



**EBU**

OPERATING EUROVISION AND EURORADIO

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# PSM CORRELATIONS

LINKS BETWEEN PUBLIC SERVICE MEDIA  
AND SOCIETAL WELL-BEING

MEDIA INTELLIGENCE SERVICE

JUNE 2016

# ABOUT THIS PROJECT

Building the case for public service media (PSM) has always been at the center of the EBU's activities. Likewise, supporting and promoting PSM organizations are key objectives for the Media Intelligence Service (MIS), especially with the launch of our PSM Contribution to Society project in 2015.

This study fits perfectly in line with the efforts that aim to assist EBU Members in finding key messages that demonstrate PSM's societal importance. This is particularly needed at present times, when the legitimacy of PSM is increasingly challenged. Under such circumstances, pointing out ways in which a well-funded, strong PSM contributes to the well-being of democracy and society is instrumental for EBU Members.

The PSM Correlations project draws on a number of internationally established and widely used social, political and development indicators to find links between countries' ranks on these indices and the status of their PSM organizations. More precisely, we wanted to see if there really is a relationship between a country's political, social and economic well-being, and the performance of its PSM, and whether we can demonstrate that with data.

This report shows the big picture regarding the relationship of PSM and society, and aims to inspire the crafting of narratives and messages to advance the cause of PSM.

The research was done using data mostly from 2014, and in some cases from earlier years, due to availability issues. Apart from the EBU-MIS in-house data that we collect via our annual Media Intelligence Survey, a number of external data sources were used, listed on the right together with their publishers.

In this public version of the report, due to data confidentiality concerns, country labels have been removed from the scatter charts.

## **Eurobarometer - Trust in Media by European Commission**

The annual Standard Eurobarometer public opinion survey gives an idea of citizens' perception of the trustworthiness of different types of media. A Net Trust Index was developed by the EBU-MIS, defined as the difference between the percentage of the population who 'tend to trust' and 'tend not to trust' the given medium.

<http://ec.europa.eu/COMMFrontOffice/PublicOpinion/>

## **Freedom of the Press Index by Freedom House**

A composite index of 23 different indicators that take into account the legal, political, and economic environment affecting media freedom.

<https://freedomhouse.org/report-types/freedom-press>

## **Voter Turnout by International IDEA**

The International Institute for Democracy and Electoral Assistance provides regularly updated voter turnout figures for national presidential and parliamentary elections since 1945, as well as European Parliament elections.

<http://www.idea.int/vt/index.cfm>

## **DEREX Index by Political Capital**

The Demand for Right-Wing Extremism (DEREX) score expresses the percentage of people whose extremist views could potentially destabilize a country's political and economic system.

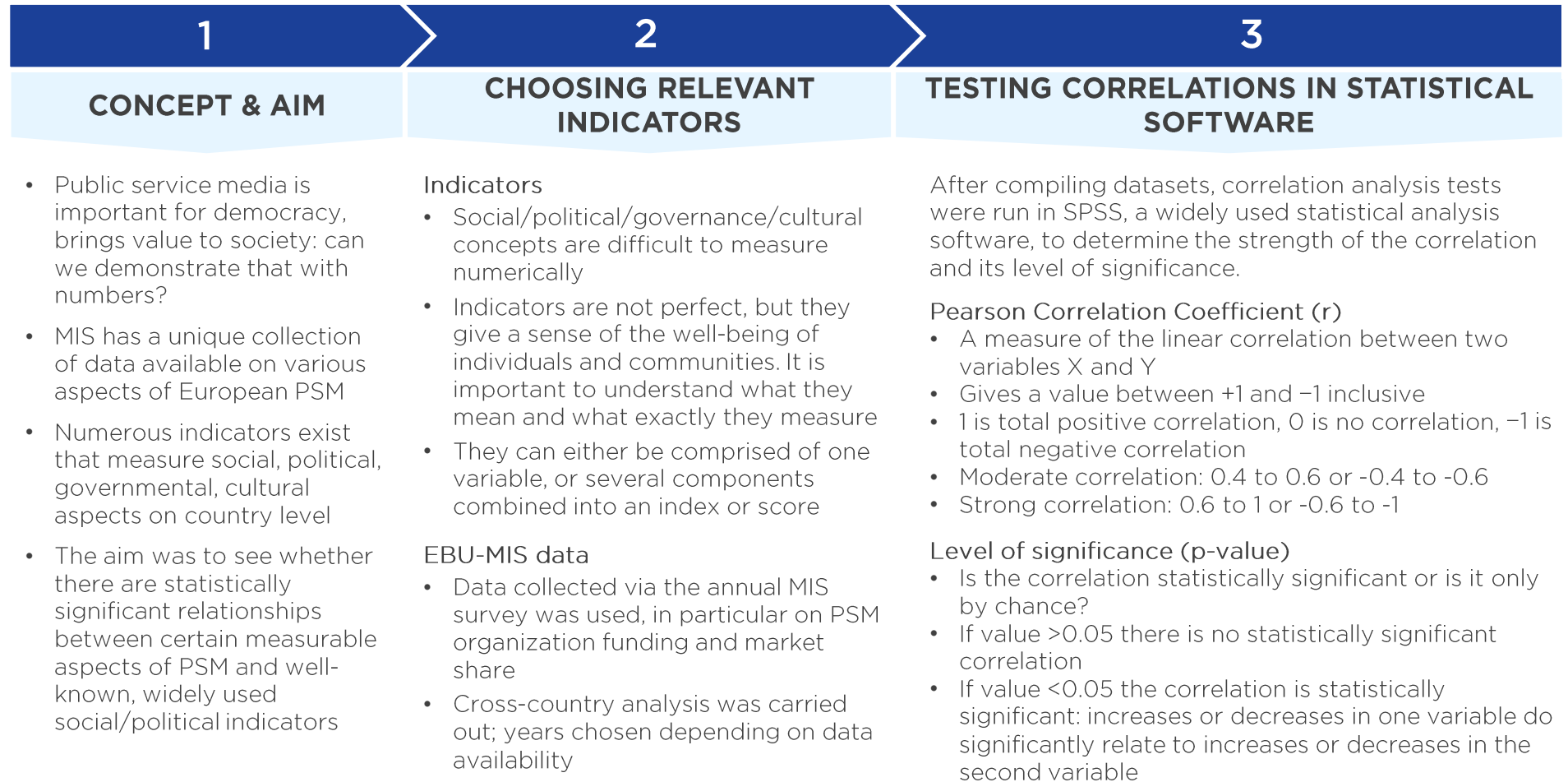
[http://derexindex.eu/About\\_DEREX](http://derexindex.eu/About_DEREX)

