

DEFENDING FREEDOMS IN UKRAINE. SERVING UKRAINIAN SOCIETY. ACCOUNTABLE TO THE PUBLIC

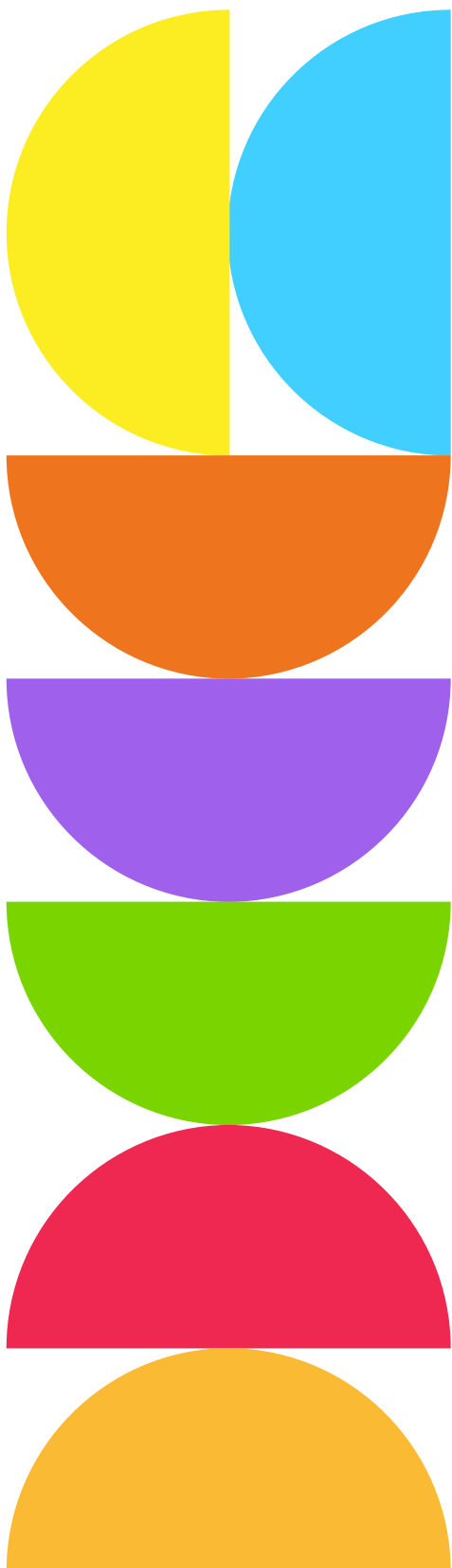
ANNUAL REPORT 2025



SUSPILNE
UKRAINE

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SUSPILNE UKRAINE

Suspilne Ukraine is one of the youngest European public service media, established in 2017 after the Revolution of Dignity and as part of the implementation of the relevant law. The establishment of Suspilne Ukraine was Ukraine's obligation to the Council of Europe and the EU under the Association Agreement. In a few years, Suspilne Ukraine has become a media company with a strong coverage across all platforms: radio, television, and digital. Today, millions of Ukrainians listen to, watch, read and trust us. Due to a successful reform, we do not depend on political influence. We work in accordance with journalistic standards. We made it through the beginning of the full-scale invasion, accumulated our efforts and have been working for the sake of Ukrainian society. We are proud to be a member of the European Broadcasting Union.

OUR MISSION

To defend freedoms in Ukraine.
To provide the public with reliable and balanced information about Ukraine and the world, to establish a public dialogue to strengthen public trust, develop civic responsibility, the Ukrainian language and culture, the individual and the Ukrainian people.

OUR VALUES

INDEPENDENCE

as the foundation of the Ukrainian nation, which does not depend on changes in government, business interests and external factors.

RELIABILITY

as protecting the interests of the audience regardless of the situation, providing uninterrupted access to content. Reliability excludes the use of unverified data and ensures the provision of information that might save lives of Ukrainians.

QUALITY

as a prominent feature for creating content for all Suspilne Ukraine platforms, based on audience understanding and creation of an interesting and relevant product.

OPENNESS

as a willingness to innovate by introducing experimental approaches to industry practices, as well as accountability to Ukrainian society.

DIVERSITY

as versatility covering different platforms and audiences, going beyond the mainstream to stand up for the small against the threat of the big, the weak against the strong, and broadcasting for and about everyone.

KEY ASSETS

TV



DIGITAL



RADIO



THEMATIC ASSETS



children's & educational projects



Diversity, Inclusion
and Equal Opportuni-
ties Department

+5 musical collectives

2025 IN NUMBERS

73%

awareness
of Suspilne Ukraine*

45%

of Ukrainians trust
Suspilne Ukraine *

16.4m

subscriptions across
Suspilne's social media pages

35%

of Ukrainians consume Suspilne
Ukraine news every week**

79%

of Suspilne Ukraine
audience trust our news**

10.5m

subscriptions across Suspilne's
regional social media channels

35m

unique users of suspilne.media

1.4b

views on Suspilne's
YouTube channels

178.4k

broadcasts of Suspilne
stories on European
broadcasters' TV channels

24.6m

views on the *BroBaks*
YouTube channel

7m

views on *The Collider*
YouTube channel

2.6m

views of the third season
of the *TOTO* animated series

55.9m

digital views of content about
the National Selection for the
Eurovision Song Contest 2025

20m

views of *Nostos*.
The Return of Heroes project
on digital platforms

6.4m

views of the new Suspilne
Voleibol YouTube channel

*MediaTrack 2025 study commissioned by Suspilne Ukraine, November-December 2025 (Kantar & Ipsos, Ukraine 18-70, CAWI, N=4,500).

**News Trust Barometer study commissioned by Suspilne Ukraine, November 2025 (Gradus, Ukraine 18-70, CAWI, N=2,500).



THANK YOU TO THE SECURITY AND DEFENCE FORCES OF UKRAINE

We are grateful to every man and woman defending Ukraine. 166 people left their jobs at Suspilne to join the military — thanks to them, we are able to live, make plans, and work.

We support those on the front line. We help strengthen the country's defense through volunteering. We await the return of all our people.

We preserve and honor the memory of our heroes through constant remembrance of their sacrifice.



DENYS BOBKOV

SUSPILNE MYKOLAIV DIGITAL JOURNALIST, SERVES IN THE 37TH SEPARATE MARINE BRIGADE

We are fighting so that people living in the rear, in relative calm and relative peace, do not have to witness the horrors unfolding on the front lines.



YELYZAVETA SERVATYNSKA

SUSPILNE NOVYNY PHOTOJOURNALIST, SERVES IN THE PRESS OFFICE OF THE AZOV CORPS

You understand how important it is for both our Ukrainian journalists and foreign ones to come and see everything with their own eyes, because that's the only way to show the truth about the war as it really is.



IN CAPTIVITY AND MISSING IN ACTION

Vasyl Filimon, a videographer at **Suspilne Mykolaiv**, who was mobilized into the ranks of the Armed Forces of Ukraine in 2022, has been held in Russian captivity for the fourth year.

Ihor Lemeshko, an information processor at the Suspilne TV News Editorial Office, and **Maksym Karnaukh**, a boiler equipment operator at **Suspilne Zhytomyr**, are considered missing in action.

THEY DIED DEFENDING UKRAINE

KYRYLO POLIKEVYCH

Videographer for Suspilne Dnipro. He was killed on 16 March 2025, while carrying out a combat mission in the Donetsk region, near Preobrazhenka in the Pokrovsk district.

He was born and raised in Dnipro. In 2008, he began working at the regional television station as an editing engineer. Starting in 2018, he worked at Suspilne, specifically on the interregional project *The Morning on Suspilne*. In 2020, he became a videographer. In June 2023, he was mobilized. He served in air defense units and later on the eastern front. Together with his comrades, he broke out of an encirclement and returned to duty after being wounded. He served as a grenadier in the 72nd Separate Mechanized Brigade named after the *Black Zaporozhians*. In 2025, he received the Infantry of the Armed Forces of Ukraine award.



KATERYNA LYSIUK

KYRYLO'S
COLLEAGUE, MANAGER
AT SUSPILNE DNIPRO

Kyrylo was a very kind person, reserved, but always with a smile on his face. I only had the chance to work with him for a month and a half before he left to serve. But despite that, every time he was in Dnipro and stopped by the branch, we would sit in my office and talk. This is truly a tragedy for the entire Suspilne Dnipro family.

NATALIIA ASTRATOVA

KYRYLO'S COLLEAGUE

He was a very calm and balanced person. Where others might lose their temper when something didn't work out or went wrong, Kyrylo always remained calm and never raised his voice. He had a great sense of humor. He was always ready to help everyone and approached everything with understanding. He truly loved his work.

THEY DIED IN 2023-2024



Oleksii Olkhovyyk,
Suspilne's
cameraman.

He died
on 13 March 2023.



Dmytro Siryk,
DJ, music editor,
and radio host
at Suspilne Donbas.

He died
on 20 April 2023.



Iryna Tsybukh,
journalist and regional
broadcasting manager
at Suspilne Ukraine.

She died
on 29 May 2024.

2025. A YEAR OF COOPERATION

BUILDING TRUST AND FOSTERING RESILIENCE



WE INFORM AND DOCUMENT

Uninterrupted broadcasting, verified news in line with journalistic standards from the front line and the home front, regional centres and local communities — covering the whole country and major international events. Suspilne Ukraine's reports, investigations and documentary projects receive Ukrainian and international awards. Suspilne Novyny is on the White List of media outlets and among the leaders in content sharing with European broadcasters.



WE UNITE AROUND UKRAINE

As a nation, we participate in the Radio Dictation of National Unity, support our contestants at Eurovision and Junior Eurovision, as well as root for our athletes competing in major international sporting events. We showcase and explain Ukrainian culture on Suspilne Kultura and Radio Kultura, and make the archives of Suspilne Mediateka available. 2025 marks an anniversary for Radio Promin, which has been broadcasting across Ukraine for 60 years.



WE SHAPE THE FUTURE

Suspilne's strategic priority is working with young people. In 2025, we launched the *Brobaks* app — *Toto* and other Brobaks's Ukrainian-language animated series, as well as the *Suspilne Kazky* podcast, are now even more accessible. We are developing the *Collider* project for teenagers and working with influencers to speak to them in their own language.



WE BUILD PARTNERSHIPS

We are strengthening our cooperation with European broadcasters and international organisations, and are involved in shaping media policies and professional standards at the EBU level. In 2025, we signed a partnership agreement with the broadcaster ARTE, opening up new opportunities for co-productions. We are becoming media partners for the country's major cultural events.



WE INVEST IN SUSTAINABILITY

Despite the attacks, we continue to broadcast across the country. We are building backup infrastructure and sharing this know-how with European broadcasters. We are modernising our production facilities and digital platforms, as well as implementing new technologies and AI. In 2025, we opened an inclusive office in Khmelnytskyi, a digital studio in Kyiv, and a studio for Radio Promin. The Suspilne Dnipro and Suspilne Donbas teams are working in new offices after the destruction of the branch building in Dnipro.



WE SUPPORT DIVERSITY

Suspilne is implementing DEI principles and fostering an inclusive corporate culture. The company has successfully undergone an independent gender audit and is creating a veteran-friendly environment. We produce projects in the languages of national communities and provide sign language interpretation for our live broadcasts. Our strength lies in the diversity — of Suspilne's platforms, our team and our experiences.



WE CAN SEE THE POSITIVE IMPACT OF OUR WORK, AND THAT'S INSPIRING

SVITLANA OSTAPA,

Head of the Supervisory Board of Suspilne Ukraine

For Suspilne, as for the whole of Ukraine, 2025 marked the fourth year of the full-scale Russia-Ukraine war. The company continued to gain experience during the crisis, whilst losing colleagues and property. In 2025, Kyrylo Polikevych, videographer at Suspilne Dnipro, lost his life. Vadym Khomenko, chief engineer at Suspilne Kherson, was injured by a landmine. Vasyl Filimon, cameraman at Suspilne Mykolaiv, has been held captive for over three years. The enemy attacked our branches in Kherson, Zaporizhzhia and Dnipro. The Dnipro branch was completely destroyed by fire.

The ruscists repeatedly attacked the homes of our employees. Constant air raid alerts and the loss of loved ones affect mental health. This is why we prioritise employee well-being. Nearly 40 have returned after demobilisation or joined our team.

We have already learnt to live and work amidst a full-scale war, and we are reforming in a period of constant turmoil and danger. Where do we find the strength and inspiration to do this? First and foremost, our strength comes from our military, who defend our country.

We can see the positive impact of our work, and that's inspiring. Amidst the great war and chronic underfunding, we have set our priorities. Above all, we invest in news and documentaries that restore historical justice. All our documentaries are now available on the Suspilne Dokumentalistyka YouTube channel.

For example, we launched our first mobile app for children, *Brobaks*, which offers over 250 hours of high-quality Ukrainian-language content for kids.

The digital-first approach, adopted before the full-scale invasion, is also yielding positive results. In 2025, we opened a new digital complex at our central office in Kyiv for the full cycle of digital content production. The digital team is growing, as is the number of digital products and subscriptions across various platforms (over 16m).

Suspilne's investigative team has released new documentaries. Following our investigation *Nalbuphine: A Profitable Addiction*, the government adopted a resolution increasing control over the distribution of the *Nalbuphine* painkiller.

Our Suspilne Mediateka, a platform featuring unique archival video and audio recordings from the 1920s to the present day, is growing in popularity. Over 3,500 hours of content, 16,000 items, have been digitised.

In 2025, the Supervisory Board of Suspilne Ukraine elected Mykola Chernotytskyi as the Head of the Managing Board for an additional four-year term through a competitive process. According to international and national experts, the election process was fair and conducted in accordance with all applicable procedures.

There are many challenges. Yet, despite this, we continue to work and fulfil our key mission of defending freedoms in Ukraine, providing the public with accurate and balanced information about Ukraine and the world, fostering public dialogue to build public trust, and strengthening the Ukrainian language and culture, identity and the people of Ukraine.



VALUES UNITE

MYKOLA CHERNOTYTSKYI,

Head of the Managing Board of Suspilne Ukraine

Suspilne Ukraine is an institution that's more than just a media outlet. It is more than just television, radio or digital platforms. It is an institution that defends freedoms, upholds values and sets quality standards; it has principles and never compromises on them.

