

# EBU

OPERATING EUROVISION AND EURORADIO



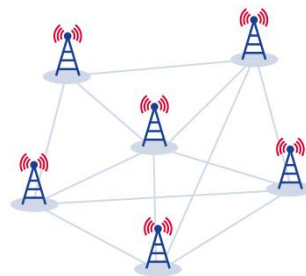
# GENERATION WHAT

INGRID DELTENRE, DIRECTOR GENERAL OF EBU  
3 MARCH 2017, ROME

# THE EBU COMMUNITY IN NUMBERS

THE EUROPEAN BROADCASTING UNION  
IS THE WORLD'S LEADING ALLIANCE OF  
PUBLIC SERVICE MEDIA

**73**  
MEMBERS



in **56** COUNTRIES



operating



broadcasting  
in



to a potential  
audience of



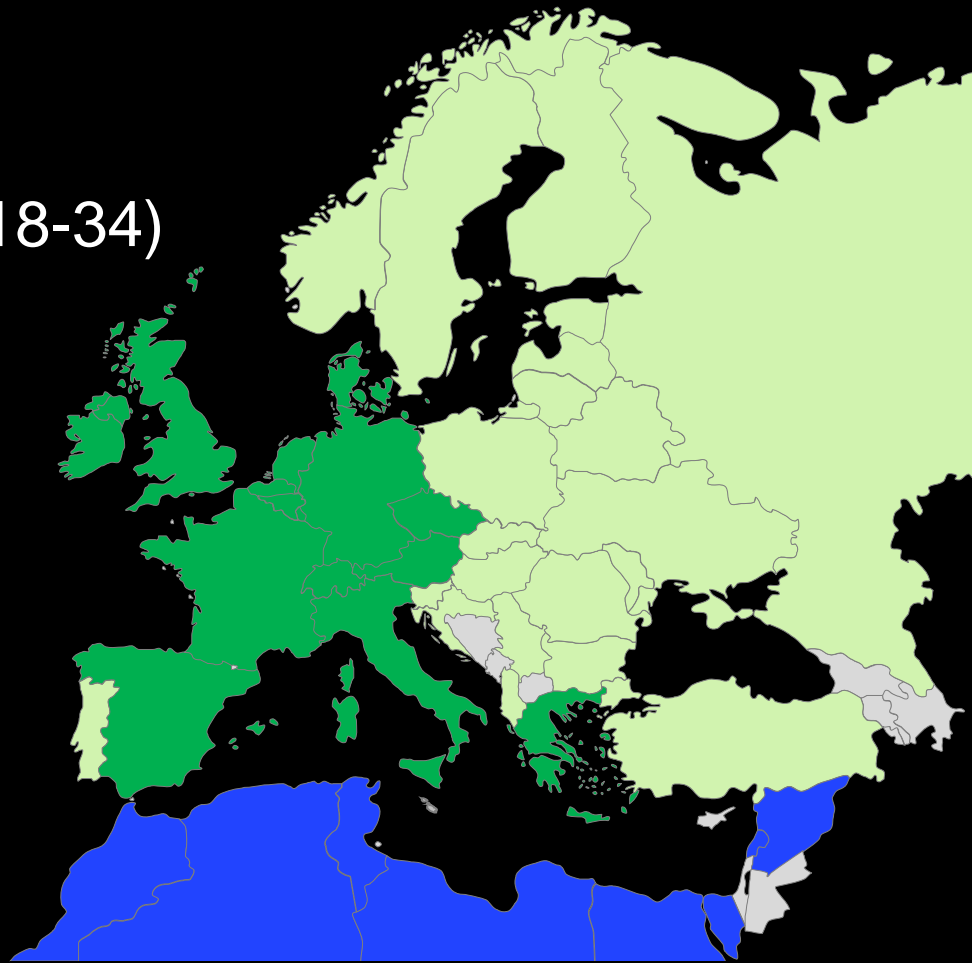
# GENERATION WHAT?

