

## DEFENDING FREEDOMS IN UKRAINE



### Suspilne Ukraine is a public service media company with wide national coverage across all platforms

TELEVISION	RADIO	DIGITAL	THEMATIC ASSETS
ПЕРШИЙ	УКРАЇНСЬКЕ РАДІО	СУСПІЛЬНЕ НОВИНИ	EUROVISION SONG CONTEST
СУСПІЛЬНЕ НОВИНИ	РАДІО ПРОМІНЬ	СУСПІЛЬНЕ МОВЛЕННЯ МІСЦЕВІ КАНАЛИ	БРАБАНСЬКІ Children's and educational projects
СУСПІЛЬНЕ МОВЛЕННЯ МІСЦЕВІ КАНАЛИ	РАДІО КУЛЬТУРА	СУСПІЛЬНЕ СПОРТ	К(О)ЛАЙДЕР
СУСПІЛЬНЕ КУЛЬТУРА	РАДІО ТОЧКА	СУСПІЛЬНЕ КУЛЬТУРА	PUBLIC MEDIA ACADEMY
СУСПІЛЬНЕ СПОРТ		СУСПІЛЬНЕ МЕДІАТЕКА	Coordination center broadcasting of national communities
			+5 musical collectives

### Main facts about Suspilne Ukraine

#### 84% OF AUDIENCE TRUST SUSPILNE NEWS

(Gradus Research Company, November 2023)

#### 33% OF UKRAINIANS CONSUMED NEWS DURING THE LAST WEEK

(Gradus Research Company, November 2023)

#### SUSPILNE NOVYNY PERMANENTLY AMONG THE LEADERS IN ADHERING TO THE PROFESSIONAL STANDARDS SINCE 2020

(IMI research, Detector Media monitoring)

#### THE WIDEST NETWORK OF CORRESPONDENTS, 24/7 NEWS

Continuously, on all the platforms

#### UKRAINIAN RADIO IS THE UNCONDITIONAL LEADER IN THE LEVEL OF PUBLIC TRUST

One of the leaders in terms of consumption of all radio content  
(Gradus Research Company, November 2023, Info Sapiens, April 2023)

#### ACTIVE COOPERATION WITH THE EUROPEAN BROADCASTING UNION

1793 stories of Suspilne Ukraine distributed 132,715 times on 202 channels of 79 EBU member broadcasters during 2022-2023

#### PROFESSIONAL AWARDS IN UKRAINE AND EUROPE

The European Journalist 2023 Award at the Prix Europa 2023 international competition. The Gunnar Høidahl Award, winners at The Heart of Europe International TV Festival. A special awards at the International URTI Grand Prix, Sospilnist Foundation, Bucha journalism conference. Annually, we are among the winners of The Honor of the Profession Award



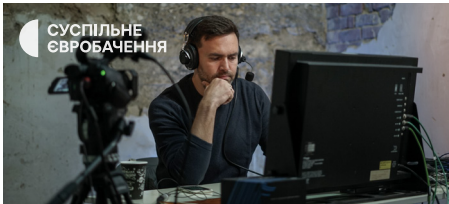
СУСПІЛЬНЕ  
ХАРКІВ



СУСПІЛЬНЕ  
МИКОЛАЇВ



СУСПІЛЬНЕ  
ЧЕРНІГІВ



СУСПІЛЬНЕ  
ЄВРОБАЧЕННЯ



СУСПІЛЬНЕ  
ОДЕСА



СУСПІЛЬНЕ  
НОВИНИ

## Suspilne Ukraine during the war

### ROUND-THE-CLOCK INFORMATION BROADCASTING

Information project "Suspilne. Studia", Suspilne Novyny newscasts, and Ukrainian Radio talk shows as part of the expanded United News telethon.

