



BUILDING VALUE FOR AN EVER-EVOLVING BASQUE SOCIETY

Unai Iparragirre - Head of Channels at EITB

EITB: The biggest media group in the Basque Country

EITB Portfolio

etb



etb



etb



etb



etb
basque

gsztea



nahieran



albisteak



euskal
kantik

- #1 media group with a portfolio of 5 linear networks (including pan-regional feed), 6 radio station, an FVOD service plus more.
- Content offering based on news, live sports, entertainment and kids.
- Linear TV portfolio (excl. pan-regional feed) delivering a 11.9% share amongst Adults 4+, and with flagship channel (ETB2) on 8.8% Sh.
- ETB1, broadcasting exclusively in Basque language, delivered a share of 5.9% amongst Basque speakers in 2022.
- Currently, developing 3 new digital products: video streaming service, an audio streaming service and a new OTT service for kids.

Why do we put content on air?



Ratings
Reputation
Repercursion
Revenue

Public Service



Chat GPT: How should a PSB add value to society?

19:29

79

Chat Geni



How should a public broadcaster add value to society?



As an AI language model, I do not have personal beliefs or values. However, here are some ways a public broadcaster can add value to society:

1. Education: A public broadcaster can provide educational programs that are not available elsewhere. These programs can help people learn new skills, improve their knowledge, and broaden their perspectives.

2. Informative: Public broadcasters can provide unbiased and accurate news and information. This can help people make informed decisions about important issues affecting their lives.