We are able to work and deliver accurate news thanks to our defenders, both men and women, who are fighting for our country on the front line. Among them are colleagues and friends whom we must support. Four members of our team, who took up arms to defend the country, lost their lives in the Russia-Ukraine war, but their names will always be with us: Oleksii Olkhovyk, Dmytro Siryk, Ira Tsybukh, and Kyrylo Polikevych. We salute and honour our heroes.

Sadly, this year we've lost Hlib Honcharenko and Vasyl Rudakov. Their memory will live on.

I would like to thank the team for our unity in all processes, and our values need no explanation,

for they are what unites us; for professional standards and honest, challenging discussions; for reports from the front line and stories about veterans; for documentary projects about our country; for culture, music, sport, and Ukraine's strong performances at the Eurovision Song Contest; for the Radio Dictation, which is heard around the world; for the millions of people we bring together to cheer, empathise, and celebrate; for *Brobaks*, children's content and our work with young audiences; for the Qualification Centre and the Concept of Diversity, Equity and Inclusion.

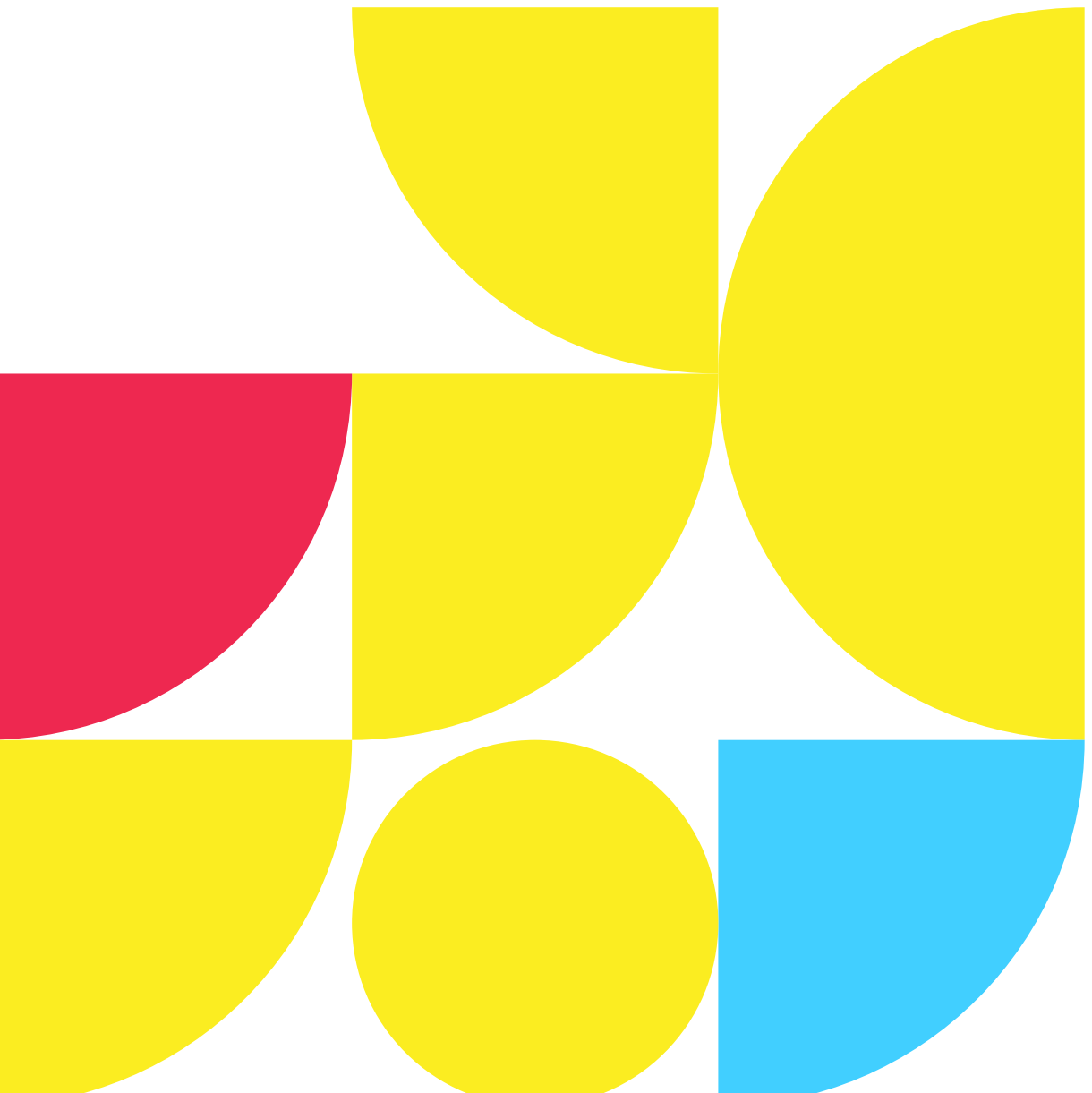
I am grateful to the Supervisory Board of Suspilne Ukraine for their trust, strategic guidance and shared vision for the company's development; to European broadcasters for featuring Suspilne Ukraine's news in their programming; to our partners for joint projects and support during the most difficult period for Ukraine; and to Ukrainians for choosing Suspilne on radio, television or digital platforms.

The European Commission positively assessed Suspilne's steady funding and transparent process of electing the Head of the Managing Board

"Ukraine has made some progress in this area [freedom of expression]. [...] For 2025, the Ukrainian public broadcaster Suspilne was allocated almost all of the budget it had requested, but due to general public budget constraints, this was still below the amount mandated by Ukrainian law. In April 2025, the Chair of the Board of Suspilne was re-elected following an open, competitive and merit-based competition," — European Commission report, 4 November 2025.

NEWS AND CURRENT AFFAIRS

WE INFORM IN LINE WITH
JOURNALISTIC STANDARDS



35%

of Ukrainians consume Suspilne Ukraine news on a weekly basis*

79%

of respondents trust Suspilne Ukraine news*

From frontline reports to international events, we provide reliable and balanced information to the country 24/7 in times of war and uncertainty.

Key topics and tough discussions in line with journalistic standards.

Broadcasting for and about communities: diversity, equity, inclusion.

On the same wavelength with millions of Ukrainians who entered a new century of Ukrainske Radio with us.

Suspilne Novyny is a leader in upholding journalistic standards.

1 million subscriptions to Suspilne Novyny on YouTube and a Gold Creator Award; 14 Silver Creator Awards (over 100K subscriptions) across regional channels.

We enable different people and communities to have a voice, showing Ukraine as it is.

We remain the voice of Ukrainians to the world.



SUSPILNE NOVYNY

Reliable information in times of war means safety, guidance and communication between people. Suspilne provides this connection by working 24/7. We appreciate that 35% of Ukrainians consume Suspilne Ukraine news on a weekly basis, and 79% of our audience trusts it.

Suspilne Novyny remains a leader in adherence to journalistic standards, featured in the Transparent and Responsible Media List.** Together with Ukrainske Radio, they are leaders in trust and recognition among Ukrainians.***

Viacheslav Mavrychev, Eastern Hub Editor-in-Chief and Suspilne Kharkiv war correspondent, working at the site of a Russian attack on the local market. Kharkiv, 1 October. Photo by Vitalii Hnidy/Reuters.



5.5k

TV newscasts

≈ 20k

radio news items

≈ 40

reports and special reports

In 2025, the transformation of the news departments at Suspilne was completed: Suspilne Novyny and Pershyi TV channel's live talk studios work as one team, with the same planning and production centre.



MARIYA FREY

MEMBER OF THE MANAGING BOARD OF SUSPILNE UKRAINE, IN CHARGE OF NEWS AND REGIONAL CONTENT

LEADER IN CONTENT EXCHANGE WITH EBU BROADCASTERS

2,424 news items for exchange

178,403 displays

216 TV channels

We had news gathering before, and now we also have talking gathering. This means that we are united in one area and work directly with the news. This has significantly improved the quality of the content, particularly the Suspilne. Studiia project, has had a positive impact on performance, made it easier to manage and, most importantly, relieved a lot of tension between the teams.

**Institute of Mass Information (IMI) monitoring.

***Ukrainian Media: News Consumption and Trust in 2025 study by NGO Internews Ukraine.

The world gets informed about the events in Ukraine through Suspilne Novyny materials, which the team shares with broadcasters through the Eurovision News Exchange.

For the greatest contribution to international news exchange, Suspilne received the EBU's **Gunnar Hoydal Award**.



Khrystyna Havryliuk at the Gunnar Hoydal Award ceremony, 22 October, Naples, Italy



KHRYSTYNA HAVRYLIUK

SUSPILNE NOVYNY CHIEF PRODUCER

We are happy to receive this award and proud to maintain our leading role in the Eurovision News Exchange for the fourth year of Russia's full-scale invasion of Ukraine. At a time when voices around the world are calling to end the war at any cost, it is crucial for us to give Ukrainians a voice — and the Eurovision News Exchange enables us to do that.

AS COMPARED TO 2024, THE NEWS EXCHANGE INCREASED BY

44%

Suspilne Novyny **materials** were published by BBC News, Financial Times, The Washington Post, NBC News, Bloomberg, Newsweek, CNN, Guardian.

At a meeting with editors from all over Europe, we received positive feedback from our colleagues working in the Brussels office. They confirmed that we are one of the best newsrooms in terms of news presentation for the EBU website.

Suspilne's news exchange team works around the clock to promptly deliver breaking news.



ALINA BUHAIEVA

NEWS EXCHANGE
TEAM LEADER AT SUSPILNE

SUSPILNE NOVYNY IN DIGITAL

Suspilne Novyny YouTube channel offers news about Ukraine and the world, exclusive interviews, reports, investigations, live broadcasts and special features.

Suspilne Novyny has surpassed 1 million subscribers on YouTube and received a Gold Creator Award. 14 news channels have Silver Creator Awards (over 100k subscribers): Suspilne Mykolaiv, Suspilne Poltava, Suspilne Donbas, Suspilne Zaporizhzhia, Suspilne Chernivtsi, Suspilne Ivano-Frankivsk, Suspilne Chernihiv, Suspilne Kharkiv, Suspilne Uzhhorod, Suspilne Odesa, Suspilne Sumy, Suspilne Rivne, Suspilne Dnipro, Suspilne Vinnytsia.



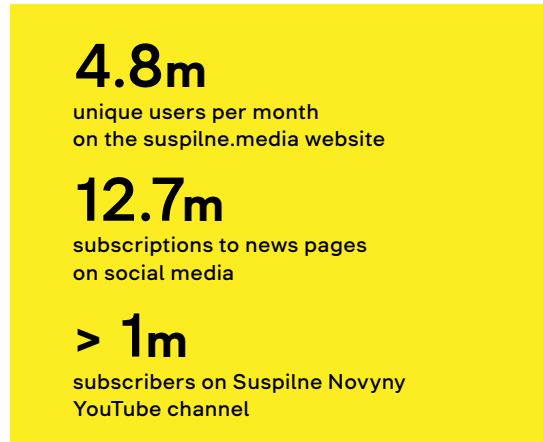
OLENA DUNIAK

MANAGING EDITOR OF THE SUSPILNE NOVYNY YOUTUBE CHANNEL

Reaching the one million subscribers mark was one of the team's biggest achievements last year. Despite the fact that this figure is conditional and we are watched by many more people, it was a goal that united our team.

Suspilne Novyny and 10 regional channels

(Suspilne Ivano-Frankivsk, Suspilne Dnipro, Suspilne Chernihiv, Suspilne Zaporizhzhia, Suspilne Sumy, Suspilne Donbas, Suspilne Poltava, Suspilne Chernivtsi, Suspilne Rivne and Suspilne Kharkiv) are among **the 50 most popular Ukrainian-language news media*** on YouTube.



Suspilne Novyny team with a Gold Creator Award from YouTube



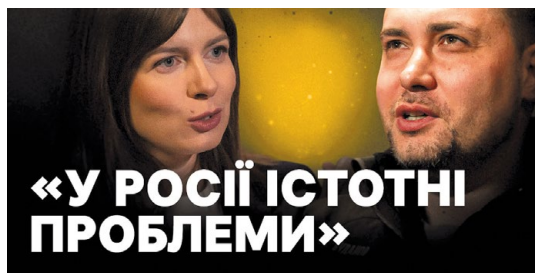
Suspilne Uzhhorod news team with a Silver Creator Award for the branch channel



Silver Creator Award from YouTube in the hands of Suspilne Mykolaiv team

*According to the Sub.Sub analytical platform's data, August
Institute of Mass Information (IMI) monitoring.

THE WAR AND THE COUNTRY'S MAIN EVENTS ARE IN THE SPOTLIGHT



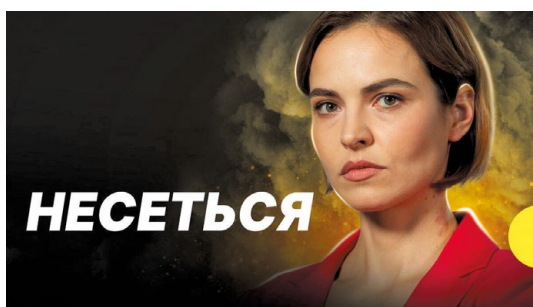
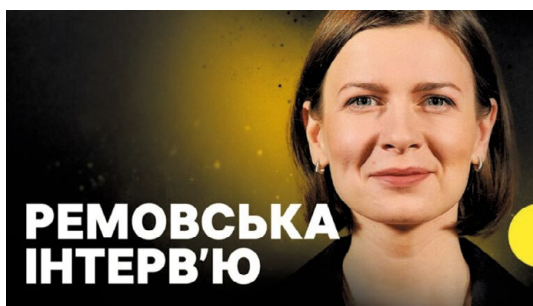
The Russia-Ukraine war remains a priority topic for Suspilne's journalists: **events on the front line, the aftermath of Russian aggression and attempts at peaceful settlement.**

Suspilne Novyny covered, among other things, the offensive in Donetsk region and the withdrawal of the Defence Forces from Kursk region, Russian strikes on training centres and power facilities, long-range strikes by Ukrainian weapons on Russian territory, as well as the issues of military draft, forced conscription in the occupied territories and recruitment of Ukrainians to blow up Territorial Recruitment Centers. The team reported on the partial renewal of the government and the profile of Prime Minister Yuliia Svyrydenko, covered attempts to deprive NABU and SAPO of their independence, and prepared an investigation into embezzlement at Energoatom.

Suspilne Ukraine projects include *Removska Interview* and *Nesetsia* [Here It Comes].