- ✓ 1 million Participants (aged 18-34)
- ✓ 35 countries
- ✓ 146 questions

- Official partners (UK = Wales)
- International version
- Arabic version to be launched

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**GENERATION**

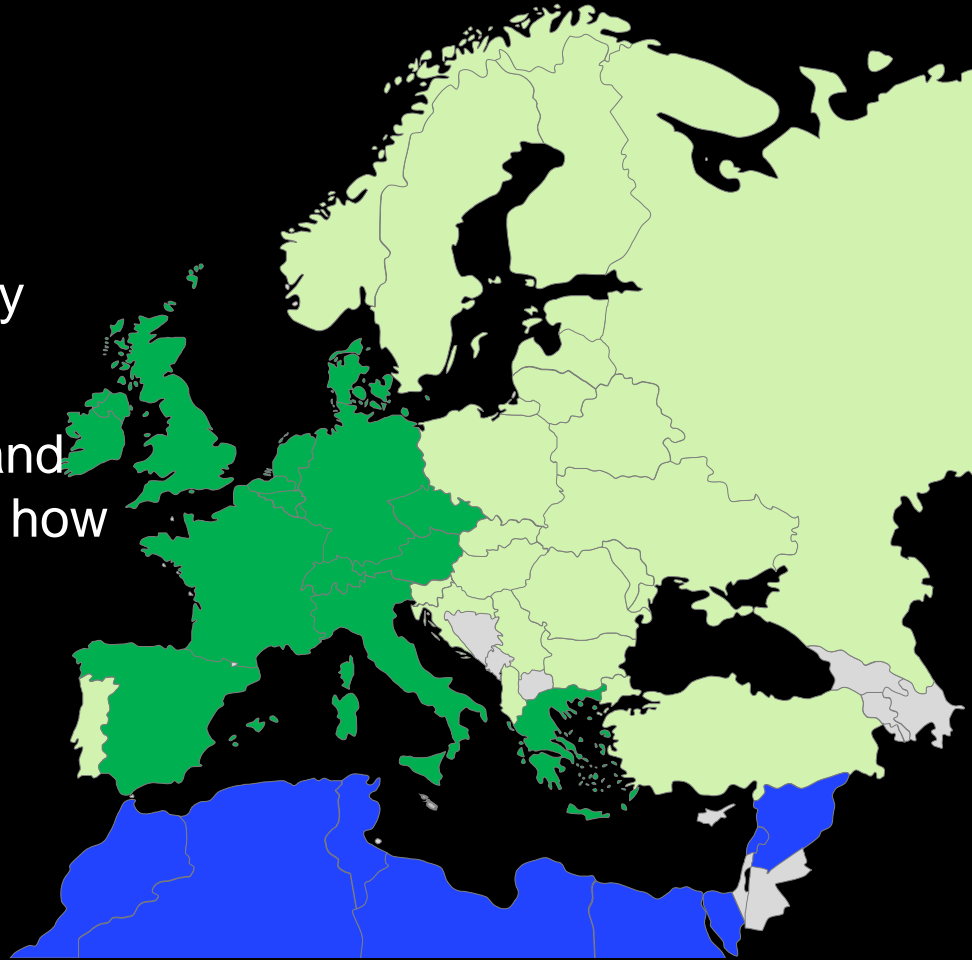
**WHAT?**

## Objectives:

- ✓ Develop indispensable, high-quality public service content
- ✓ Engage with a younger audience and acquire a deeper understanding of how young people think, behave and consume
- ✓ Promote public service values

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GENERATION

WHAT?



The background of the slide is a close-up, slightly angled view of the European Union flag. It features a deep blue field with twelve five-pointed gold stars arranged in a circle. The flag's fabric is visible, showing soft folds and highlights that give it a three-dimensional appearance. The text "Europe & European Union" is superimposed in the center of the flag.