## **Control of Corruption by World Bank**

Part of the Worldwide Governance Indicators, Control of Corruption reflects perceptions of the extent to which public power is exercised for private gain, including both petty and grand forms of corruption.

[www.govindicators.org](http://www.govindicators.org)

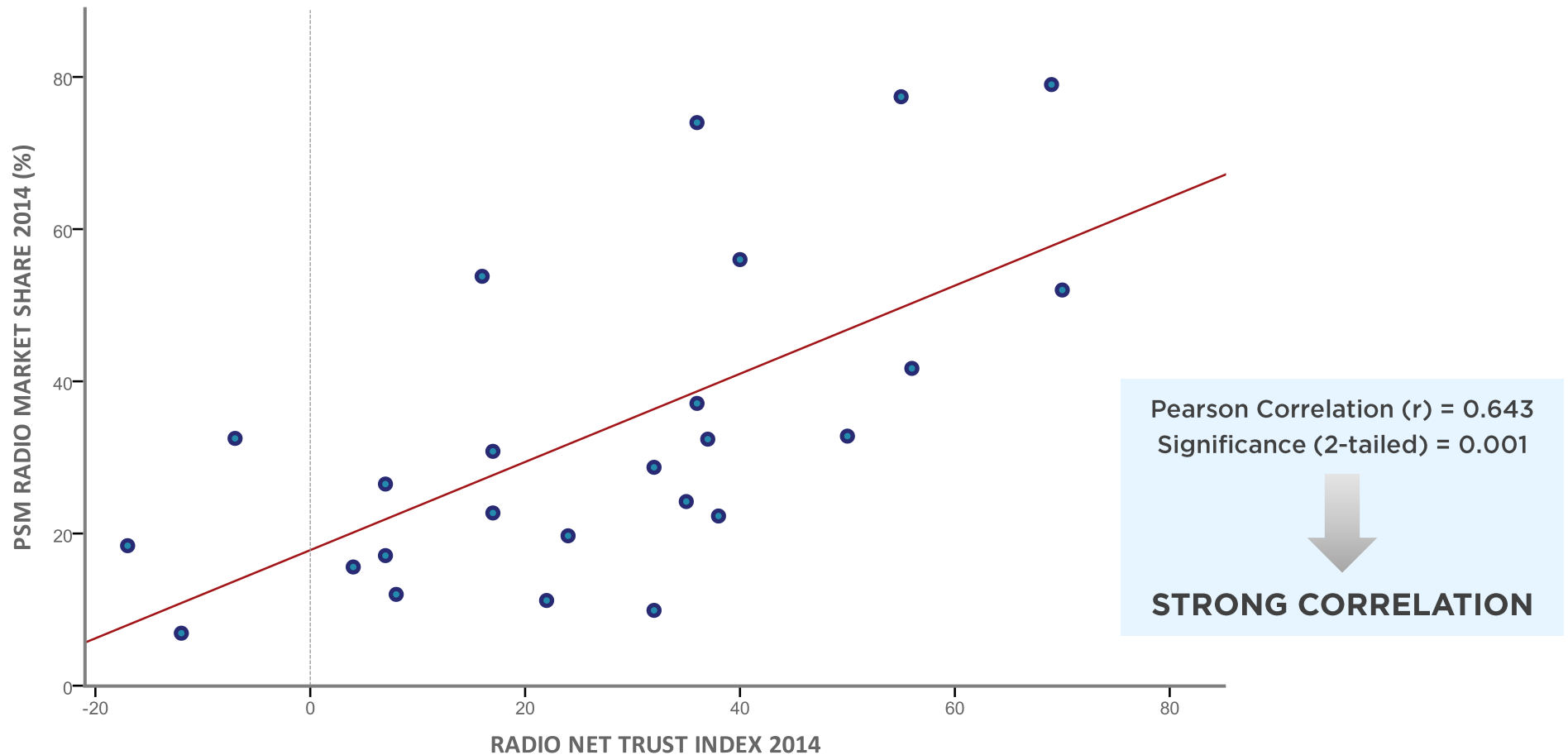
# CONCEPT & METHODOLOGY



## CORRELATION ≠ CAUSATION

*Correlation only implies that two things tend to go together, but not that one causes the other*