### THE BROADEST RADIO COVERAGE — INFORMATION SECURITY

In particular, in the occupied territories, during blackouts, evacuation notifications

### 10 MILLION SUBSCRIPTIONS ON SOCIAL MEDIA

Subscriptions grew millions since the beginning of the full-scale invasion — verified news vital for many Ukrainians. 65% of all subscriptions — on regional pages

### DOCUMENTARIES AND INVESTIGATIONS OF RUSSIAN WAR CRIMES

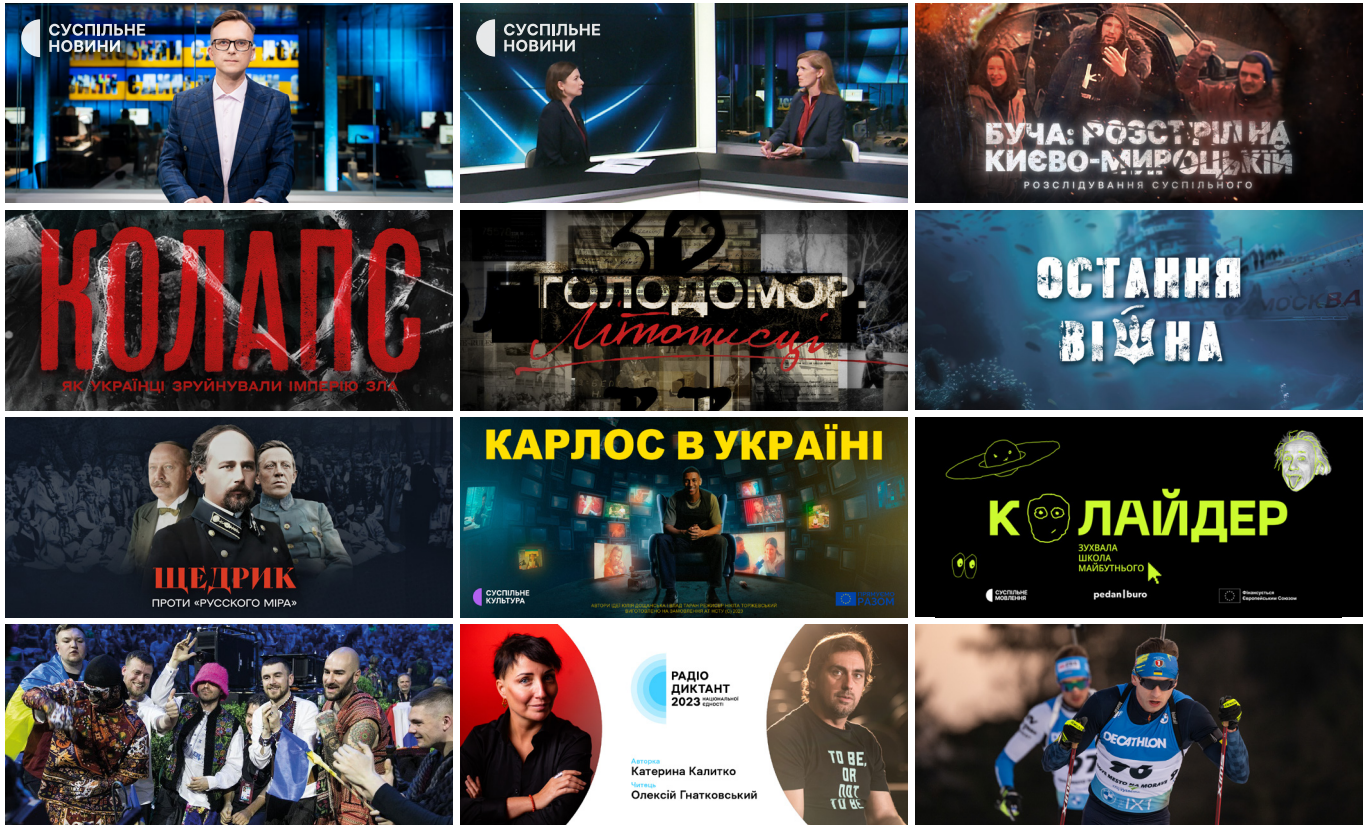
The Last War, Battle for Chernihiv, Military Chaplains. Faith at War, Position Ukraine, Queue to Say Goodbye. Journalistic investigations are the basis of criminal proceedings: Bucha: The Shooting on Kyiv-Myrotska, Bucha: Crew 111, Klyon, Notes under the Cherry Tree and others