# **Europe & European Union**

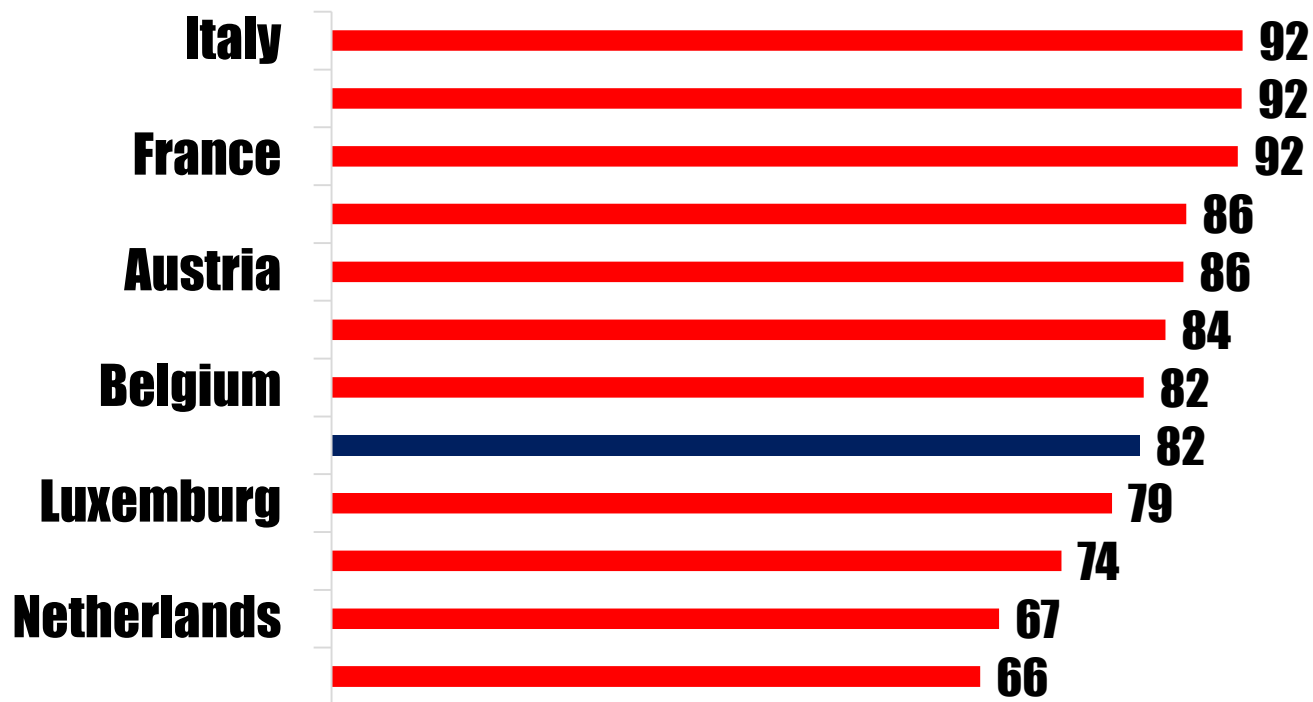




# Trust in politics