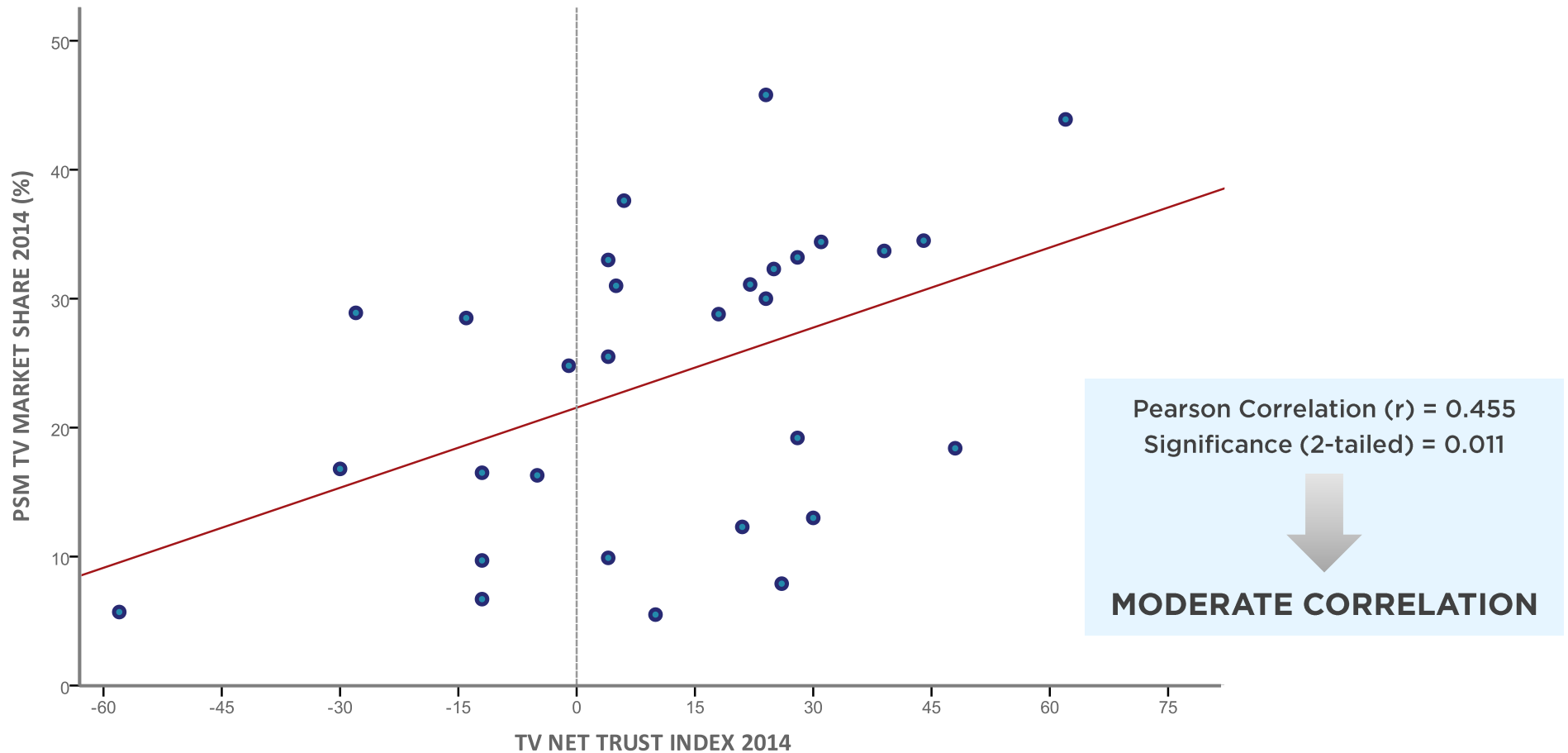
# PSM RADIO MARKET SHARE vs TRUST IN RADIO



In countries where the market share of the local PSM radio organization is higher, trust in radio also tends to be higher. This relationship also implies that for media organizations it could be beneficial to work on gaining the trust of citizens, as higher trust in radio levels are linked to higher PSM radio market shares.