Removska Interview — 27 episodes were released, in which **Olena Removska**, a Suspilne Ukraine journalist, talks to decision-makers and influencers, military personnel and experts who explain events in the country. In 2025, interviews with **Serhii Kyslytsia**, **Kyrylo Budanov**, **António Costa**, **Jean-Noël Barrot**, **Taras Kachka**, heads of NABU and SAPO, and others were released.

Nesetsia [Here It Comes] is a daily news digest about the day's key events. The presenter, **Alina Klymenko**, analyses how they affect Ukraine and the world (192 episodes).



OUR OWN CORRESPONDENTS AT KEY EVENTS AROUND THE WORLD

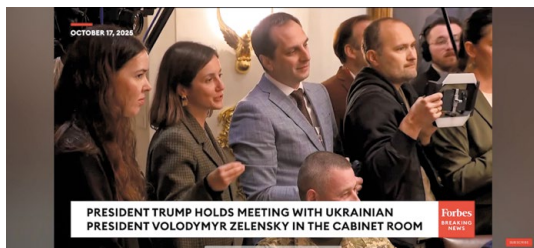
Throughout the year, Suspilne Novyny prepared materials on **important international events**, including negotiations to end the war, the meeting of the US and Russian presidents in Alaska, visits of Ukrainian President Volodymyr Zelenskyy to Washington, D.C., summits of European leaders, the Pope's funeral and conclave, as well as elections in European countries.

Valeriia Pashko, Suspilne Ukraine correspondent in Brussels, has been consistently covering events related to Ukraine's European integration processes, as well as key news from Western Europe. **Tetiana Kozyrieva** started working in Washington, D.C., as a special correspondent for Suspilne Novyny, covering the new US administration's policy towards Ukraine.



TETIANA KOZYRIEVA

SUSPILNE UKRAINE CORRESPONDENT
IN WASHINGTON, D.C.



Tetiana Kozyrieva (second from left) among the press after the meeting between Volodymyr Zelenskyy and Donald Trump at the White House. Washington, D.C., USA, 17 October



Suspilne Novyny special correspondent Valeriia Pashko covering the conclave to elect a new pope in the Vatican

At this crucial moment in the war, when a vacuum of Ukrainian journalists' voices has emerged in Washington, D.C., with the closure of the Voice of America and the cessation of funding for Radio Liberty, it is more important than ever to inform the Ukrainian audience about the course of events in the United States in a balanced and objective manner, to explain the nature of trends, actions and dynamics of bilateral relations between Ukraine and the United States. Joining the Suspilne team is a great honour and responsibility for me.



**PRIX BAYEUX
CALVADOS-NORMANDIE**
DES CORRESPONDANTS DE GUERRE

The report ***Life and Death Among Sunflowers: A Report from the Pokrovsk Direction*** won in the Best War Report category of the 2025 Honor of the Profession competition and competed in the final of **Le Prix Bayeux Calvados-Normandie**. Authors: Oleksandr Mahula, Anastasiia Ivantsiv, and Anastasiia Isaienkova.



*Pokrovsk direction, Donetsk region, 26 August 2024.
Suspilne Novyny / Oleksandr Mahula*



NIKITA HALKA

SUSPILNE NOVYNY CORRESPONDENT

The war has changed a lot. Working on the front line and in the vicinity has become more difficult, primarily because of drones — now getting to the frontline positions to the artillery or infantry is a great success, and I am grasping this chance to give the military personnel an opportunity to be heard. This is my mission.



YANA SAMKO

SUSPILNE KHERSON CORRESPONDENT

"Thought is a cartridge, word is a weapon" is a quote in my work notebook, and I felt its value during the full-scale invasion. We, the journalists, tell and show... By doing so, we help people feel that they are not alone, hear about Kherson, and understand our life.



NAZARIY RUBANIAK

SUSPILNE MYKOLAIV CORRESPONDENT

I am convinced that everyone should know the stories of those who defend us and at what cost. Each of these stories is unique: a woman who dreamed of parachuting and did so by joining the army; a man who enlisted to fight in the war, while his wife was trapped under occupation.



KATERYNA HLADENKO

SUSPILNE SUMY MANAGING EDITOR

Foreign media use Suspilne's materials, people from different countries see what is happening on our border. And this thought helps us to work and stay strong.



Suspilne Novyny correspondent Nikita Halka reporting on the massive attack in Solomianskyi district. Kyiv, 17 June



Suspilne Chernihiv correspondent Oleksii Kotsebchuk at the site of a Russian attack on civilian houses



Svitlana Harbuzova, Suspilne Zaporizhzhia correspondent, Hryhorivka, Zaporizhzhia region, 5 December



Suspilne Chernihiv correspondent Nadiia Martyshko working on the documentary project Senezh. Operation Revenge



Suspilne Mykolaiv correspondent Valentyna Hurova, December, Kherson region



Suspilne Odesa cameraman Ivan Khvorostian filming in one of the AFU units, Donetsk region



Iryna Kasianenko, Suspilne Sumy correspondent, filming the evacuation from Slavhorod

SUSPILNE UKRAINE INVESTIGATIONS

In 2025, the Suspilne team produced new investigations into crimes committed by Russian criminals: the case of 16-year-old Stepan Chubenko, who was tortured to death by militants for his Ukrainian views; the identification of the chief officer responsible for war crimes in Yahidne; and the recruitment of teenagers by Russian special services. The team of investigators prepared a series of articles (including on how Russia is militarizing Ukrainian children in the occupied territories and how Ukraine is prosecuting Russian occupiers for war crimes) and identified Russians involved in the execution of Ukrainian soldiers on the battlefield. Suspilne's materials influence the resolution of domestic issues. In particular, the investigation into *Nalbuphine* influenced the government's change in attitude toward this issue and led to tighter controls on its circulation. Suspilne's journalists have also prepared a series of environmental investigations.



European Association of Regional Television
Association Européenne des Télévisions Régionales

Call Sign 'Batman': Secret of Vasylivka Checkpoint — an investigation published in 2024, winner of the European competition **Prix CIRCUM Regional 2025**.



Hanna Kalaur and Olha Tatarenko with the Award.
22 May, Barcelona, Spain

BEN MOORE

MEMBER OF THE JURY
PRIX CIRCUM 2025 (BBC,
UNITED KINGDOM)

We chose as the winner an investigation that captured our attention from the very beginning. It exposes a Ukrainian traitor known as "Batman", who abducted Ukrainian civilians from besieged cities and held them in slavery in the Russian rear. The film carefully documents every turn of events, showing how the investigation unfolds and how those who were enslaved suffered — all in a dangerous part of the world gripped by war.

All of our films about war crimes have English subtitles. We try to tell foreign audiences about them and ask our viewers to do the same. The goal is simple: to make sure that as many people in the world as possible know about Russian war crimes and that they are not forgotten. From the way foreign audiences react to our films, we understand that we are doing very high-quality and good work. And the proof of this is our victories in international competitions.



ALLA SADOVNYK

JOURNALIST AT THE SUSPILNE'S
INVESTIGATIONS EDITORIAL OFFICE



West of the East is about Kramatorsk through the eyes of Stepan Chubenko's mother, a 16-year-old boy who was kidnapped by militants in 2014 and then tortured for his pro-Ukrainian stance. At least four shots, preceded by mockery and torture — this was the terrorists' response to his pro-Ukrainian views and Stepan's desire to live in sovereign Ukraine. Stepan became a symbol of resistance in Kramatorsk.

STALINA CHUBENKO

STEPAN'S MOTHER

I am very grateful to the filmmakers, to the entire team, with whom it was comfortable to work, and who invited me to take part in this project. I want everyone to know who we are dealing with. I am very proud of my son. When people ask me, 'How did you raise such a patriot?' I answer that he raised himself.



'Spider' and Other Unpunished is the third investigation by the Suspilne's Investigations Editorial Office into a war crime in Yahidne, where in March 2022 Russian troops used Ukrainian civilians as a human shield. Three hundred adults and 69 children were illegally detained for almost a month in the basement of a local school without access to fresh air, sufficient food, or medicine. Ten people died under these conditions. In the new investigation, journalists revealed the name of the main officer — the regiment commander with the call sign 'Spider'.



In the Enemy Chat is an investigation into how Russian intelligence recruits Ukrainian teenagers for sabotage, how this system operates, and why teenagers become easy targets.



Nalbuphine: Profitable Addiction is an investigation into why the semi-synthetic opioid Nalbuphine remained freely available for years, who is making millions from drug addiction, and why the state did not respond to this obvious problem. After the release of a film about the problem of Nalbuphine in 2024, the government tightened control over its circulation.

ENVIRONMENTAL INVESTIGATIONS



In 2025, Suspilne Ukraine released a series of environmental investigations: on air pollution caused by Russian attacks, construction on the banks of the Dnipro River, and deforestation in the Carpathians.



Not our shores. Who is building on the Dnipro River in Cherkasy Region? (Suspilne Cherkasy in collaboration with journalist Artur Chemyrys). Investigators traveled to the coastal areas of the Dnipro River near Cherkasy to find out why the law is not working, who exactly is receiving land in the protective zone, and how official decisions allow recreational areas to be turned into closed settlements for the select few.

The Silence of Svydovets (Suspilne Lviv in collaboration with Kateryna Murovana) is a story about the struggle against large-scale development in the Carpathians, which has been going on for several years. The film crew gathered the opinions of local residents, environmentalists, scientists, lawyers, and government officials to find out: how construction could change the region's water balance; what is behind the new development plans in Chorna Tysa, a few kilometers from Bukovel.



Kherson. Breathe Slowly (Suspilne Kherson in collaboration with director Kateryna Murovana) is dedicated to how military operations affect air quality and human health. The authors investigated the impact of constant attacks, particularly on air quality in Kherson, the consequences of pollution for the health of local residents, and the overall state of the environment.



**Investigations are created on a competitive basis within and thanks to the project "Support for Editorial and Digital Transformation and the Development of Corporate Culture of Public Media in Ukraine," funded by the Swedish International Development Cooperation Agency (Sida).*

SUSPILNE UKRAINE'S PERSHYI TV CHANNEL

The TV platform of Suspilne's news programming. On air — hourly Suspilne Novyny bulletins, the daily live programme *Suspilne. Studiia* with live crosses from across the country,

special broadcasts and interviews with key Ukrainian and international speakers, socio-political talk shows, author interviews, documentaries and investigative journalism.

SUSPILNE. STUDIIA — LIVE BROADCASTS DAILY

364

newscasts

72 hours

of airtime per week

3.3k

hours on air

> 100

broadcasts with simultaneous interpretation into Ukrainian

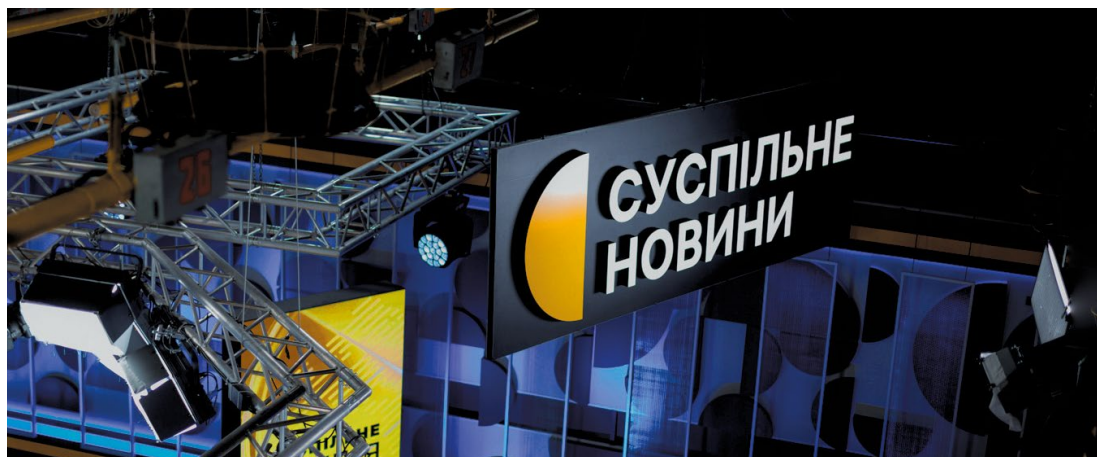
Major events, important topics, breaking news, and relevant analysis — the news project *Suspilne. Studiia* airs on Pershyi TV Channel and Suspilne Novyny YouTube channel seven days a week from studios in Kyiv, Lviv, and Uzhhorod. In 2025, broadcasting was expanded to include 2.5 hours of live coverage on weekends.

From key international meetings to the most important locations within the country, we were at the scenes so that our viewers could see everything with their own eyes on Suspilne. Studiia. We brought in hundreds of experts with different views and ensured equal access to airtime for all political forces, because viewers have a right to see the full picture.



ARTEM SHELKOVYI

HEAD OF THE LINEAR INFORMATION BROADCASTING DEPARTMENT





Oleh Haliv and Anna Cherednichenko, hosts of Suspilne. Studiia. Kyiv



Roman Soviak and Oleksandr Bodnia, Suspilne. Studiia hosts. Uzhhorod



Vira Muts, one of the sign language interpreters of the Suspilne. Studiia project. Lviv



Kateryna Nekrecha, one of Suspilne. Studiia hosts. Lviv

Special broadcast on the inauguration of the 47th President of the United States, Donald Trump:

- TV viewing record: Pershyi TV Channel took the 3rd place in audience attention;
- 230k views of Suspilne Novyny broadcasts on YouTube: the 2nd place in popularity among Ukrainian media.



Suspilne Novyny correspondent Olena Kurenkova, who was working in the US on the day of the inauguration. Photo by Vladyslav Kravets



The Susilne. Studiiia special broadcast on 20 January. Hosts Borys Ivanov and Olesia Nitsevych

TV NEWS BROADCASTS — EVERY HALF HOUR

Every day, every half hour **from 7:00 a.m. to 10:00 p.m. At 9:00 p.m.** — the main evening bulletin **Suspilne Novyny. The Main** with **Maiia Pidhorodetska** and **Viacheslav Afutin**.



MAIIA PIDHORODETSKA

NEWS ANCHOR AT SUSPILNE UKRAINE

Suspilne Novyny is not a platform for speculation, assumptions or conjecture. We understand that we live in a time when even a single mistake can cost too much, which is why we prioritise accuracy over headlines.



VIACHESLAV AFUTIN

NEWS ANCHOR AT SUSPILNE UKRAINE

We work every day to help Ukrainians understand what is happening around them and how certain events affect everyone's lives. We try to help viewers avoid drowning in a huge wave of information, so we select what is noteworthy, meaningful, and trustworthy.