19:29

79

Chat Geni

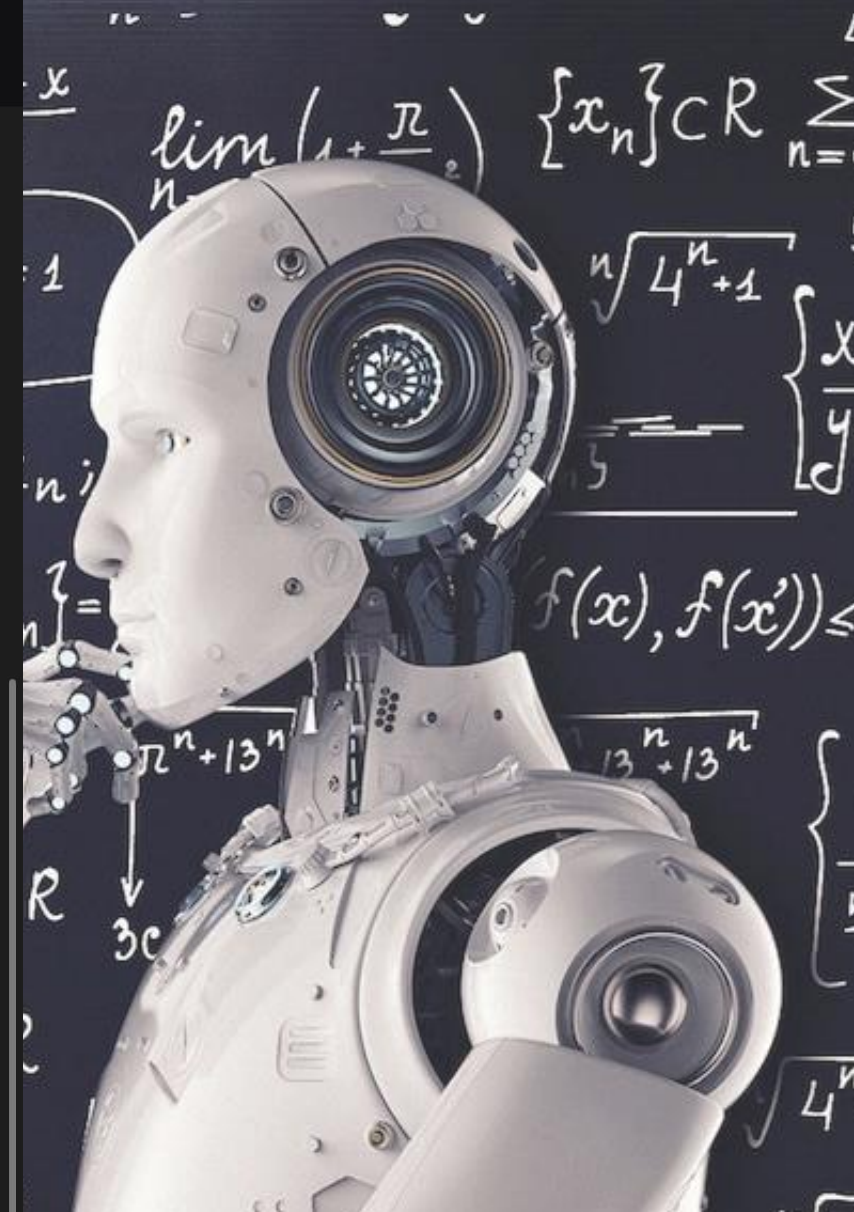


affecting their lives.

3. Cultural: Public broadcasters can promote cultural diversity and help preserve and promote the arts and cultural heritage of a society. This can help people appreciate and celebrate their cultural identity, history, and traditions.

4. Entertaining: Public broadcasters can provide high-quality entertainment that is not driven by commercial interests. This can help people relax, unwind, and enjoy themselves in a safe and wholesome environment.

5. Community Building: Public broadcasters can help build a sense of community by promoting public participation in social, cultural, and political issues. This can help people connect with each other and work together to build a better society.



probably similar to
other PSB's



KEY CHALLENGES
EITB IS FACING
AT A TIME OF
CHANGE



The 5 key challenges EITB is facing

1

Increased global competition

2

Questioned legitimacy of Public Media

3

A fast evolving tech and social environment

4

Loss of emotional connection with the youth

5

Need for investment in content production

The Key Dilemma...

What does it mean to be a **public media group**, in a **small country within Europe**, with the goal of **preserving its local culture and minority language** – and in a world ruled by **digitization and globalisation**?

Four key strategic areas of focus:

EUSKERA
(Basque language)

CULTURE
(Protect & Promote)

“EUSKAL FRAME”

PUBLIC SERVICE

The image features a dark, textured wooden background. In the foreground, five wooden blocks are arranged horizontally, each with a red letter on top, spelling out the word 'VALUE'. Above this, a semi-transparent white banner contains the text 'Transforming EITB, from a CONTENT, into a VALUE provider' in a red, sans-serif font. Several other wooden blocks with black letters are scattered around the main arrangement, including 'U', 'A', 'B', 'K', and 'F'.

Transforming EITB,
from a CONTENT, into a VALUE provider

VALUE & IMPACT - DEFINITIONS

VALUE

The attribution of relevance, significance or the perception of benefit by an individual or community regarding an object, service, event, organization, etc.

IMPACT

The tangible and measurable change, positive or negative, that the actions of an individual or an entity cause on other individuals, entities, the society or the environment.





**Value & Impact
Model**



I NEED HELP! (*Necesito Ayuda*)

Mental health amongst the Basque youth

- This series follows 8 young boys and girls, suffering from several mental health issues – bulimia, anxiety, sleep disorders etc...
- They attend weekly group therapy sessions under the supervision of Fernando Tejero – a professional psychotherapist. They also record themselves in daily video diaries.
- We wanted to communicate that seeking professional help and saying “I Need Help” is the first step to overcome mental health issues.
- Aired on ETB2 in 2022 Q4.