Note: the Net Trust Index was developed by the EBU-MIS based on data from Eurobarometer, defined as the difference between the percentage of the population who 'tend to trust' and 'tend not to trust' the given medium. The Net Trust Index does not measure trust in public service media, but trust in media in general.

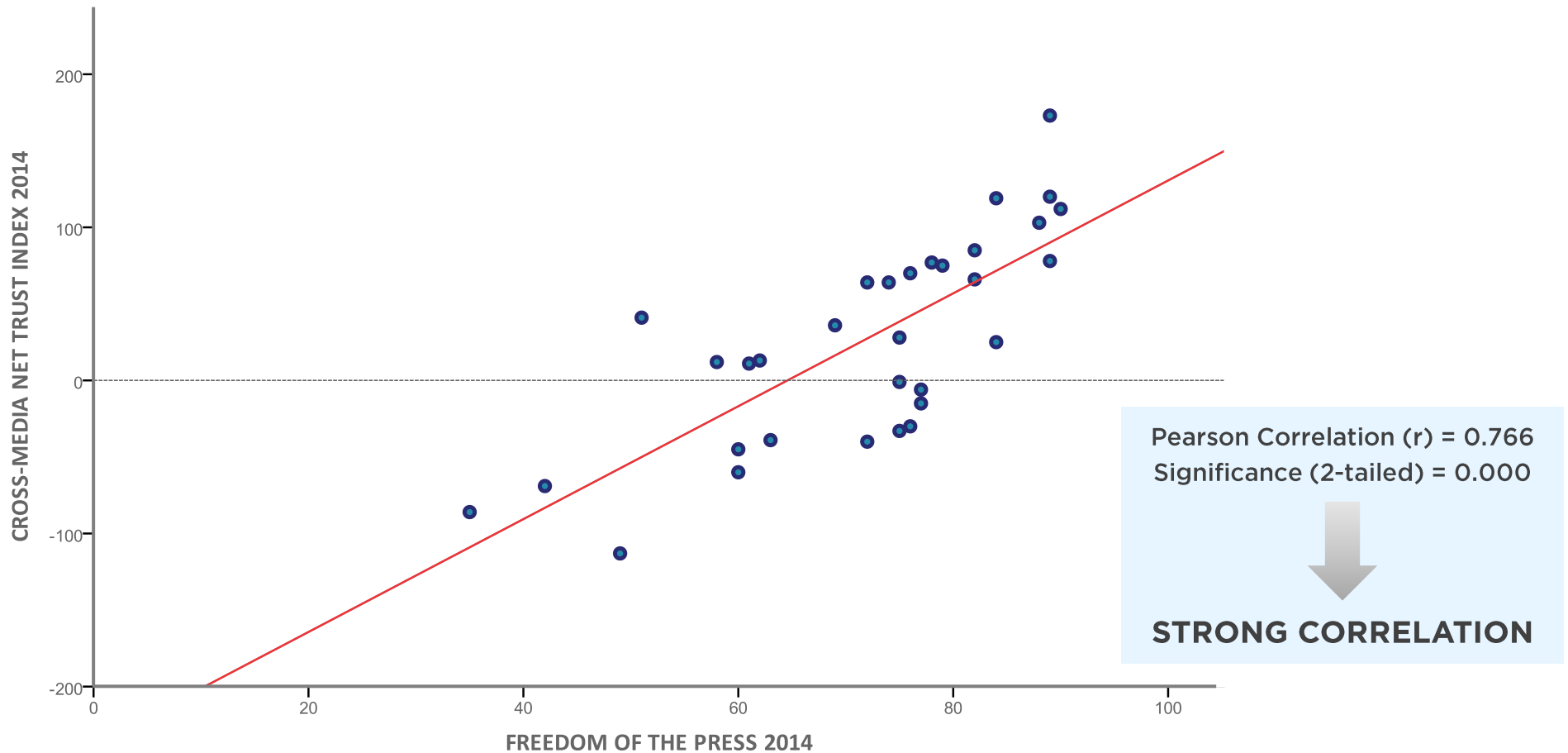
# PSM TV MARKET SHARE vs TRUST IN TV



When it comes television, the relationship between PSM organization market share and citizens' trust in TV is not as straightforward as in the case of radio. While there still appears to be a similar relationship – higher PSM TV organization market shares imply higher trust in TV levels –, the correlation is weaker and less significant. Nevertheless, there is still a positive, moderate correlation between the two indicators.

Note: the Net Trust Index was developed by the EBU-MIS based on data from Eurobarometer, defined as the difference between the percentage of the population who 'tend to trust' and 'tend not to trust' the given medium.