THE NEW COUNTDOWN

A socio-political talk show — a platform for constructive discussion about Ukraine's future, where experts analyse the key events of the week (38 episodes).

In the autumn season, the project's performance increased by 1.5 times both on television and on *The New Countdown* YouTube channel compared to the winter-spring season: from 1.25% to 1.93%.

The project team carefully selected the most relevant topics of concern to society, including mobilization, reform of the Territorial Recruitment Centres, and searches by the National Anti-Corruption Bureau of Ukraine, blackouts, and the 2026 budget. The two episodes of project dedicated to the topic of 'Mindich's tapes' received the most views. The audience share of these broadcasts on the Pershyi TV channel was 3.22% and 3.34%, respectively (18+, cities with a population of 50,000+).

58.5 hours
of airtime

2.9m
views on YouTube



Finally, after three years, we've begun to get exactly what we created this programme for. People are starting to see us. We are noticed by both the authorities and the opposition. News stories based on our programme make it into the top rankings. The programme itself shows high ratings and gains great viewership numbers on YouTube. We are finally becoming the country's main talk show.



IRYNA BUBNOVA

EXECUTIVE PRODUCER OF THE LINEAR PROJECTS CREATIVE AND PRODUCTION DIVISION AT THE SUSPILNE'S TELEVISION DIRECTORATE

We don't compete in volume — we focus on content. Our goal is to ask important questions and not stay silent where others might have. This is a platform for deep, well-reasoned discussion, without the pressure of ratings or political bias.



ANDRII DIKHTIARENKO

HOST OF *THE NEW COUNTDOWN* SOCIO-POLITICAL TALK SHOW

PERSHYI TV CHANNEL — THE FASTEST-GROWING CHANNEL

According to the results of 2025, Pershyi TV Channel of Suspilne Ukraine took first place in the rating table of TV channels in terms of audience share growth compared to 2024. With a share of 1.19%, the channel jumped eight positions at once, from 19th to 11th place (18+ cities with a population of 50,000+). The growth in share was due to an increase in the average daily viewing time of the channel by +39% — from 29 minutes to 41 minutes, which is the best result among the top 20 TV channels. In 2025, the channel's audience (reach) averaged 6.1 million Ukrainians per month (4+, all of Ukraine**).



HRYHORII TYCHYNA

GENERAL PRODUCER OF SUSPILNE'S TELEVISION DIRECTORATE

2024 p			2025 p		
1	STB	9,44	1	STB	9,73
2	NEWS MARATHON ¹	7,54	2	NEWS MARATHON	6,56
3	ICTV2	5,72	3	ICTV2	5,44
4	NTN	5,24	4	NTN	4,33
5	NEW CHANNEL	4,59	5	NEW CHANNEL	4,02
6	2+2	3,93	6	1+1 UKRAINE	3,84
7	1+1 UKRAINE	3,76	7	2+2	3,55
8	BIGUDI	3,73	8	BIGUDI	3,43
9	TET	2,97	9	TET	2,8
10	TVIY SERIAL	1,8	10	TVIY SERIAL	1,27
11	MEGA	1,59	11	ПЕРШИЙ	1,19
12	ENTER FILM	1,24	12	MEGA	1,17
13	OCE	1,21	13	WE-UKRAINE+	1,16
14	K2 ²	1,17	14	OCE	0,99
15	UNIАН	1,11	15	СУСПІЛЬНЕ КУЛЬТУРА	0,98
16	K1	1	16	UNIАН	0,96
17	МІСЦЕВІ КАНАЛИ ³	0,99	17	K2	0,96
18	WE-UKRAINE+ ⁴	0,95	18	PLUSPLUS	0,9
19	ПЕРШИЙ⁵	0,95	19	K1	0,89
20	ESPRESO TV ⁶	0,87	20	ENTER FILM	0,88
21	СУСПІЛЬНЕ КУЛЬТУРА	0,83	21	ZOOM	0,87

This growth is the result of systematic, well-thought-out work with clear positioning of Suspilne TV channels for different segments of the TV audience. For the first time since the formation of the thematic model in 2024, our channels broadcast throughout the year with a clear genre focus. Pershyi TV Channel has established itself as an information flagship — with news, talk shows, investigative projects, and high-quality documentaries about current and historical events.



In the autumn of 2025, Pershyi TV Channel of Suspilne Ukraine updated its visual design

REGIONAL HUBS

In terms of content, Suspilne's regional branches are organised into 6 hubs with production centres in Lviv, Cherkasy, Rivne, Odesa, Chernihiv and Kharkiv. They work with a focus on digital platforms as a part of Suspilne Ukraine's news broadcasting.



ALLA SKORYK

HEAD OF THE REGIONAL CONTENT DEPARTMENT AT SUSPILNE UKRAINE

10.5m subscriptions to branches' social media pages

64m users accessing local pages of Suspilne Novyny website

22 special projects by local teams

We feel the audience's trust and that they stay with us. This is confirmed by the numbers. All regions recorded growth on all platforms: the number of subscribers, unique users on the Suspilne Novyny website, and our YouTube channels grew. We are aware of the responsibility for this trust and are ready to keep working.

PRO Crimea

In 2025, the Suspilne Crimea team launched an information and analytical project on Crimea, its de-occupation, and the history and culture of the indigenous people, the Crimean Tatars (15 episodes).

It is important to support Crimea in the media, and Suspilne Crimea is now almost the only media outlet that does this on a regular basis. Not only when something happens, when everyone talks about it, but systematically by talking about how people live, giving them a voice, and an opportunity to be heard.



INNA BODNAR

SUSPILNE CRIMEA PRODUCER

STORIES FROM COMMUNITIES SHARED NATIONWIDE

In 2025, Suspilne completed the final stage of building its correspondent network across communities in Ukraine.

To recruit correspondents, the Suspilne team conducted communication tours in **12 regions**, visiting **84 communities**, and, together with Prometheus, developed the online course **Journalism 360: Tools and Techniques by Suspilne**, which is freely available to everyone.

The project was implemented within the framework of and thanks to the project Support for Editorial and Digital Transformation and Development of Corporate Culture of Public Media in Ukraine, funded by the Swedish International Development Cooperation Agency (Sida).



50 new hyperlocal correspondents in communities in 15 regions

84 communities visited during the search for candidates

Hyperlocal correspondents are already working in their communities and regularly create content tailored to the needs of the local audience. They respond more quickly to events, have a better understanding of the local context and cover topics that are important to the residents of these communities.



YEVHENIIA HAIFER

PROJECT MANAGER
AT SUSPILNE UKRAINE



Meeting of the Suspilne team with the residents of the Pivdenoukrainsk community in Mykolaiv region, 9 September



Meeting of the Suspilne team with the residents of the Shatsk community in Volyn region, 8 July

ANTONINA HLUSHCHENKO

SUSPILNE ZHYTOMYR HYPERLOCAL
CORRESPONDENT IN MALYN

We value, respect and trust Suspilne Ukraine. This is important. Our community deserves to be heard about more and its people to be seen. It is one of the largest in the Zhytomyr region.

OLEKSANDR KOSTIUK

SUSPILNE VINNYTSIA HYPERLOCAL
CORRESPONDENT IN HAISYN

I really like reportage photography — it allows me to capture the true emotions of people and moments in the life of the community. A few years ago, I couldn't even imagine that I would be shooting events and participating in such important initiatives.

UKRAINSKE RADIO

Ukrainske Radio remains the absolute leader in terms of trust among radio stations. It is a connection that remains even during power outages.

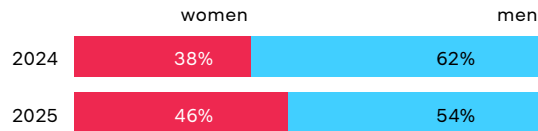
33%

of radio listeners tune in to Ukrainian Radio for news*

1.7m

weekly reach**

Growth in the presence of female experts on Ukrainske Radio broadcasts:



> 5k

citations in the media

> 91k

subscribers to the YouTube channel

This year, Ukrainske Radio launched a number of new projects. The main focus was not only on current events, but also on life stories, research into interesting and little-known facts, and practical recommendations. All of them are in line with the current trend of narrative podcasts and action journalism. Also, in 2025, a new initiative was launched — Ukrainian Radio Days, which featured a series of professional live discussions.



DMYTRO KHORKIN

MEMBER OF THE MANAGING BOARD OF SUSPILNE, IN CHARGE OF CONTENT, LICENSING AND PROGRAMMING

We are the number one radio station, and we live up to this role. This is well seen from the results of surveys. Representatives of public authorities and political forces understand that Ukrainske Radio needs to be given interviews. However, we invite politicians on air while maintaining a balance between the political forces represented in the Verkhovna Rada.



YURII TABACHENKO

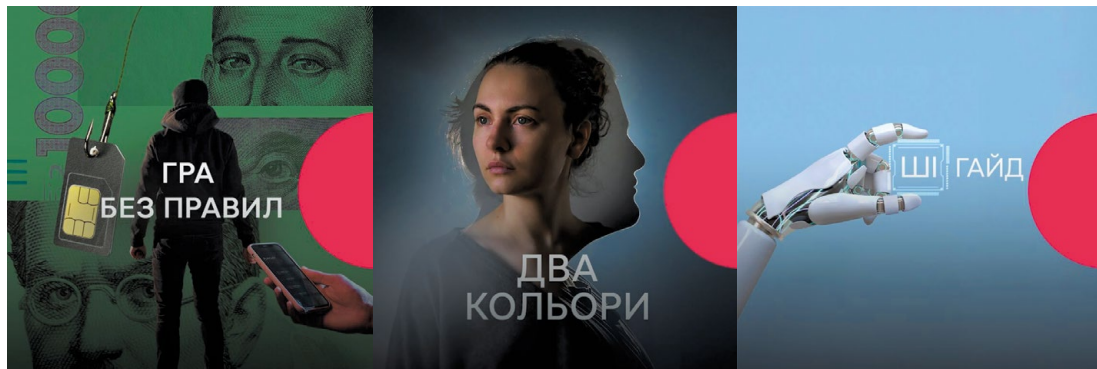
UKRAINSKE RADIO EXECUTIVE PRODUCER

*According to the study "Ukrainian Media: News Consumption and Trust in 2025" commissioned by NGO Internews Ukraine.

**Study by Info Sapiens.

Throughout the year, **45 projects** were released. The **Today** project was supplemented with the section **Today. Interviews**, and the programme **Heroes**, in addition to two 20-minute weekly episodes, is also released in an extended 50-minute format.

New projects from Ukrainske Radio: **People. Destinies. Choices, Game without Rules, Two Colours, The AI Guide, On the Trail of the Crime, Ukraine Incognita, Hits That Became Classics, Radio Dictation without Mistakes.**



Ukrainian Radio Days

A new cultural initiative that marked the end of Ukrainske Radio's centenary year and, at the same time, paved the way for a new tradition of understanding sound, voice and memory. The cycle included professional discussions, public screenings of the Suspilne's documentaries, namely, *The 100 Years of Ukrainske Radio* and *The Russification in Pop Style* in Kyiv and Warsaw, and concerts by musical bands. The Laboratory publishing house presented the second edition of the book titled *Ukrainske Radio: History of a Turbulent Century*.

Radio documentaries

Ukrainske Radio **produced 10 radio documentaries**: *The Last on the Tower* (about Captain Oleh Vysochanskyi, defender of Donetsk Airport), *Voronyi* (about a hero of the Battle Kruty who later became a founder of global transplantology), *Shattered Lives* and *Streets of War* — marking the third anniversary of the full-scale invasion, *To Live to Remember* — for the Day of Remembrance of the Holodomor victims, *Oleksii Berest*. *The Dignity of a Hero*, *Raphael Lemkin*. *A Man of Truth*, *Snake Island*, *The Family of Kindness*, *Battles for Luhansk*. *The Summer That Changed Everything*.



The screening of *The 100 Years of Ukrainske Radio* film. Kyiv, November

DIVERSITY, EQUITY, INCLUSION

In 2025, the Supervisory Board approved the **Concept of Inclusive Approach to Content Production and Team Interaction at Joint Stock Company “Public Broadcasting Company of Ukraine”**.

The concept is based on the following basic principles: inclusion — involving everyone without exception; inclusiveness — creating a safe space for everyone; equality — ensuring equal treatment; equity — taking into account initial unequal conditions; diversity — recognising the diversity of experiences and identities; belonging — feeling that everyone is part of the team.

The document covers six key thematic areas: accessibility, veteran community, national minorities (communities) and indigenous peoples, gender equality, age diversity, and LGBTIQ+.

The concept was the result of a large-scale comprehensive work that combined the experience and knowledge of Ukrainian and international experts, a series of internal thematic workshops, and a comprehensive self-analysis of the work of Suspilne Ukraine, which covered both the steps already taken to implement the principles of diversity, equity, and inclusion in teams and processes and current practices. The work also included consultations with representatives of various communities, a two-day workshop in Poland, and interaction with an internal working group.

Suspilne Ukraine creates projects in **Romanian, Hungarian, Roma, German, Slovak, Bulgarian, and Gagauz languages**.



ANASTASIIA HUDYMA

HEAD OF THE DIVERSITY, INCLUSION, AND EQUAL OPPORTUNITIES DEPARTMENT AT SUSPILNE UKRAINE

For me personally, creating the DEI Concept is not just a professional task, but a deep conviction in the importance of making Suspilne Ukraine a place where everyone feels heard, seen and protected. We reaffirm the values that Suspilne stands for — respect for human dignity and diversity, equal opportunities, equity and openness.



Silvia Logoida, editor of the Romanian-language programme At Home with the Romanians, during the filming

> 425 hours
of content

7 languages
of national communities



The team responsible for broadcasting in the languages of national communities in Chernivtsi



The team responsible for broadcasting in the languages of national communities in Uzhhorod is the largest among the department's editorial offices

The team also prepared **89 in-depth reports** and features about national communities in Ukrainian for TV and digital platforms of Suspilne Ukraine.