Necesito ayuda
ESTRENO, JUEVES 22:30



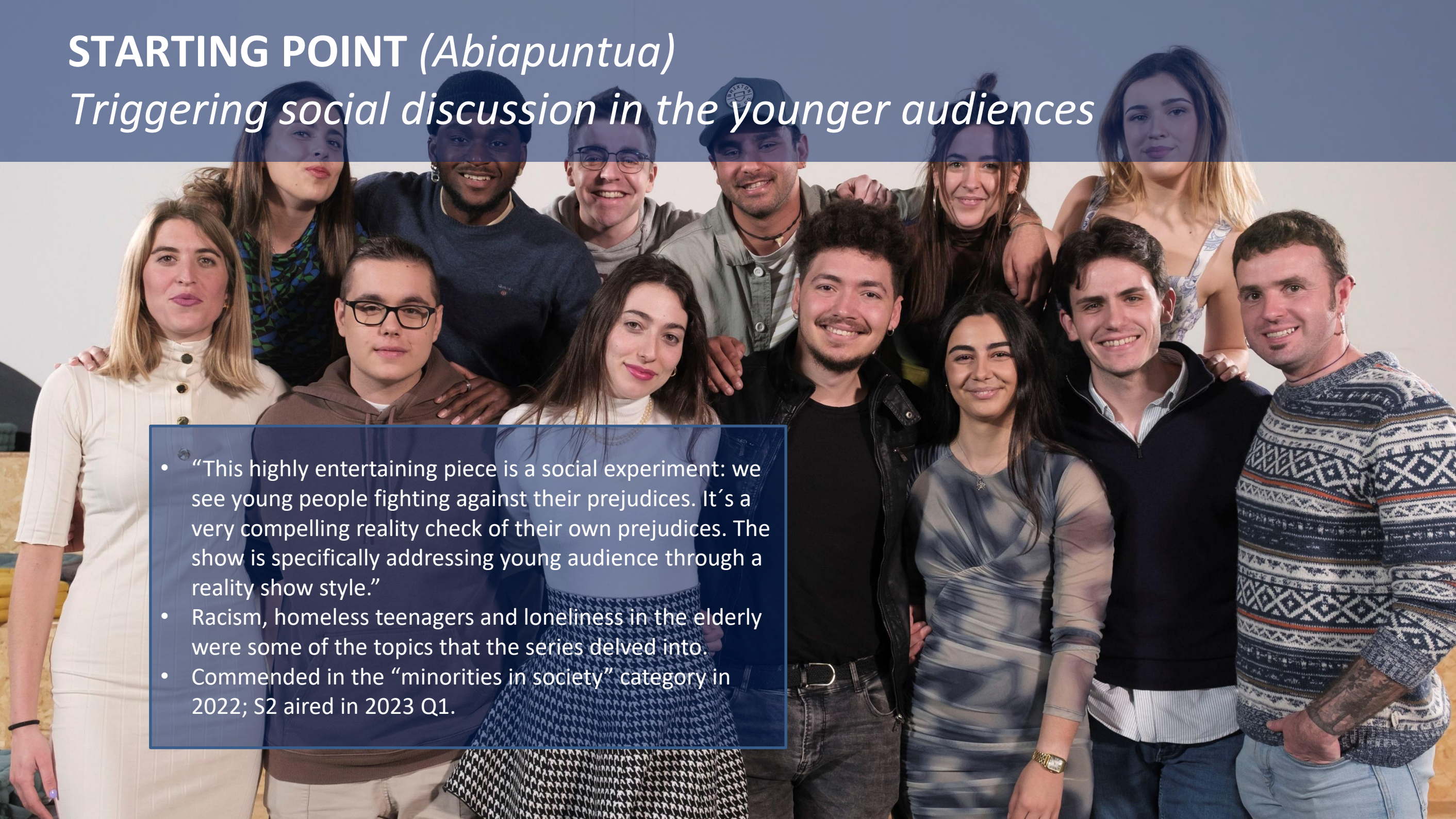
GENERATION PORN (*Generación Porno*)

Putting the focus on issues that matter

- According to several studies: 8 y.o. (first “contact” with porn) vs. 16 y.o. (first sexual experience).
- This 4 x 60 series delves into the increasing problem of porn becoming the source of “sexual education” for kids.
- This documentary series is a co-production between EITB, TV3 and Shine Iberia, and it will premiere on ETB this coming autumn.

STARTING POINT (*Abiapuntua*)

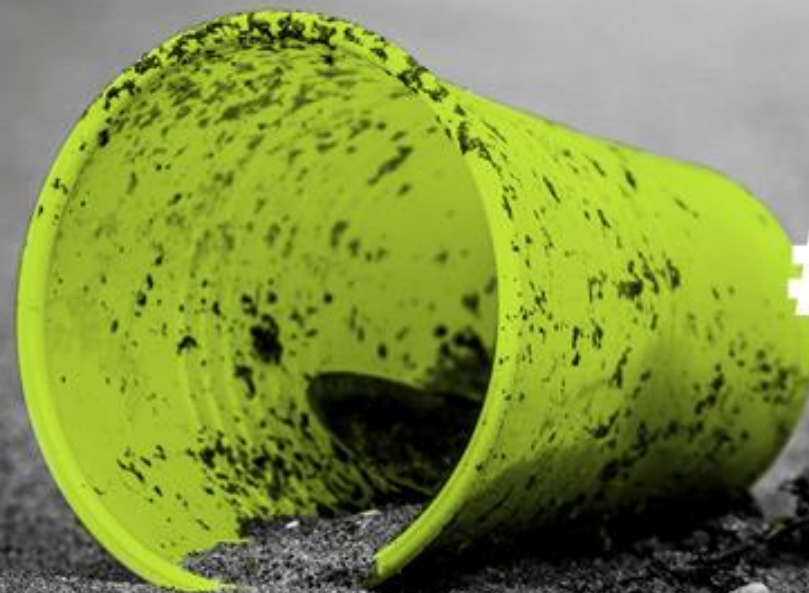
Triggering social discussion in the younger audiences