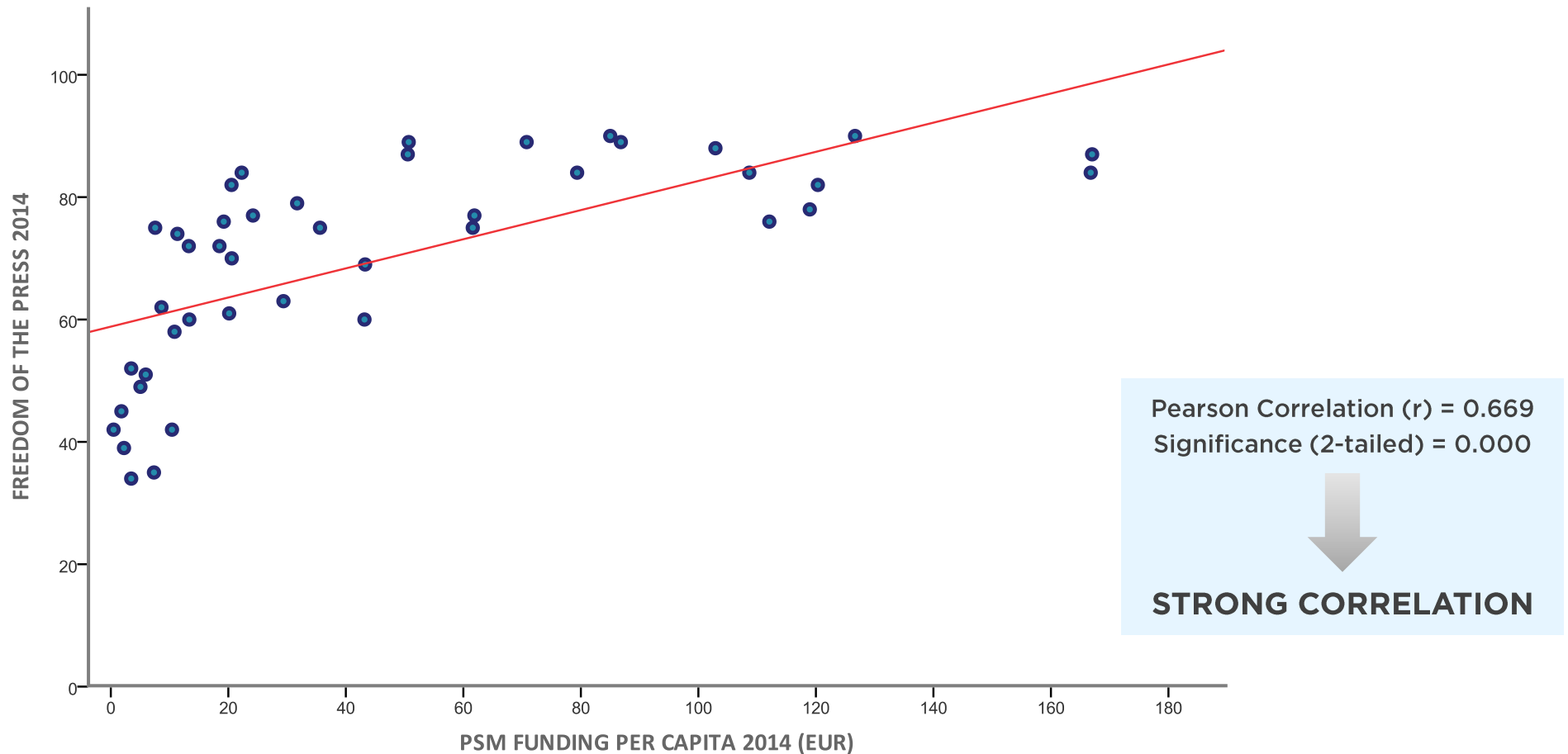
# TRUST IN MEDIA vs FREEDOM OF THE PRESS



As media operate in larger social, cultural and political contexts, the level of trust in media can correlate with other indicators too, such as the freedom of the press. The results show a very strong, positive correlation: in the European context, high press freedom levels tend to go together with higher trust in media.

Note: The cross-media net trust index used here represents the sum of the radio, TV, and written press net trust levels, as calculated based on the Eurobarometer. The Freedom of the Press Index is annually published since 1980 by Freedom House, with scores ranging from 0-100: the higher the score, the less press freedom. For clarity's sake, the index for this chart was inverted in order to match higher scores to higher press freedom levels.