HANNA TERZIVETS

MANAGING OUTPUT EDITOR OF THE NATIONAL COMMUNITIES EDITORIAL OFFICE IN ODESA REGION



TETIANA SHIMON

HEAD OF THE NATIONAL COMMUNITIES EDITORIAL OFFICE IN ZAKARPATTIA REGION

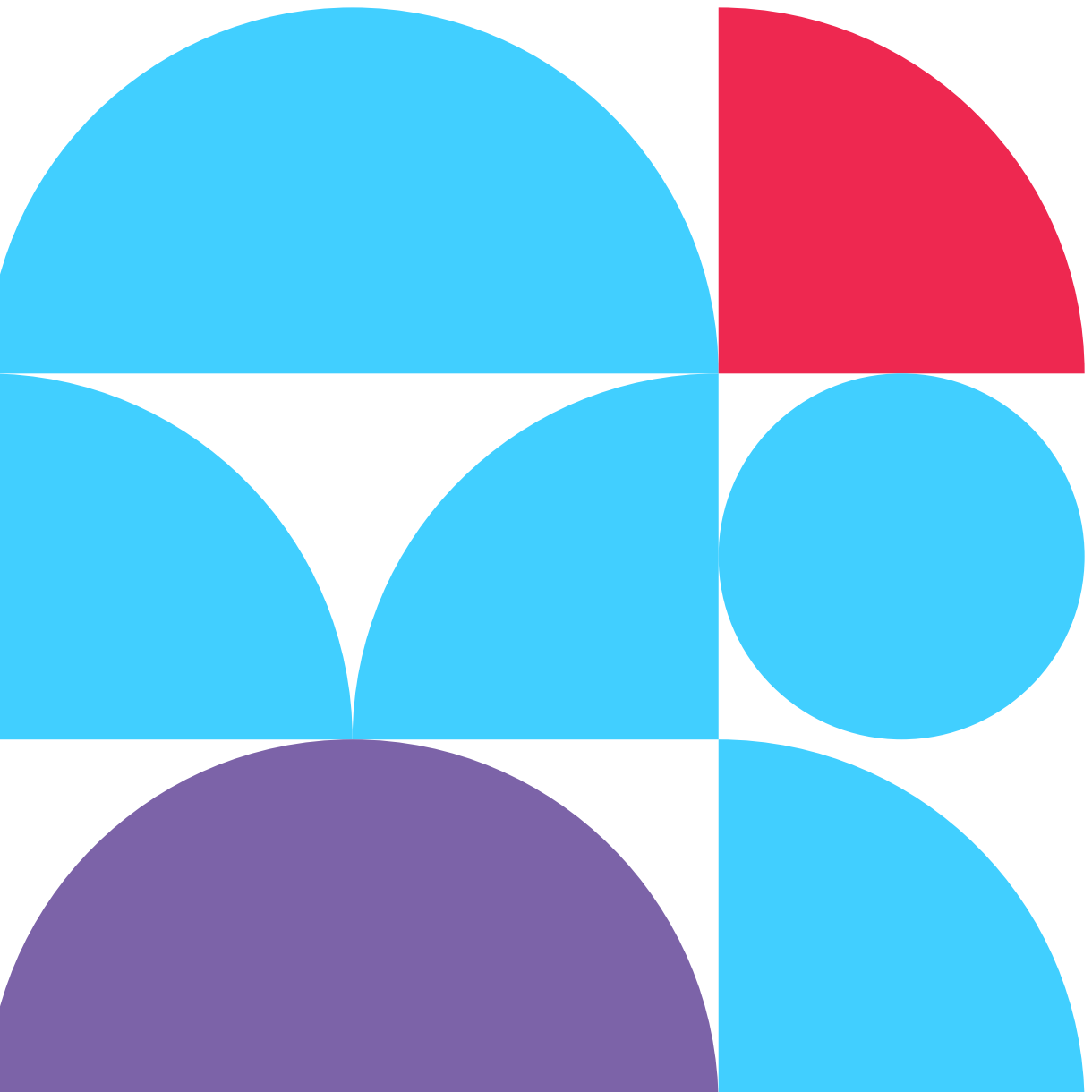
All our programmes broadcast in the languages of national communities are subtitled in Ukrainian to attract more viewers, so that every viewer can understand what it is about. All our editors are representatives of national communities.



Hanna Terzivets, managing output editor of the National Communities Editorial Office in Odesa region, during the filming of the programme *The Voice of the Bulgarians*

I myself am a representative of Ukrainian Bulgarians, and I keep in my heart the love for two languages, two countries, and cultural characteristics of two peoples. Suspilne Ukraine gives us an opportunity to talk about national communities, their family ties, their commitment to Ukraine, their needs and achievements.

DOCUMENTARY PROJECTS



We document events, record the reality of war and war crimes, and collect testimonies to preserve evidence for future generations.

We explore historical processes and rethink collective memory.

We tell the stories of people, talk about culture and experiences that shape Ukraine today.

We hold screenings in Kyiv, other regions, and abroad, creating space for dialogue with the audience, and Suspilne's films are included in the programmes of Ukrainian and international festivals.

We are joining forces with Ukrainian and international partners.

We develop co-production, strengthen the industry and expand the audience of Suspilne in Ukraine and beyond.

DOCUMENTARY PROJECTS

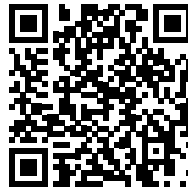


VOLODYMYR LADYZHETS

HEAD OF THE IN-HOUSE PRODUCTION DEPARTMENT AT SUSPILNE UKRAINE

We have maintained production stability, worked on developing formats and internal processes, and most importantly, relied on a professional team for whom Suspilne's values are not a formality. We are ending the year with a clear understanding of the challenges and a focus on the further development of in-house production as the basis for high-quality Suspilne Ukraine.

In 2025, Suspilne Ukraine expanded the themes and formats of its documentary projects to portray the experience of war and life alongside it, to reflect on history and memory, and to showcase figures of Ukrainian culture.



YouTube channel
Suspilne
Dokumentalistyka

45+

documentary and special projects

60+

offline screenings in Kyiv and regions



SERHII NEDZELSKYI

HEAD OF SOCIALLY INFLUENTIAL CONTENT OUTSOURCING AND CO-PRODUCTION DEPARTMENT

For the Suspilne audience, we commissioned the production of historical films and series dedicated to prominent Ukrainians such as Jacques Hnizdovsky, Serge Lifar, and Metropolitan Andrey Sheptytsky as well as the stories about military victories of the recent past in the series Ukrainian Peacemakers, a film called Echoes of the Silenced Carol about the struggle for identity and culture, a series called Those Who Stay at Home about the life of small communities located near the front line, and a very warm series called The Bread We Share about the traditions of different peoples living in Ukraine. Three documentaries were also selected, which we will be working on as co-production projects in 2026.

HISTORY AND WAR



'Senezh'. Operation Revenge — a documentary project about the elimination of the elite Russian special forces unit Senezh in the forests near the border of Chernihiv region.

1.3m

views on the Suspilne Chernihiv YouTube channel

For the first time in a year, we have completed two documentary projects that have surpassed one million views. For us as a team, this is a very important achievement and an absolute credit to our team, who are motivated every day to become better and not rest on their accomplishments. These figures show that even a relatively small regional branch, regional media, can produce important stories and investigations that are of interest not only to the whole of Ukraine, but also abroad.



ANDRII TITOK

EDITOR-IN-CHIEF OF SUSPILNE'S NORTH-EASTERN HUB AND SUSPILNE CHERNIHIV



Krasnoyartsev — The Downed Pilot is a documentary film by Suspilne Chernihiv. Journalists studied data from the phone of Russian pilot Alexander Krasnoyartsev and found out how he and other Russian military personnel participated in the invasion of Ukraine and committed war crimes.

1.4m

views on the Suspilne Chernihiv YouTube channel



MYROSLAVA BARCHUK

FILM AUTHOR

This film is an attempt to show how the West became enchanted by the toxic charms of the Russian soul, this infatuation with Russian aesthetics, a fascination with the morbid depths of a killer's psyche, and how this now allows Western people to refrain from moral judgment. That is why this project is extremely important for us.

In 2025, the Suspilne team presented two final episodes of the documentary series *The Last War: SMO 'War and Peace'* and *Ukrainian Curse: Builders and Destroyers of the Empire*.

The Special Military Operation 'War and Peace' is an episode of the documentary series *The Last War* dedicated to how Russian culture conceals the militarism and conquest nature of the empire. The film consists of two parts and tells how Russian culture was and remains a special operation to cover up Russia's crimes, how the myth of *'the Russian soul'* captivated the West and still works in favor of the aggressor.



Director of The Special Military Operation 'War and Peace' Yurii Bedenko, author Myroslava Barchuk, and Suspilne's Head of In-house Production Department Volodymyr Ladyzhets during the film presentation on 17 January in Kyiv.

3.17m

views on Pershyi TV Channel
and Suspilne Kultura TV Channel

> 200k

views on the Suspilne Dokumentalistyka
YouTube channel



Cameraman Oleh Avilov, author Myroslava Barchuk, director Yurii Bedenko, cameraman Mykola Zotsenko.



The film crew at the entrance to Kherson: Myroslava Barchuk, Mykhailo Krupiiievskyyi, and Anatolii Sakhno



The Ukrainian Curse: Builders and Destroyers of the Empire

The final episode, in which Ukrainian and Western intellectuals talk about how Ukrainians contributed to the development of the Russian imperial project over four centuries and how the empire gradually began to swallow up its creators. The film debunks the myth of “one people,” explores Ukrainians’ attempts to break free from imperial control, and highlights the key battles for freedom. The premiere took place on Ukraine’s Independence Day.

975k

views on Pershyi TV Channel and Suspilne Kultura TV Channel

> 200k

views on the Suspilne Dokumentalistyka YouTube channel

OLEKSII MUSTAFIN

HISTORIAN AND PUBLICIST

In my opinion, it is extremely important and necessary to reflect on a question that is usually overlooked — what role Ukrainians played in creating the very monster that is tearing our country apart today. It’s a must-see.



**The project was commissioned by Suspilne Ukraine with financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.*

Ukrainian Peacekeepers* is a documentary series by Suspilne Ukraine exploring the 30-year history of Ukrainian military personnel serving in international peacekeeping missions across the globe. The film features unique, previously unpublished archive material — videos and photographs from peacekeeping missions. The series was commissioned by Suspilne Ukraine and produced by the team of MIR AND CO PRODUCTION. The series has been dubbed into English and French. Screenings took place at the Kyiv-Mohyla Business School and at the Bohdan and Varvara Khanenko National Museum of Arts.

1.6m

views on Pershyi TV Channel

39k

views on the Suspilne Dokumentalistyka YouTube channel

Nostos. The Return of Heroes* is a project dedicated to veterans and featuring veterans themselves. These are nine stories about people who return from war and undergo the difficult process of reintegration into civilian life.



*The project was commissioned by Suspilne and produced by Malanka Studios with financial support from the European Union. Its content is the sole responsibility of Suspilne and does not necessarily reflect the views of the European Union.



ANDRII KUCHER

VETERAN, FOUNDER OF THE ASSOCIATION OF WOUNDED SOLDIERS STRONG 300

The consequences of injuries remain with the military for life. Therefore, if we as a society want to make this path as effective and progressive as possible, we must unite and build dialogue. This includes talking about unpleasant things, naming surnames, and most importantly, drawing conclusions and taking action. The enemy fears our unity the most. Every wounded soldier knows this.

> 20m

views on digital platforms and social media

483k

viewers on Pershyi TV Channel

On 12 June, the Suspilne team held an event in Kyiv, made possible with the financial support from the European Union. It brought together veterans' personal stories about their return to civilian life, presentations of veteran-led businesses

and projects, and a discussion on overcoming stereotypes and challenges in the employment of military personnel. The event was partnered by the Free People Employment Center, Pryncyp, and the Ukrainian Veterans Foundation.





Discussion: "Employment as an Effective Adaptation Process"



Influencer Olena Mandziuk and veteran Oleksandr Teren at the event

OLEKSANDR TEREN

VETERAN, PUBLIC ACTIVIST,
HOST OF THE SHOW
VIDVAL NIH [LEGS OFF]

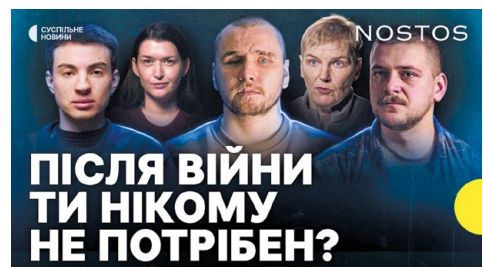
When someone close to you or someone from your team goes to serve, the attitude immediately changes. A new social role appears — that of a soldier — and people begin to hesitate: how should they communicate with them now? For me, an important realization was that there is no need to break the connection with the person or place them into a different role model. Communicate with them the same way you did before. Don't expect the person to somehow change. Just be good people, the way you were before.



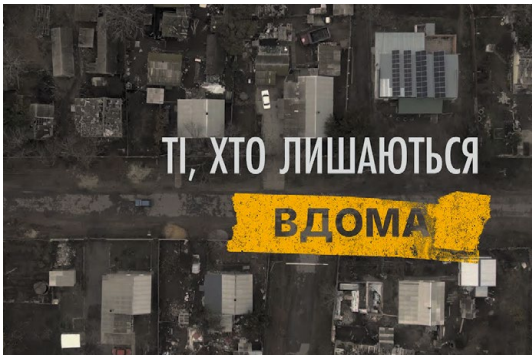
OLEKSANDRA ZAKHARCHENKO

PRODUCER OF THE PROJECT
NOSTOS. RETURN OF HEROES

In this project, we worked across all possible formats on different digital platforms to ensure that the stories of our veterans are heard. What matters most is the impact on audiences — their reactions to injustice and indifference, the overwhelming support in the comments, and a deeper understanding of how difficult the path of veterans' return is.



Global Media Peace Awards in Canada:
3rd Award in the Digital Media Category



Those Who Stay at Home* is a documentary series that portrays the everyday lives of Ukrainians who, despite the war, continue to live and work in frontline regions. Each of the five episodes introduces viewers to residents of one region located on the line of fire: **Chernihiv, Kherson, Kharkiv, Mykolaiv, and Donetsk regions**. Presentations of the series took place in Kyiv, Kharkiv, and the Mykolaiv region. The project was produced by **the hromadske team** on commission from Suspilne Ukraine.

1.4m

views on Pershyi TV Channel

10k

views on the Suspilne Dokumentalistyka YouTube channel

OLEKSII KHOROSHENKYI

SCREENWRITER AND PRODUCER OF THE PROJECT FROM HROMADSKO

For us, this is an extremely important project that embodies our mission — to tell the true chronicles of people's lives. We are proud of the people we have introduced to our audience.



Funded by the European Union

**This project was created with the financial support from the European Union. Its content is*

the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.