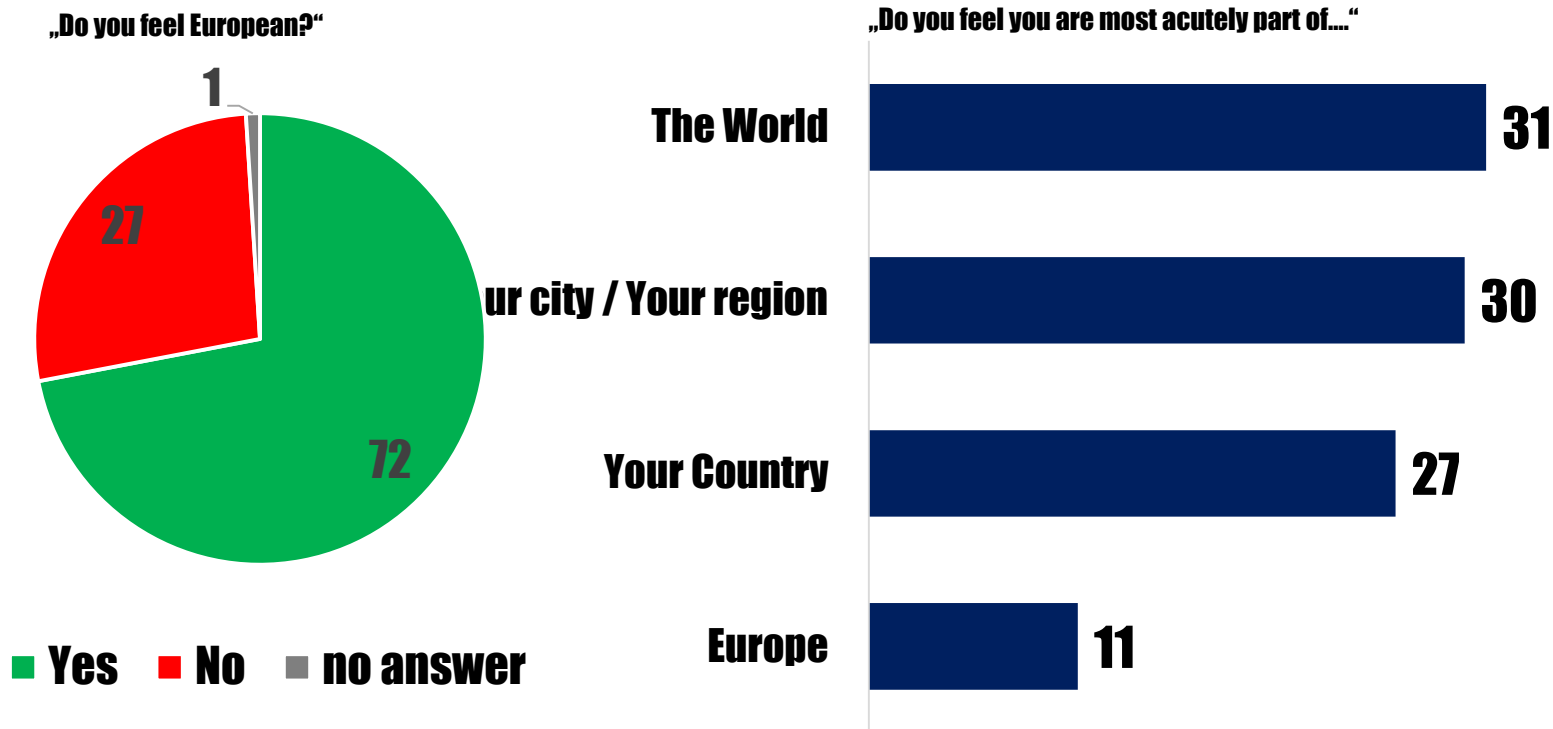
There is less trust in politics in countries with high youth unemployment