- 
- A diverse group of young people, including men and women of various ethnicities, are posing together for a photo. They are dressed in casual to semi-formal attire, such as hoodies, sweaters, and dresses. The background is a plain, light-colored wall. The overall mood is positive and inclusive.
- “This highly entertaining piece is a social experiment: we see young people fighting against their prejudices. It’s a very compelling reality check of their own prejudices. The show is specifically addressing young audience through a reality show style.”
 - Racism, homeless teenagers and loneliness in the elderly were some of the topics that the series delved into.
 - Commended in the “minorities in society” category in 2022; S2 aired in 2023 Q1.



HOMOFOBIA

EKIN – EITB's umbrella brand for CSR campaigns



#EKIN_klima





EITB TALDEA | CIRCOM | EITB 40 | EITB MARATOIA | BIZI EITB | PRENTSA ARETOA | Ekin |

#Ekin_etenZiberbullinga



Zer da ziberbullinga?



Nola atzematzen da ziberbulling kasu bat?



Nola jokatu behar da ziberbulling kasuetan?



Nola prebenitu daiteke ziberbullinga?



Ziberbullinga: irakasleak eta etxeakoak, ADI!



Gurasook nola jokatu ziberbulling kasu baten susmoa daukagunean?

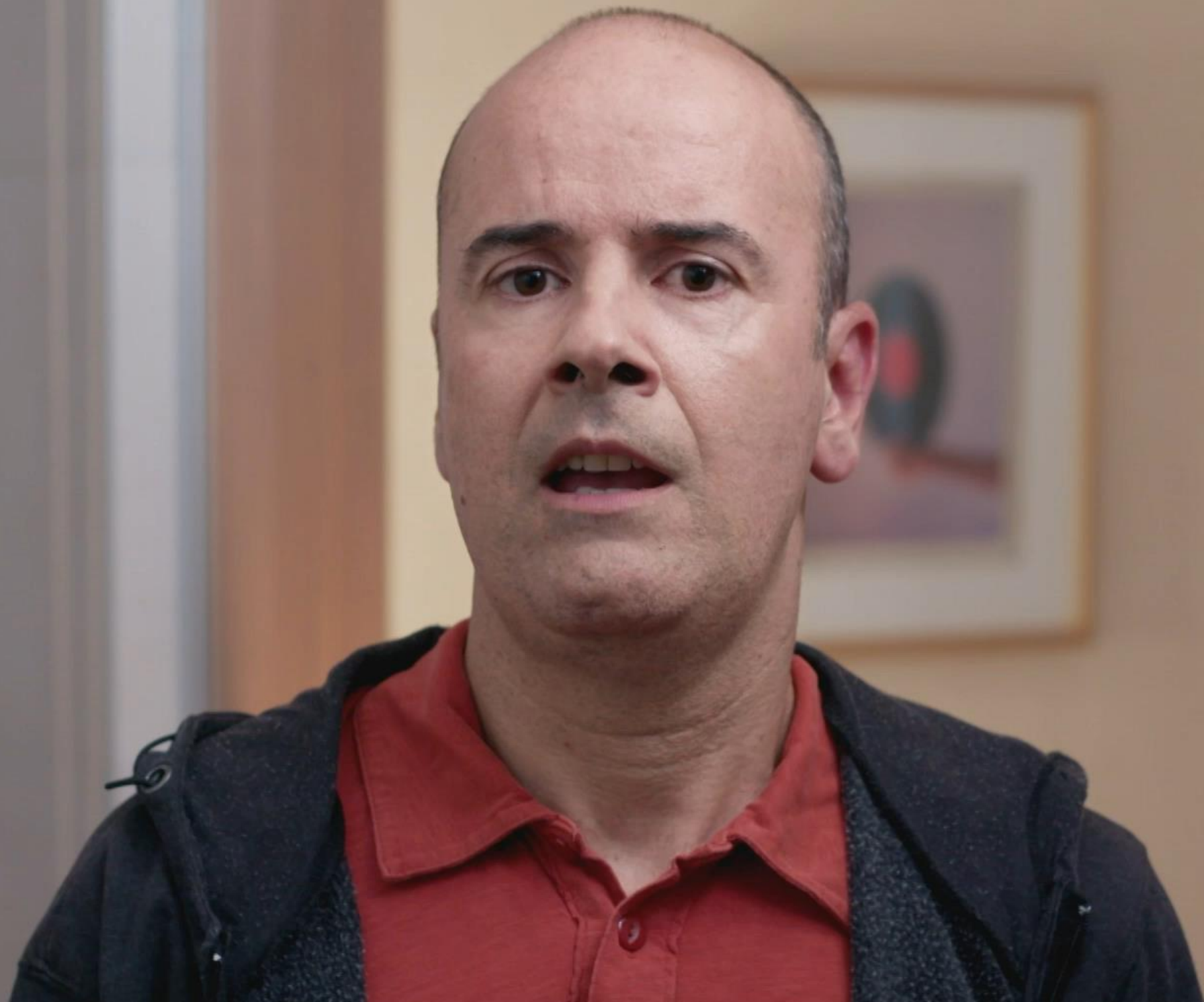


Zer rol daude ziberbulling kasu batean?



Biktimaren jokabideak eta adierazleak





BASQUE SPORTS

Preserving and promoting Basque sports

- Live sports are a key content pillar for ETB1 – it makes up 12% of the schedule and drives a 1/3 of its ratings.
- We only do sports content in Basque language.
- The focus, is mainly, on local sports – such as handball, rowing and rural sports.