IRYNA PERVYSHEVA

SUSPILNE UKRAINE PRODUCER

War is a daily reality for Ukrainians. Thanks to this project, we can introduce viewers to the history of this war, because it is written every day by the decisions and actions of unique people who are not used to talking about themselves — they just do what they have to do every day and steadfastly hold the rear. It's about humanity and support, constantly rethinking what it means to 'live and be useful during wartime'.



Life Is Naive Art is a film about children's lives during wartime and the influence of Mariia Prymachenko's art on the students of the art school named after her. Creating drawings in the artist's style, the children talk about their experiences of occupation and how war is changing their lives. Especially for the film, artist **Olha Havrylova** used animation to bring the characters in the children's paintings to life. The film participated in the **Climax Festival in Bordeaux** (France).



Students and teachers of the Ivanivka Children's Art School named after Mariia Prymachenko, who became the heroes of the film



Fighters 831 is a two-part documentary project by **Suspilne Poltava** about the fighter pilots of the 831st Mirhorod Tactical Aviation Brigade who died defending Ukraine.

*Relatives of the deceased pilots at the presentation of the project **Fighters 831** in Poltava, 17 December*

LILIIA PARKHOMENKO

CORRESPONDENT FOR SUSPILNE POLTAVA, AUTHOR AND SCREENWRITER OF THE PROJECT

Our team wanted to tell the stories not just of fighter pilots, but how these heroes were in their civilian lives — as fathers, husbands, and friends.



The Road of Remembrance is a documentary film by Suspilne Lviv dedicated to a special ritual honouring the fallen defenders of Ukraine in Lviv.



VITALII HAMADYN

EDITOR-IN-CHIEF OF SUSPILNE LVIV AND THE WESTERN HUB OF SUSPILNE UKRAINE

We produce quite a lot of content about military personnel. But this year we've decided to shift our focus to remembrance and gratitude. We want to convey why it's important to remember, and why showing gratitude to fallen soldiers should become our tradition.



The Orange Era: The Beginning is the first of three episodes of Suspilne's documentary series exploring the preconditions for the Orange Revolution, the shift in public sentiment, and the consequences that shaped the country's socio-political landscape.

144k
views on Pershyi TV Channel

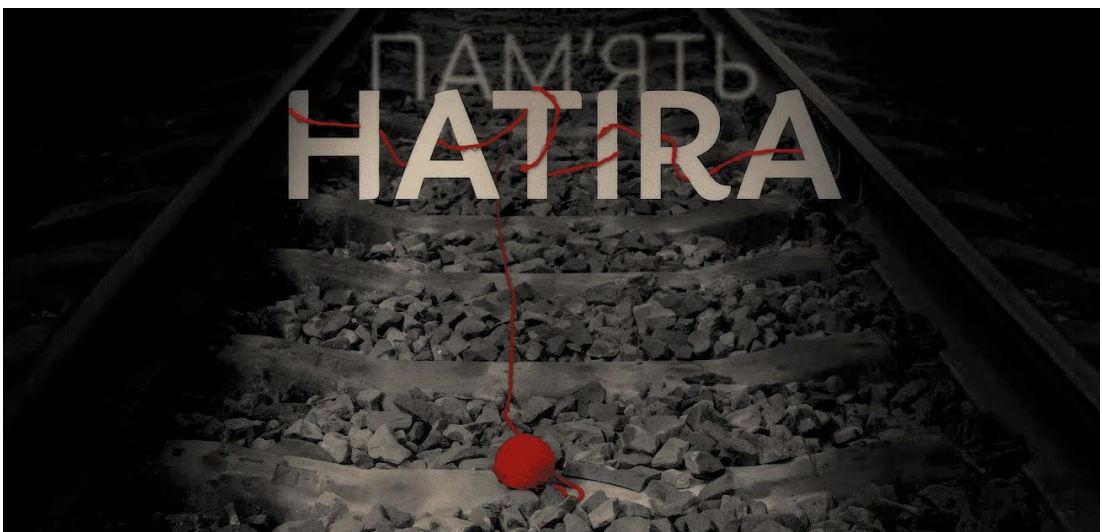


Based on the interviews featured in the project, the Suspilne team launched a special project in November, namely, **The 20th Anniversary of the Start of the Orange Revolution**.

Host **Oleksandr Zinchenko**, together with his guests, explores why people came out to the Maidan, what values they were defending, and how the events of the revolution have shaped the current political and social landscape not only in Ukraine, but also across Europe and the world. Among those taking part in the discussion are **Volodymyr Viatrovych, Mariia Burmaka, Oksana Zabuzhko, Natalka Dmytruk and Viktor Yushchenko**.



A frame still an episode of the special project Viktor Yushchenko About the Lessons of the Orange Revolution, Social Change, and Populism



Memory/Hatira is a documentary project by Suspilne Crimea to mark the Day of Remembrance for the Victims of the Genocide of the Crimean Tatar People. The film features three generations of Crimean Tatars. Some of the footage was filmed in occupied Crimea.



Sheptytsky: Between War and Faith* is a documentary about Metropolitan Andrey Sheptytsky and his moral leadership during turbulent times. Screenings of the film took place in Lviv (at the Sheptytsky Centre of the Ukrainian Catholic University), as well as in Kyiv, Ivano-Frankivsk, Zhytomyr, Ternopil, Prylbychi in the Lviv region and Kozova in the Ternopil region.

923k

views on Pershyi TV Channel and Suspilne Kultura TV Channel

94k

views on the Suspilne Dokumentalistyka YouTube channel



Serhii Nedzelskyi, Natalka Ponomariv and Viacheslav Ponomariov

NATALKA PONOMARIV

DIRECTOR AND SCREENWRITER OF THE FILM

We wanted to portray a person who did not act in isolation from the world or from society, but who had to seek ways forward and take action in the face of terrible circumstances (the period of 1939 -1944), whilst remaining a leader and an example to the vast Ukrainian community.



Funded by the European Union

**This project has been funded by the European Union. The content is the sole responsibility*

of Suspilne Ukraine and does not necessarily reflect the views of the European Union.

Film presentation at the Sheptytsky Centre. Lviv, 28 July



The Waves of Bakota is an observational documentary about the consequences of the Soviet authorities' destruction of dozens of villages 45 years ago to make way for the construction of the Dniester Hydroelectric Power Plant. The film was screened at the OKO International Ethnographic Film Festival and the Colofilm Fest. The story centres around Taras Horbniak, a tour guide and resident of the flooded village of Bakota, where the famous canyon is now located.

773k

views on Pershyi TV Channel

30k

views on the Suspilne Dokumentalistyka YouTube channel



The Natural Border is a film about the Polissya peat bogs, which have been drained for over a century, destroying unique natural ecosystems and changing people's lives. The project was created with the support from the Frankfurt Zoological Society and the Michael Succow Foundation.

242k

views on Pershyi TV Channel



The Great Journey of Energy is a popular science film that explains how the power system works and why blackouts occur. The film was commissioned by Suspilne Ukraine and created by the Ivory Films team. A special screening of the project took place in Kyiv.

IVAN SHARAN

FILM'S PRESENTER, ACTOR

I thank the film crew, I thank Suspilne for this experience and opportunity.

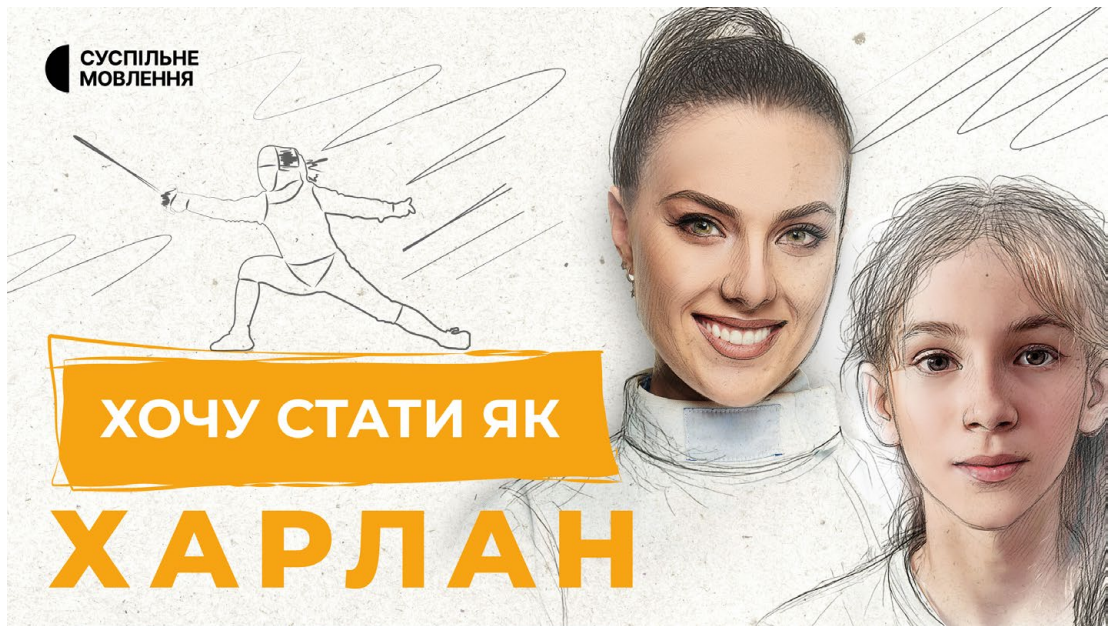
524k

views on Pershyi TV Channel
and Suspilne Kultura TV Channel

41k

views on the Suspilne
Dokumentalistyka YouTube channel

CULTURE AND IDENTITY



I Want to Be Like Kharlan is a film by Suspilne Ukraine about the peak career moments of the legendary fencer Olha Kharlan and the first steps in sports of young Ania Losieva from the small town of Oleksandriia in Kirovohrad region.



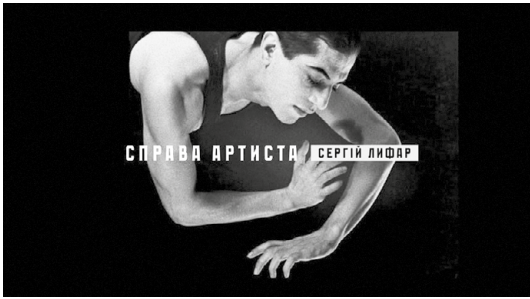
Exclusive screening of the film attended by the team, the film's protagonists and the sports community. Kyiv, 4 December



VADYM HUTTSAIT

PRESIDENT OF THE NATIONAL OLYMPIC COMMITTEE OF UKRAINE, WHO ATTENDED THE SCREENING IN KYIV

I want to thank you for making such a motivational film, because, unfortunately, we lack such films in Ukraine. We have a lot of great athletes who win and carry the flag, but also young people. And there are no such motivational films to watch, to take something for yourself, to be charged with the desire to win, to set a goal and go for it. During the war, we especially felt how important childhood is to us, so that children stay in Ukraine, represent Ukraine and win for Ukraine.



Serge Lifar: Artist's Case* is a documentary about the life and career of a renowned Ukrainian dancer and world-class choreographer. The film trailer was presented at the European Film Market as part of **the Berlinale festival**, as well as at **the Avant Première** music and media market. The film was commissioned by Suspilne and created by DIGITAL RELIGION.



**This project was created with the financial support from the European Union. Its content is*

the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.

Serge Lifar went through the same challenges as we do now: wars, forced migration, the imposition of Russian culture, and the process of self-identification. That is why studying the fates of such personalities today is a chance to analyse our past. To acknowledge it, accept it, and as a result, be able to defend it when someone else is trying to rewrite it.



MARIIA HOLOVATSKA

FILM DIRECTOR



Horytsvit: Blooming Against All Odds is a documentary film by Suspilne Ivano-Frankivsk dedicated to the Hutsul multi-artist Paraska Plytka-Horytsvit. The film tells about Paraska's life and work, who, despite numerous challenges, continued to create and left behind a significant and diverse cultural heritage. The team presented *Horytsvit: Blooming Against All Odds* in Ivano-Frankivsk, Lviv and Yabluniv and received dozens of positive reviews from the public.



Birds and Beasts. The Universe of Hnizdovsky* is a documentary film about the life of Ukrainian-American artist Yakiv Hnizdovsky, exploring the themes of identity, nature and emigration. The film was premiered at the **Molodist International Film Festival**.



*This project was created with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.

NADIIA PARFAN

FILM DIRECTOR

Birds and Beasts is a playful, subjective and very non-academic attempt to bring back to Ukraine one of the most incredible Ukrainian artists of the 20th century, and to make sure that no one can ever forget about him.



Waltz with the System is a two-part musical film directed by Serhii Lysenko about the revival of Ukrainian pop songs after the death of Stalin, told through popular hits and stories of artists of that period.

3.08m

views on Pershyi TV Channel and Suspilne Kultura TV Channel

111k

views on the Suspilne Kultura YouTube channel

ALBERT TSUKRENKO

EDITOR-IN-CHIEF OF THE OUTSOURCING AND CO-PRODUCTION DEPARTMENT AT SUSPILNE UKRAINE, MUSIC EXPERT

First of all, people who have heard these songs in their adulthood or even in early childhood should watch this film. They are dear to a huge number of Ukrainians, perhaps the vast majority. And now there is an opportunity to learn about the authors of these works and the social and political context in which they were created.

SERHII LYSENKO

DIRECTOR OF THE FILM WALTZ WITH THE SYSTEM

I used to listen more to Western rock songs, and I thought that our songs smelled like the Soviet Union. But over time, I came to realise that it was actually 'Song about the Rushnyk' that really touched my soul. And since 2014, I have started to understand that this is indeed our cultural code.



Founding Fathers is a cultural and historical podcast by Ukrainske Radio, where the project's authors and presenters, Nataliia Sokolenko and Serhii Stukanov, together with invited historians, explore more than ten centuries of Ukrainian history.



Nataliia Sokolenko, author and presenter of the *Founding Fathers* podcast

The centrepiece of the third season was an episode about Mykhailo Hrushevskyy. Doctor of Historical Sciences Ihor Hyrych brilliantly explained how Mykhailo Hrushevskyy shattered the Russian scheme of history and convincingly proved that Rus is Ukraine, not Russia. The episodes about Lesia Ukrainka (with Oksana Zabuzhko) and Mykola Mikhnovskyy (with Yurii Yuzych) also received a lot of attention from listeners and viewers.

255k
views on Ukrainske Radio
YouTube channel



SERHII STUKANOV

AUTHOR AND PRESENTER OF THE
FOUNDING FATHERS PODCAST



The cross-platform project **Founding Fathers** was a finalist for **the Slushno award**.

