EBU Profile

The European Broadcasting Union is the largest association of national broadcasters in the world. We promote cooperation between broadcasters and facilitate the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers.

## Facts

Founded in **1950**

**74** active members, from **55** countries in and around Europe

**43** associate members around the world

Member broadcasters reach an audience of **650** million weekly

President: Fritz Pleitgen (ARD/WDR)

Secretary General: Jean Réveillon

Number of staff: **296**

Headquarters: Geneva

Offices: Beijing, Brussels, London, Madrid, Moscow, Singapore, Washington

*“Public service broadcasters have a key role to play in the context of convergence of media content, . . . they are among the players leading the way to the development of new and innovative content services.”*

Viviane Reding, European Commissioner for Information Society and Media  
Budapest, 3 November 2006

### EBU

L'Ancienne-Route 17A  
CH-1218 Grand-Saconnex  
Switzerland  
geninfo@ebu.ch  
+41 (0)22 717 22 04  
fax: +41 (0)22 747 42 04  
www.ebu.ch  
www.eurovision.net

# The EBU

European Broadcasting Union  
Union Européenne de Radio-Télévision





# The EBU

## Working for the future

In 1950 Europe's public service broadcasters embarked on an adventure. We decided to invest in the future, in a new technology – television. We used a fragile infrastructure to bring pictures to audiences all over Europe. Today, the EBU continues to play a leading role in bringing Europe into the future. We are at the forefront of research and development of new media, and we have worked to help develop many new radio and TV systems: radio data system (RDS), digital audio broadcasting (DAB), digital video broadcasting (DVB), high-definition TV (HDTV). We promote open technical standards and interoperability for the benefit of broadcasters and consumers, and explore the opportunities presented by new technologies. We study digital technology for production and transmission and advise members on appropriate solutions.

## Bringing the event to your home

The Eurovision and Euroradio networks, operated by the EBU, carry daily exchanges of programmes, music, sports events and news between Members, and other media players. Much of the foreign news featured on national news bulletins has passed through the control centre in Geneva. Unparalleled know-how ensures reliable, on-air delivery of any event, from the Olympic Games, to concerts such as the Proms, and the Eurosonic rock and pop festival. Special events teams ensure production and transmission facilities for news and current affairs events, wherever they happen.



## Unique, valuable and diverse content

The EBU helps its members to access high quality programming for radio and television, and works with them to develop content for new platforms. Radio activities are wide-ranging, from news and sport, to drama and classical music. We have obtained the radio broadcast rights for the entire season of the New York Metropolitan Opera (20 operas to 20 countries). Our television co-productions include, animation: *Tom*, drama: *Henry Dunant – Red on the Cross*, documentary: *Democracy* and of course we also run the Eurovision Song Contest, and its website. The EBU acquires sports rights on behalf of its Members, including the Olympic Games, the Football World Cup and the World Championships in Athletics.

## Promoting public service values

Europe's public service broadcasters are different to other market players; they are committed to public service values. The EBU represents its Members on European Union audiovisual policy matters, ensuring that these values are well understood and taken into account by decision-makers. We are consulted by the European Institutions on a regular basis on all issues of concern to the audiovisual sector. We also work closely with the UN, UNESCO and our colleagues in the World Broadcasting Unions (WBU) to ensure that our voice is heard in the global debate on media policy.