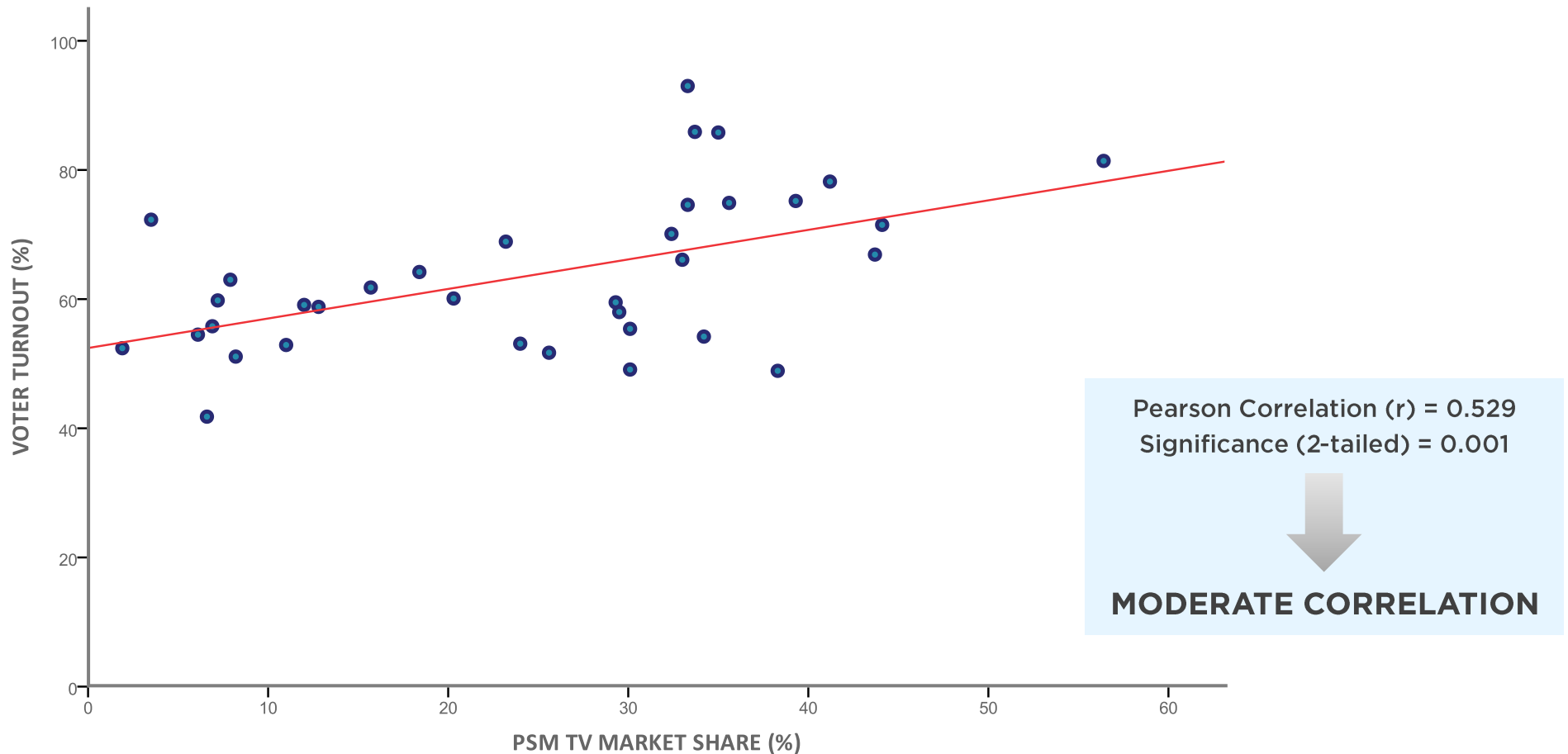
# PSM FUNDING PER CAPITA vs FREEDOM OF THE PRESS



The chart shows that in countries where PSM funding per capita is higher, there tends to be more press freedom. Or, where there is a low PSM funding per capita, the press tends to be less free. The strong correlation between the two indicators suggests that in the European context, a well-funded public service media can indeed be a sign of democratic governance and society.

Note: The Freedom of the Press Index is annually published since 1980 by Freedom House, with scores ranging from 0-100: the higher the score, the less press freedom. For clarity's sake, the index for this chart was inverted in order to match higher scores to higher press freedom levels.