Echoes of the Silenced Carol is a film about how the Christmas carol became a symbol of resistance to the Soviet regime and preservation of Ukrainian identity. The film is based on the stories of dissidents **Ivan** and **Nadiia Svitlychni**, **Stefaniia Shabaturo**, and **Ihor** and **Iryna Kalyntsi**. The film was commissioned by Suspilne Ukraine and created by Mir&Co Production. The pre-premiere screening took place at *Zhovten Cinema* in Kyiv before Christmas.

467k

views on Pershyi TV Channel and Suspilne Kultura TV Channel

43k

views on the Suspilne Dokumentalystyka YouTube channel



The Bread We Share* is a cultural project by Suspilne Ukraine about how bread baking traditions help the Bulgarian, Crimean Tatar, Jewish and Greek communities in Ukraine preserve their identity, language and memory. Pre-premiere screenings of the project took place in Kyiv and Lviv.

2.05m

views on Pershyi TV Channel and Suspilne Kultura TV Channel

6k

views on the Suspilne Dokumentalystyka YouTube channel



Funded by the European Union

**This project was created with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union*

Ambassador Extraordinary and Plenipotentiary of Canada to Ukraine Nataalka Смоc, director and screenwriter Oleksandra Fogg, and project producer from Suspilne Olena Krasavtseva at the presentation of The Bread We Share project. Kyiv, 22 May



ВАКАНСІЯ

ЛЮДИНА

ДОКУМЕНТАЛЬНИЙ ПРОЄКТ

First of All Human — stories of LGBTIQ+ people who faced discrimination in employment but managed to find support, overcome barriers and fulfil themselves. It was produced in cooperation with the **Fulcrum UA NGO**.

VIKTOR SIONSKYI

PROJECT MANAGER
AT THE FULCRUM UA NGO

First of All Human is not just a documentary project, it is a platform that gives a voice to those who fight every day for dignity, respect and the opportunity to work without fear. We have compiled stories that inspire, touch and give hope. I am sincerely grateful to the Suspilne Ukraine team for the partnership that has made these voices visible. Together, we are starting an important conversation about equality, visibility and the power of everyone. Because change begins where we see not just a 'vacancy' but first and foremost a person.



Viktor Sionskyi, Kateryna Tymofeieva
and Anastasiia Hudyma

ANASTASIIA HUDYMA

PROJECT PRODUCER AND HEAD OF THE
DIVERSITY, INCLUSION, AND EQUAL
OPPORTUNITIES DEPARTMENT AT
SUSPILNE UKRAINE

Fighting homophobia means talking about people, not stereotypes. And the role of the media is particularly crucial here: not to aggravate, but to build bridges. We succeed when we do not impose, but speak openly in the language of respect and human dignity.

HEART
of
EUROPE
International TV Festival

Silver Award at the 5th **Heart of Europe**
International TV Festival in the Short
Documentary category.

БУДЬ *ї* ГОЛОСОМ

ДОКУМЕНТАЛЬНИЙ ПРОЄКТ



Presentation of the documentary project *Be Her Voice* in Odesa, 20 May

Be Her Voice* is a series of stories about women who have taken responsibility in the midst of a full-scale war and become leaders, who serve in the army and support their communities.

*The film is a part of the media educational project *Be Her Voice* implemented by the Women in Media NGO in cooperation with Suspilne with expert support from the Ukrainian Women's Fund (UWF). The information contained therein is the sole responsibility of the Women in Media NGO. The information presented in the film does not always reflect the views of the UWF.



Culture Behind the Curtain** is a project about the Kalderash Roma community, one of the most isolated Roma communities in Ukraine, where ancient traditions and the established distribution of family roles are preserved. The Suspilne Ukraine film shows their inner world without stereotypes and myths through the voices of Roma women and men.

 Funded by the European Union



**Supported by the European Union under the House of Europe programme.

In 2025, Suspilne produced cultural and educational projects:

- **1939-1945. We remember. We are winning** — videos dedicated to the 80th anniversary of the victory over Nazism in World War II.
- **QIRIM: Echo of Eleven** is a cultural and educational project dedicated to the Day of Resistance to Occupation of Crimea, where Ukrainian musicians use their personal stories to remind us of the fight for a free Crimea and support the resistance of its residents.
- **Defence of Ukraine** — video explainers for schoolchildren about actions in emergency situations and defence of the country. As part of cooperation with the Ministry of Education and Science of Ukraine, the videos were broadcast in educational institutions during the educational process.



Guests of the screening of the film *Culture Behind the Curtain* in Uzhhorod, 7 October. Photo by Béla Balla

CO-PRODUCTION

In 2025, the production of two documentaries with the participation of Suspilne Ukraine was completed. We combine international efforts to create a world-class media product.



OLGA GIBELINDA

DIRECTOR OF THE FILM
QUEENS OF JOY

For me personally, Queens of Joy is a statement about the courage to be yourself, about the search for hope, and about the fact that true beauty is born in freedom. This is a film for everyone, because each of us has our own struggle — for identity, for love, for the right to have a voice in this world. In the most difficult times, we are united not only by our shared pain, but also by our unbreakable dignity, our ability to be joyful, to create, to love. This is a story about those who, despite the war, choose life in all its colours.

Queens of Joy is a documentary film directed by **Olga Gibelinda** and co-produced by Ukraine, France and the Czech Republic. The film tells the story of three Ukrainian drag queens who stay in Ukraine during the full-scale war. Instead of emigrating, they unite to fight for freedom, the LGBTQ+ community and support Ukraine, particularly by organising charity drag shows. The film focuses on their lives, which combine the glamour of the stage with the realities of war, loss and courage.

Participation in festivals:

- **Thessaloniki Documentary Film Festival** (Greece) — world premiere;
- **Sunny Bunny** (Ukraine) — Queens of Joy opened the 3rd LGBTIQ+ Film Festival;
- **Crossing Europe** (Austria) — Special Mention;
- **DOK Leipzig** (Germany) — Audience Competition (68th Festival);
- **Queersicht Filmfestival Bern** (Switzerland);
- **Cinema Queer** (Sweden);
- **International Documentary Film Festival Amsterdam — IDFA** (Netherlands);
- **MIX Copenhagen LGBTQ+ Film Festival** (Denmark);
- **Finále Plzeň** (Czech Republic);
- **Queer Porto** (Portugal).



Cuba & Alaska

The documentary directed by **Yegor Troyanovsky** was created in co-production between Ukraine, France and Belgium. The film tells the story of two Ukrainian women paramedics serving on the front line — about their friendship, their service, and the common experiences of the military personnel related to distancing from civilian life.

SERHII NEDZELSKYI

HEAD OF THE SOCIALLY INFLUENTIAL CONTENT OUTSOURCING AND CO-PRODUCTION DEPARTMENT AT SUSPILNE UKRAINE

This is the first film that Suspilne has co-produced. We are honoured to join other European public service broadcasters, such as Czech Television and ARTE, Belgian broadcasters VRT and RTBF TÉLÉVISION BELGE. The film's characters, not only Cuba and Alaska, inspire respect and admiration. We are happy to have the opportunity to share their story and experience with the viewers of Suspilne Ukraine.



On 12 August, the Zhovten Cinema in Kyiv hosted a pre-premiere screening of the documentary film *Cuba & Alaska* with the participation of the film crew and the main characters. Photo courtesy of the *Cuba & Alaska* team

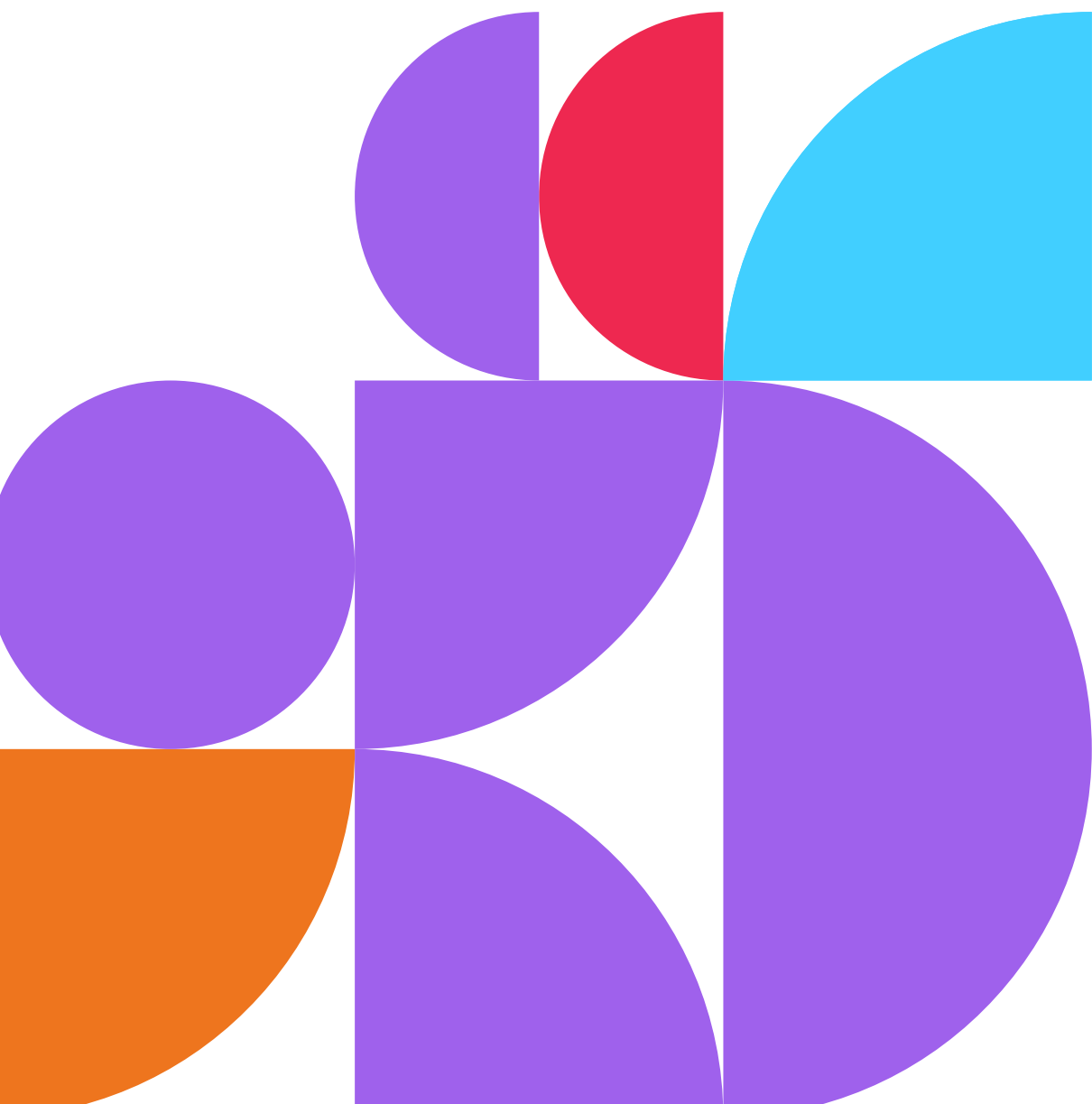


Yuliia Paievska, Mariia Berlinska, Cuba and Iryna Tsilyk at the film's pre-premiere screening in Kyiv. Photo courtesy of the *Cuba & Alaska* team

Participation in festivals:

- **Sheffield DocFest** (UK) — film premiere;
- **Festa del Cinema di Roma** (Italy) — Best Documentary Award;
- **Brussels International Film Festival** (Belgium) — Jury Prize and Public Prize;
- **Munich International Film Festival** (Germany);
- **Sarajevo Film Festival** (Bosnia and Herzegovina);
- **Central Scotland Documentary Festival** (UK) — Jury Award;
- **Folkestone Documentary Festival** (UK);
- **Ukrainian Film Festival Berlin** (Germany);
- **DOKUBAZAAR** (Slovenia);
- **Verzió International Human Rights Documentary Film Festival** (Hungary);
- **MOLDOX International Documentary Film Festival** (Moldova);
- **Calgary European Film Festival** (Canada).

CULTURE UNITES



We create an environment for in-depth conversations about identity, history and contemporary cultural processes — on television and radio, in podcasts and digital.

We broadcast global events, such as the Eurovision Song Contest and the Oscars, with professional Ukrainian and sign language interpretation.

We support Ukrainian artists and musicians and discover new names.

We sound across Ukraine in times of global change.

We digitise archives and make them available to everyone.

We build cultural bridges within the country and abroad.

We unite different generations.

SUSPILNE KULTURA TV CHANNEL

Suspilne Kultura is a national TV channel featuring educational documentaries and cultural programmes, classic films and series, broadcasts of Eurovision and the Academy Awards, concerts of classical and popular music, and services of various religious denominations. In 2025, Suspilne Kultura reached its highest audience share ever — 0.98%. By growth rate, the channel ranked 4th among the top 20 Ukrainian TV channels, rising from 21st to 15th place.



YULIIA ISAKOVA

EXECUTIVE PRODUCER OF SUSPILNE KULTURA TV CHANNEL

A landmark development in producing tele-vised concert versions in 2025 was the collaboration with the National Palace of Arts "Ukraine." Four major concerts have already been filmed within this partnership. In 2026, the team plans to continue the collaboration to further offer audiences high-quality, value-driven cultural content.



It's Time for Culture presenters, Liudmyla Chyrkova and Iryna Soroka

5.9m

monthly viewers

0.98%

audience share
(18+, cities 50K+)

Original productions:

It's Time for Culture — a cultural news and analytical programme (250 episodes). 118k views over the year on the YouTube channel. The project's correspondents worked in Ukraine and abroad, covering events such as the Vienna Ball in Austria and the Warsaw Film Festival in Poland, as well as visits to Ukraine by renowned international artists, including American playwright Richard Nelson and Berlin-based designer Frank Wilde.

With Our Own in Essence — a cultural interview project (53 episodes). 230k views over the year on the **Suspilne Kultura** YouTube channel. Among the most popular episodes were interviews with Oleksandr Zlotnyk and Alla Kudlai. As part of a media partnership with **the Book Arsenal Festival**, three special episodes of ***With Our Own in Essence at the Book Arsenal*** were released.