### ESTABLISHMENT OF HUBS IN AND DEVELOPING A HYPERLOCAL NETWORK OF JOURNALISTS

Strengthen quality journalism in the regions

### CRIMEA IS ALWAYS IN THE SPOTLIGHT

Weekly program Crimean Issue. Documentaries such as My Crimea, Crimea. Liberatio



## Development against all odds

### DOCUMENTARIES THAT BECAME A SUCCESS

The Collapse. How Ukrainians Destroyed The Evil Empire, Holodomor. Chroniclers, Shchedryk vs. the Russian World, Smouldering. The Tree of Life, Visible, The Illusion of Equality, Carlos in Ukraine, Tereshchenko's Legacy and dozens of others

### CHILDREN BROADCASTING

The Brave Tales for children and their parents, educational projects Collider and The Brobaks Show

### RADIOTOCHKA, SUSPILNE NOVYNY AND SUSPILNE SPORT CHANNELS

New platforms for easy access to important content

### SUSPILNE MEDIA LIBRARY

A unique platform for archived video and audio files

### EUROVISION SONG CONTEST

Kalush Orchestra's victory in 2022, the national selection in the metro station. Partnership with the BBC to create the grandiose Eurovision Song Contest 2023 in Liverpool: 162 million TV viewers, record-shattering online audience worldwide, the BAFTA TV Awards 2024 for Live Event Coverage.

### THE OFFICIAL BROADCASTER OF THE OLYMPICS, PARALYMPICS AND THE FIFA WORLD CUP

Summer Olympics 2024 — on the platforms of Suspilne Sport

### CULTURAL DIPLOMACY

Suspilne Ukraine content showcased at MIPTV and MIPCOM (Cannes), NATPE (Budapest), L.A. Screenings (Los Angeles). Ukrainian Radio Symphony Orchestra conquers European venues



Our colleagues from Suspilne Ukraine simply tell the truth. This is fact-based journalism caught by the media around the world. This is critically important. During the war, the Ukrainian public service media strengthened its audience, as people are looking for facts, truth and trying to move away from sources of disinformation. I was amazed to see how the audience of Suspilne Ukraine has grown, especially on Telegram and other social media.

### **SAMANTHA POWER**

*Administrator of USAID*



We are proud and humbled to see and hear more about the work of Suspilne Ukraine and their journalists and staff who have taken incredible risks to provide a lifeline for all those caught in the crossfire of this terrible war.

### **DELPHINE ERNOTTE CUNCII**

*The President of the European Broadcasting Union, France Télévisions CEO*



It was a privilege to be able to personally thank the employees of Suspilne Ukraine for the role they have played in keeping the broadcaster on-air. The bravery of their staff and of the many journalists and crews on the ground, both from Suspilne Ukraine and across our membership, means that we will never be blind to the realities of this horrific war. Since the beginning of the full-scale invasion, Suspilne Ukraine has been actively helping public service broadcasters in Europe to accurately cover the war in Ukraine by providing news, analysis and investigations.

### **NOEL CURRAN**

*Director General of the European Broadcasting Union*



The reform of Suspilne Ukraine is the cornerstone of the structure of public control. No other reform will work without the oversight that is realized through Suspilne Ukraine.

### **MYKYTA POTURAIIEV**

*Chairman of the Committee on Humanitarian and Information Policy of the Verkhovna Rada*



I am grateful to Suspilne for its contribution to the development of freedom of speech and the development of a quality product. Documentaries that you want to watch again, stories from the front line, objective coverage of politics, broadcasts of top sports events... The team has undergone major changes to an extensive media platform with regional branches. I am ready to assist in everything that will help Suspilne fulfill new tasks and maintain freedom of speech at the highest level.

### **YAROSLAV YURCHYSHYN**

*Chairman of the Committee on Freedom of Speech of the Verkhovna Rada*