„I do not trust politics.“



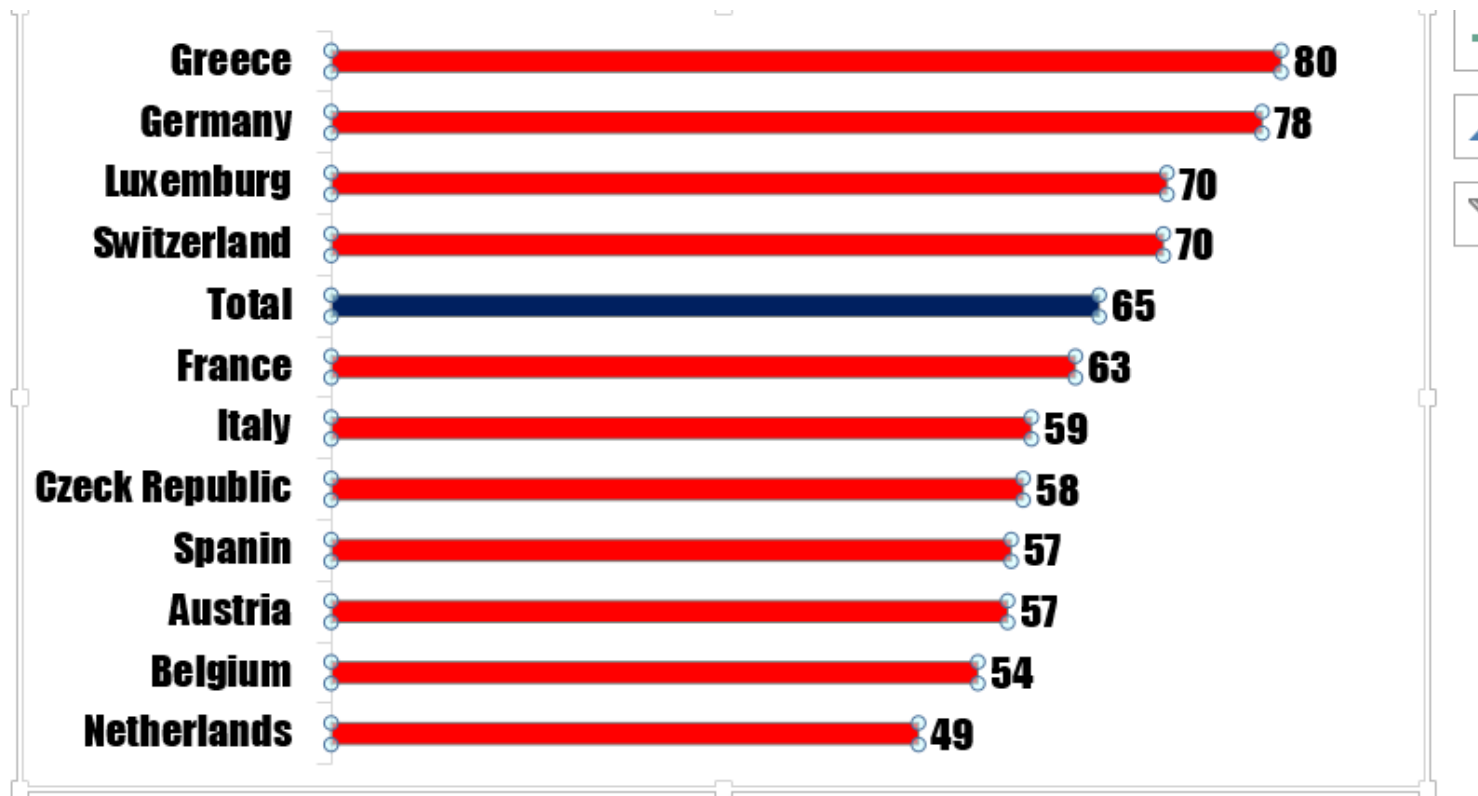
# Identification with Europe?

The young generation in Europe feels local or global – Europe is just for one out of ten identity-establishing



# Nationalism in Europe

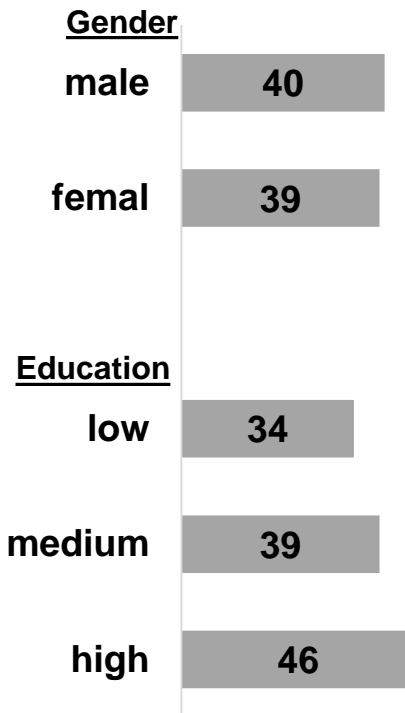
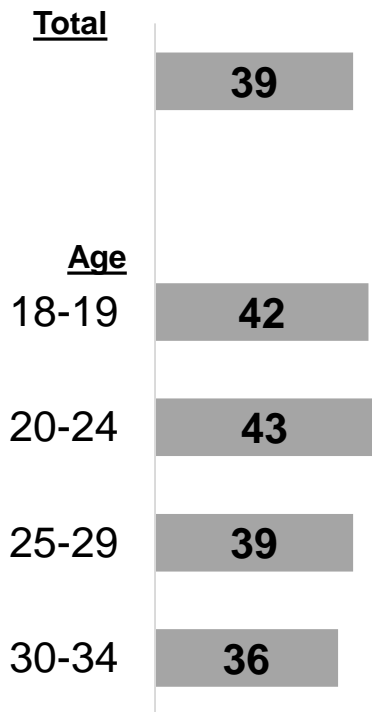
Two thirds are worried about a growing nationalism in Europe