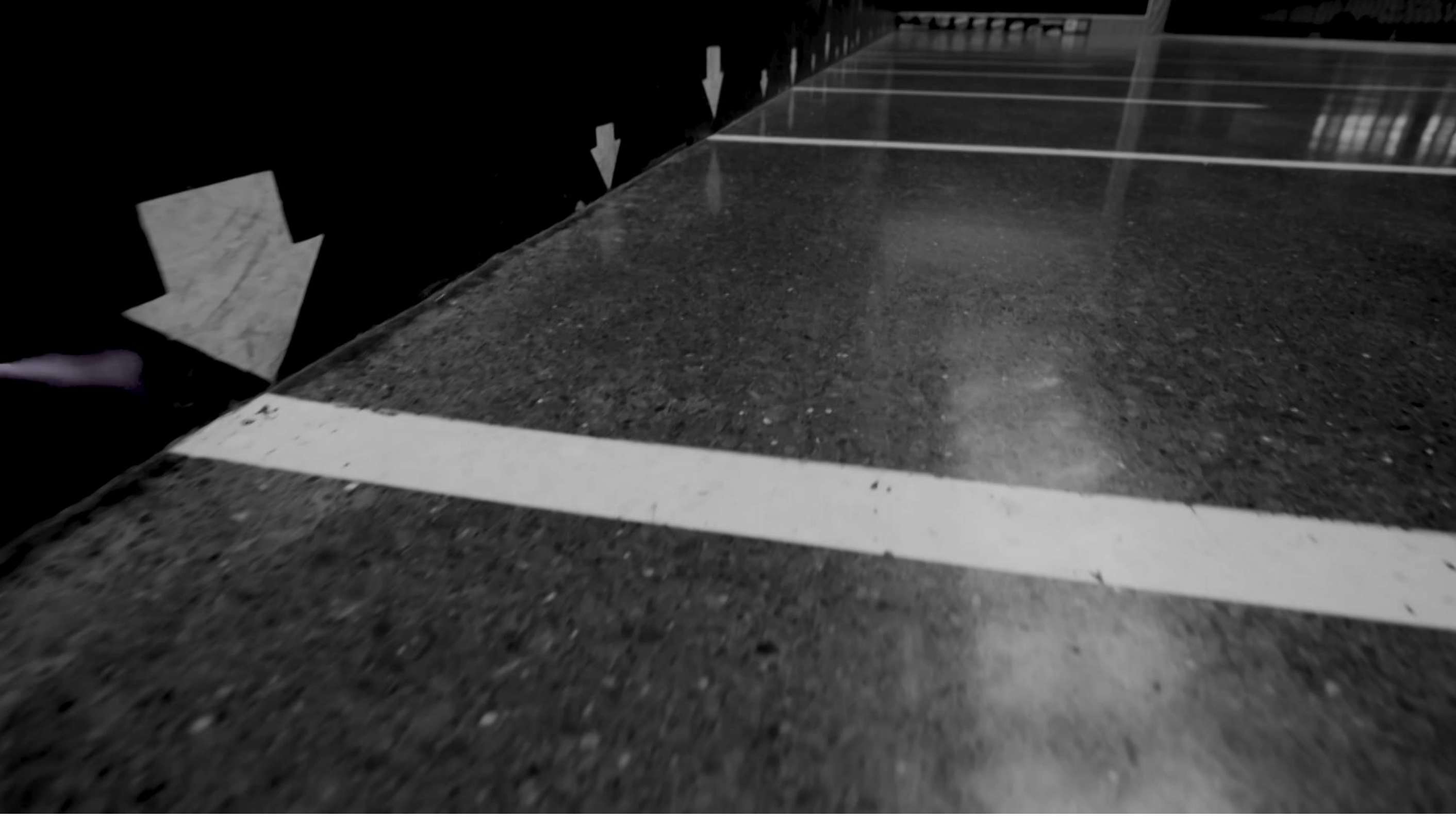


WOMEN IN SPORTS

Promoting gender equality in sports

- As outlined in the 2030 Strategy, EITB airs hundred of hours of female sports – such as rowing, hand ball, football and cycling.
- Last year, female sporting events increased by 25% YoY; and news VT's around female sports increased by 70%.





TILL WE WIN (*Irabazi Arte*)

Continuing... to promote gender equality in sports!

- This scripted series tells the story of the struggle of a group of teenage girls as they try to put together the first female football team of the town.
- Transmedia has also been produced – such as podcasts and an interactive digital comic.
- Series has become one of the most successful scripted series in ETB's recent history, delivering a 35.6% share amongst kids 4-12 and %23.1 amongst kids 13-24.
- It has also become one of the most talked-about series for the Basque society, and has received a lot of praise from organisations that work on gender equality.



PRIMERAN: A NEW STREAMING SERVICE TO SUPPORT AND PROMOTE BASQUE LANGUAGE CONTENT IN DIGITAL

- One of the main objectives for EITB, is promoting and supporting the Basque language as the center point of our identity.
- We organise and support several initiatives throughout the year, and we also produce a number of programmes both on TV and on radio around Euskera.
- One of the key strategic projects in 2020: PRIMERAN – a new streaming service, coming to fill in the market gap for video content in Basque language.





REVIEW: RE-INVENTING NEWS TO CONNECT WITH YOUNGER AUDIENCES

- Re-inventing new and fresh narratives to bring news closer to the younger audiences.
- First edition of Review, tells the story of Aita Mari, a Basque rescue ship managed by a humanitarian charity that helps migrants as they flee their home countries looking for a better life.
- Asier Sanchez, an EITB journalist spent 3 weeks on board Aita Mari during their last humanitarian trip, and delivered: 30 Instagram and Tiktok videos, over 100 stories and 7 live reports for both social media and linear TV.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in the organization's operations. The text notes that proper record-keeping allows for a clear audit trail, which is essential for identifying any discrepancies or irregularities.

2. The second part of the document outlines the various methods and tools used to collect and analyze data. It mentions that modern data analysis techniques, such as data mining and machine learning, have significantly enhanced the ability to extract meaningful insights from large volumes of information. The document also highlights the importance of data security and privacy in this context.

3. The third part of the document focuses on the application of these findings to improve organizational performance. It suggests that the insights gained from data analysis can be used to identify areas for improvement, optimize processes, and make more informed strategic decisions. The text concludes by stating that a data-driven approach is essential for staying competitive in today's market.

COMMUNICATING VALUES THROUGH ON-AIR BRANDING













Eskerrik asko – Thank you

If you want to know more about EITB's Strategy,
you can click [here](#).

And if you want to get in touch: iparragirre_unai@eitb.eus

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