# PSM TV MARKET SHARE vs VOTER TURNOUT

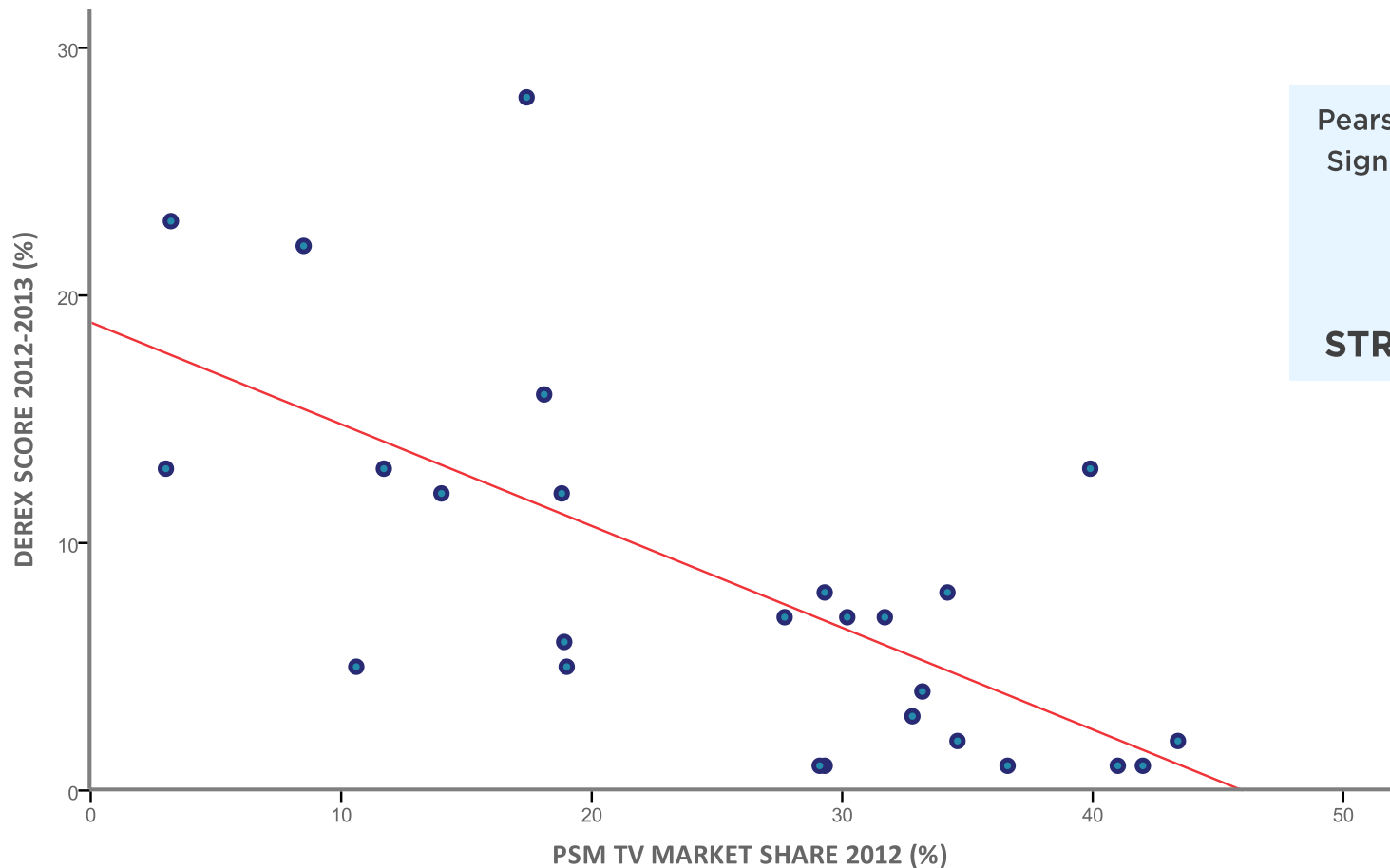


Citizens' participation in elections is essential for the well-being of any democracy. According to our correlation analysis, in those countries where PSM organizations have a higher market share, there also tends to be a higher voter turnout. However, the strength of correlation between the two variables is moderate, demonstrating that there are many other factors at play that influence citizens' democratic participation.

Note: PSM market share is the average TV organization market share of the latest general election year and the year before it. Voter turnout figures represent the percentage of eligible voters that cast a vote in the last national parliamentary election. Chart excludes countries where voting is compulsory.