# Trust in Europe

## Demographic differences

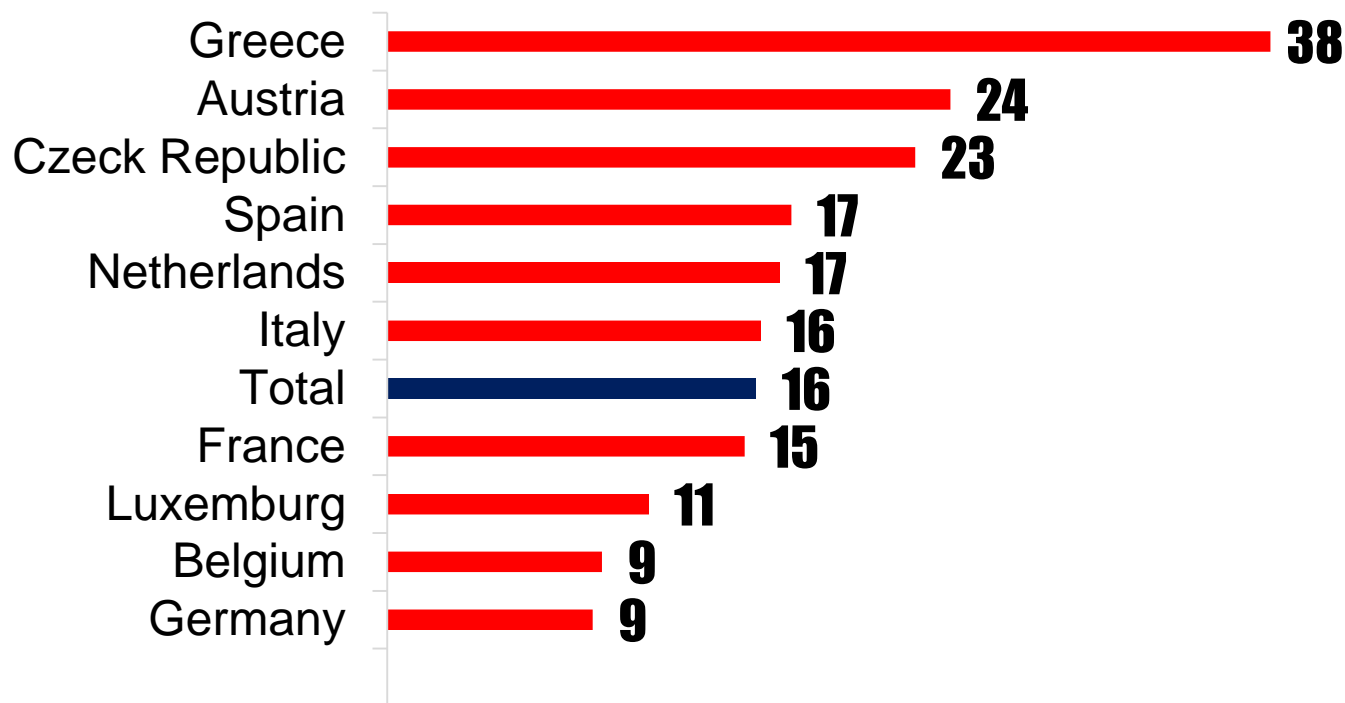
„I have trust in Europe....“



# Leaving the Union

The young Greeks are the most sceptic about the EU

„My country should leave the European Union.“



The background of the slide is a close-up, slightly wavy image of the European Union flag, featuring a blue field with twelve golden-yellow stars arranged in a circle. The text 'Europe & European Union' is overlaid on the left side of the image.

# Europe & European Union

Young Europeans' relationship with the EU is rather pragmatic than passionate

1. Young Europeans feel European but have stronger bonds with other geographic entities.
2. The young people are worried about the growth of nationalism in Europe.
3. There is little trust in the EU but leaving is not an option.

# THANK YOU

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