# PSM TV MARKET SHARE vs DEMAND FOR RIGHT-WING EXTREMISM



Pearson Correlation ( $r$ ) = -0.670  
Significance (2-tailed) = 0.000

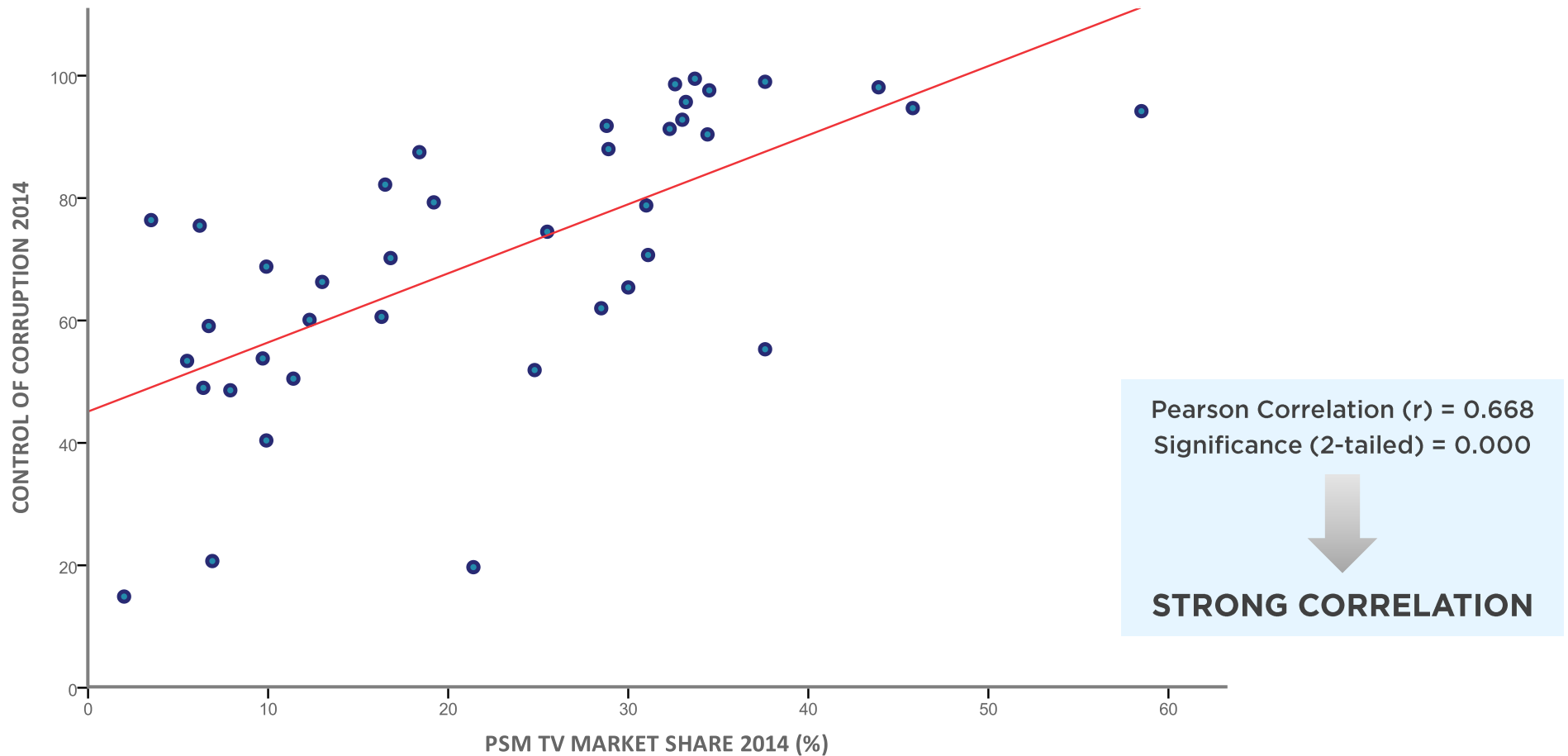


**STRONG CORRELATION**

In countries where PSM TV organization market share is higher, the demand for right-wing extremism (DEREX score) tends to be lower. A low DEREX score means there are less people in a given country with extreme right-wing views. This is an important indicator of social cohesion, and suggests that where PSM is valued more by citizens, communities also tend to be more cohesive.

Note: The DEREX Index is based on academic studies that describe psychological traits that people with extreme right-wing views tend to have, and, using this knowledge, on data collected through the European Social Survey.

# PSM TV MARKET SHARE vs CONTROL OF CORRUPTION



The chart shows that in those countries where PSM has a higher TV organization market share, corruption tends to be more under control. Similarly to the previous observations, this can be a sign that a cherished PSM is more prevalent in societies that hold in high esteem good governance and democracy.

Note: Control of Corruption reflects perceptions of the extent to which public power is exercised for private gain, including both petty and grand forms of corruption, as well as "capture" of the state by elites and private interests. Aggregate indicator (composed of different sub-indicators). Reported as a percentile rank, higher scores indicate less corruption.

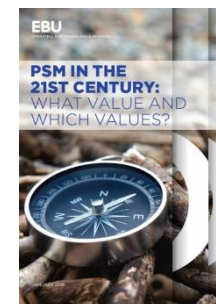
## KEY FINDINGS

- In countries where PSM funding per capita is higher, there tends to be more press freedom. In a similar vein, the strongest correlation was found between freedom of the press and trust in media: in Europe, higher press freedom levels tend to go together with higher trust in media in general, and PSM seem to play an important role in this.
- Regarding PSM performance and trust in media levels, trust in radio showed a strong correlation with PSM radio market shares. In the case of TV, this correlation was moderate.
- Another key finding was that in countries where PSM TV market share is higher, the demand for right-wing extremism (DEREX score) tends to be lower. This is an important observation, suggesting that where PSM is valued more by citizens, communities also tend to be more cohesive.
- Not surprisingly, in countries where PSM has a higher group TV market share, corruption tends to be more under control. This observation implies that those societies that cherish their PSM more, also tend to hold in high esteem good governance and democracy.
- While these correlations do not imply direct causation, the findings in this report point out that strong PSM organizations can contribute to building healthy societies, being linked to democratic governance, social cohesion, and citizens' trust in the media system.

## OTHER MIS PUBLICATIONS

A variety of MIS publications explore similar and related topics.

### PSM CONTRIBUTION TO SOCIETY



Visit the project page: [www.ebu.ch/psm-contribution-society](http://www.ebu.ch/psm-contribution-society)

### TRUST IN MEDIA



### ASSESSING TRANSPARENCY



Download them from the EBU publications library: [www.ebu.ch/publications](http://www.ebu.ch/publications)

# MEDIA INTELLIGENCE SERVICE

This report has been produced by the Media Intelligence Service (MIS) at the European Broadcasting Union.

The EBU's Media Intelligence Service provides Member broadcasting organizations with the latest market data, research and analysis needed to plan their future strategies and stay ahead of the game.

Our experts cover a broad range of topics, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.

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