27 TV concert productions of classical and popular music. Among the most successful broadcasts by audience share (18+, cities 50K+): Christmas concert **Festive Starfall** — 1.96%, **Lisapetnyi Batalion. Unique Ukraine** — 1.88%, **Nataliia Mohylevska. Anniversary Show** — 1.72%, **I Love You! Creative Evening of Poet Stepan Haliabarda** — 1.65%

197 religious events produced and broadcast.

197

broadcasts of religious events

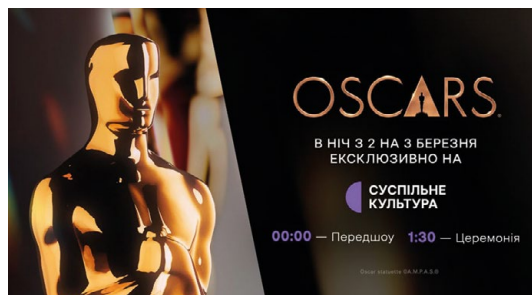
27

concerts of popular and classical music

THE OSCARS AWARD CEREMONY

Suspilne Kultura has **the exclusive right to broadcast** the Oscars award ceremony with professional **Ukrainian and sign language interpretation**. In 2025, Suspilne broadcast the **97th Academy Awards**, which included the pre-show *The Oscars® 2025: Ukrainian Perspective*, the red carpet, the live broadcast of the ceremony and its international television version.

In the pre-show *The Oscars® 2025: Ukrainian Perspective*, presenter **Akhtem Seitablaiev** spoke to prominent representatives of Ukrainian cinema: **Liubomyr Levytskyi, Ivan Sharan, Ryta Burkovska, Olesia Morhunets-Isaienko, Ihor Savychenko, Julia Sinkevych, Marysia Nikitiuk, Oleksii Hladushevskiy, Yurii Samusenko, Mstyslav Chernov, and Slava Leontiev.**



3m
views

42.5k

interactions across Suspilne's digital platforms

AKHTEM SEITABLAIEV

ACTOR, SCREENWRITER
AND DIRECTOR

For me, cinema is first and foremost about stories that evoke emotions, stories that make you think and dream together with the characters.



Screenshot from the pre-show *The Oscars® 2025: Ukrainian Perspective*

**The broadcast was made possible with financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.*



Funded by
the European Union

RADIO KULTURA

Radio Kultura continued to strengthen partnerships with leading cultural institutions, create and share recordings of significant music events, enhance radio documentaries and radio journalism, as well as develop literary genres, particularly radio drama and radio essays. The year's novelties include the launch of two round-the-clock streams on the suspline.radio app: **Fairy Tales** and **Classics**.

We provided the EBU Music Exchange system with **12 concerts**, which received **91 orders from international broadcasters**.



IRYNA SLAVINSKA

RADIO KULTURA EXECUTIVE
PRODUCER

The overall geography of listening to the Ukrainian music we offered to public service broadcasters is the whole world, particularly the EU, but not only. It includes the United Kingdom, Italy, Canada, Germany, Norway, South Korea, the United States, France, Sweden... and the list goes on.

6k

hours of in-house produced content

22 hours

of outside broadcasts

39

media partnerships

Radio Kultura expanded its partnerships with festivals, theatres and concert halls, including the Book Arsenal, BookForum, Lviv Philharmonic, Ivan Franko National Theatre, Kyiv Opera, the publishing houses The Old Lion Publishing House, Vivat, Folio, Komora, Muzychna Ukraina, and Sens bookstore, as well as PEN Ukraine and the Polish Institute in Kyiv.

Recognition:

- Radio drama **Not Born for a War: Prix Europa's** Special Commendation; shortlisted for the **Prix Italia** and **BBC Audio Drama Awards**.
- **Honor of the Profession** award: the radio documentary project **What's Music to Me** — *Best Audio Material*.
- **Slushno** Award: **Voices of the Frontier**, **Love Doesn't Pass**, **Areas of Cinema** were shortlisted.
- **Audio Storytelling Festival: How Did We Grow Up: Revolutions That Changed Us** was shortlisted.

28 concerts

recorded and released at the Recording House of Ukrainske Radio



YULIA ZAHORUIKO

RADIO KULTURA CREATIVE PRODUCER

Radio Kultura Projects:

The Air Element. Cities of Power is a series of 26 essays about the life of cities during the war and urban stories by contemporary authors.

The Executed Renaissance Generation. Creative and Friendly Tandems is a radio documentary series of four episodes, each focusing on creative duos of artists of the 1920s.

World War II: The Ukrainian Dimension is a radio journalistic series dedicated to the contribution of Ukrainians to World War II.

Serhii Parajanov. The Impossible Intermezzo is a radio essay about the script that ended up in the archive instead of the film set.

2025 marked a year of growing influence for Radio Kultura as a hub of Ukrainian cultural broadcasting, expanding genre diversity and strengthening its international presence. We produced 4 radio documentaries and 4 radio feature projects, as well as 5 radio blogs. Through partnerships, we recorded 6 performances on the stages of Ukrainian theatres. We also delivered 4 broadcasts of major international concerts and religious services. We create content that makes culture accessible to Ukrainians around the world.

Ukrainian Art in the Names is a radio blog by art historian Oksana Semenik about artists who were often overlooked but had a significant impact on Ukrainian culture.

The Interview Time — conversations with prominent personalities about the most important events in the country's cultural and social life and the vectors of society's development.

Food as Culture is a project where listeners discover significant days through food and learn what role it plays in preserving and enhancing traditions.

Listen with Katria Honcharuk is a radio blog for music lovers that explains music in simple terms.



The Radio Kultura team

SUSPILNE KULTURA

WEBSITE, YOUTUBE, SOCIAL MEDIA

Cultural heritage, the development of the literary process, the music market, art, Ukrainian theatre and dramaturgy, pop culture and contemporary trends, exclusive interviews and photo selections, as well as coverage of national and international events — including Berlinale 2025 and the Venice International Film Festival — are featured on the Suspilne Kultura website.

The Suspilne Kultura website became a media partner of the **Home Beyond the Dawn** exhibition project, which took place as part of Expo 2025 in Osaka, Japan. There has been an increase in content on pop culture and contemporary trends. In total, more than 5k pieces were published on the website. The presence on social media also grew with the launch of an account on Threads.



KATERYNA YAKOVLENKO

EDITOR-IN-CHIEF OF THE SUSPILNE CULTURE WEBSITE

We were the ones who conducted interviews with Maria Reva, a Canadian writer of Ukrainian descent who was longlisted for the Booker Prize, and with one of the most influential historians in Europe, Karl Schlögel, a laureate of the Peace Prize of the German Book Trade awarded at the Frankfurt Book Fair.

> 4.2m

unique users on the Suspilne Kultura website

Farewell, Empire! — in the second season of the vlog, author Olesia Kotubei-Herutska explores internal decolonisation (823k views on Suspilne Kultura's YouTube channel; over 1m views on Instagram).

Kulturymo [Getting Cultured] — is an educational video blog about the latest pop culture events, hot topics, and critical thinking. In 2025, Valeriia Pavlenko and Valeriia Pastushenko joined the project as presenters, and comedian Roksana Tymkiv became the scriptwriter (1.3m views on Suspilne Kultura's YouTube channel).

Decolonisers — the second season by literary scholar Valentyna Sotnykova and culture expert Mariam Naiem focuses on how popular culture, such as films, books, TV series, and other cultural products, influences our thinking, society, and perception of the decolonisation process.

Kinokult [Cinema Cult] — a new project by film critic and producer Lukian Halkin, featuring reviews and analysis of Ukrainian and international films and series from popular streaming platforms.

200k

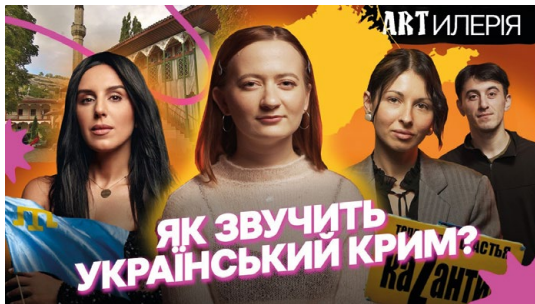
subscribers to the Suspilne Kultura channel on YouTube

10m

views over the year

4m

views of in-house productions



944k

views of the ARTillery project on the Suspilne Kultura YouTube channel

ARTillery is a project dedicated to contemporary Ukrainian music and the challenges faced by musicians during a full-scale invasion.

In 2025, the team launched a Telegram channel for the project's audience.

For the second time, the project presented its own stage at the 2025 Atlas Festival, where Max Ptashnyk, Future Culture, Sestra Blyznyuchka, temstime, and Moann performed.

Yuliia Tkachuk, the project's author, was a jury member of the Jäger Music Awards and MEGOGO MUSIC AWARDS 2025, as well as a jury member regarding the provision of grant support from the music platform Na Yii Osнови.

OANA GRIGORESCU

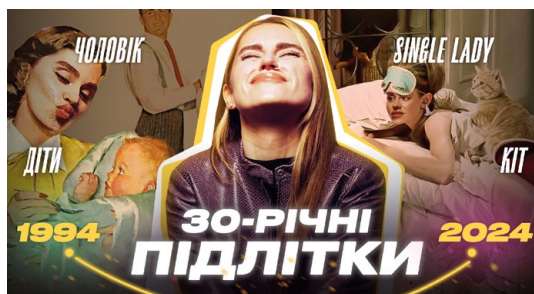
CHAIR OF THE JURY PRIX ITALIA FESTIVAL

Fulfilling the mission of a public service broadcaster, ARTillery inspires a new generation of Ukrainians to define and shape their unique cultural identity, strengthening resilience to disinformation and cultural pressure.

Prix Italia: the ARTillery won in the Digital Multimedia category.

Slay Show is a show for young audiences in the vlog format about what is happening and how to respond to hot topics (3.2m channel views).

Over the year, guests of the Slay Show studio with presenter Mariia Tuchka (TUCHA) included blogger Olena Mandziuk, MP Inna Sovsun, nutritionist and endocrinologist Kateryna Tolstikova, serviceman and vocalist of the band Hatespeech Dmytro Odnorozhenko, producer Ihor Kondratiuk and others.



On the occasion of Independence Day of Ukraine, special episodes dedicated to the 1990s were released in cooperation with Suspilne Mediateka, featuring Volodymyr Nechyporuk's and Oleksii Kovzhun's stories. The most popular video of the year was the episode about changing perceptions of age, style and adulthood, which received 196k views.

33.9m

views on Suspilne Kultura's Instagram page

1.2m

interactions on Suspilne Kultura's Instagram

51k

subscribers — up twofold compared to 2024

RADIO PROMIN

Radio Promin is the first Ukrainian music radio station that has been on the air since 1965.

8k

hours of music content in 2025

> 2.5k

new Ukrainian tracks

I love and appreciate Promin for the music and the people who work here. The warm, friendly atmosphere, mutual respect and support are what makes Promin stand out.

Radio Promin has introduced a new studio and has gone beyond the classic broadcasting to become a multi-platform space with its own YouTube channel, recorded interviews, stand-up projects and collaborations with artists, comedians and musicians.

To celebrate Radio Promin's 60th anniversary, the Suspilne Ukraine team, together with director Oleksii Sai, Mirodan Production LLC, and artist Alina Haieva, created an anniversary video.

Radio Promin was the main radio partner of the Faine Misto 2025 music festival, attended by over 24k people.



МАКСЫМ ЯКОВЕНКО

RADIO PROMIN EXECUTIVE PRODUCER



Visual design for Radio Promin's 60th anniversary



The Radio Promin team

Key projects:

Voice Messages is a project where military personnel share their thoughts and express them through selected songs. 19 episodes of the project have been produced with the support from the Land Forces of the AFU.

Homin Out* is a radio stand-up show where comedians Nastia Zukhvala, Yehor Shatailo and Yura Kolomiiets discuss the latest news from Ukraine and the world, skilfully mixing serious topics with humour. A total of 60 audio episodes and 15 video episodes for YouTube have been released.

Stand-Up is a radio-adapted version of Suspilne's TV project, where comedians from different regions of the country showcase their talent. 57 new radio versions of the project have been created.

The Selection and The Weekend of New Music — both radio shows amplify the voice of Ukrainian musicians, focusing listeners' attention on the greatest contemporary tracks and introducing them to talented artists of our time.

Promin Recommends is a project that combines radio broadcasts, playlists on YouTube, YouTube Music and Spotify, longreads on the website and social media posts. It offers daily music releases, monthly selections of the 20 Best Songs of the Month, more than 1,500 premieres and more than 170 interviews with artists whose songs were presented over the year.



VIKTORIIA POLCHENKO

RADIO PROMIN CREATIVE PRODUCER



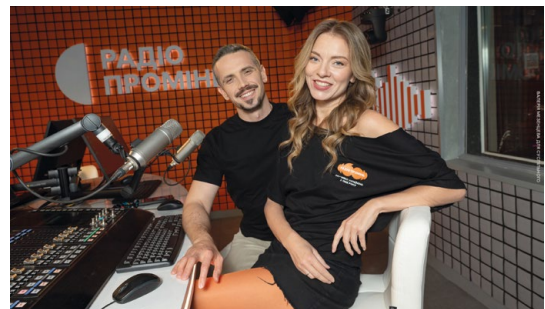
**This season of the programme was produced with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the EU.*



Homin Out comedians Nastia Zukhvala, Yehor Shatailo and Yura Kolomiiets, and Radio Promin executive producer Maksym Yakovenko



The Weekend of New Music presenter Viktor Diachenko



Radio Promin presenters Denys Denysenko and Anna Zakletska

We do not manipulate the emotions of our listeners because every song that appears on the air comes directly from the musician, not a pirated copy, and the musicians' comments are straight from the horse's mouth, not a social media feed. At a time when media literacy is as relevant as ever, trust in us is the basis for ratings and listenability.

RADIOTOCHKA

Radiotochka is an online Ukrainian retro radio station from Suspilne that unites different generations of Ukrainians. It is available online on the Ukrainske Radio website and in the suspilne.radio app.

This year, Radiotochka's music collection has been expanded with **79 rare tracks**.



PODCASTS

In 2025, Suspilne Ukraine released **32 podcasts**, including 13 new projects and 19 projects from previous years featuring new episodes and seasons. Ten Suspilne's podcasts across various genres were shortlisted for the 2025 *Slushno* Audio Award.



Recording of the UNZIP podcast with Tetiana Mykytenko, blogger 'Ragulivna'. Hosted by Albert Tsukrenko

The *UNZIP* podcast won the **Slushno** Audio Award in two categories, namely, *Culture and Arts Podcast* and *Entertainment Podcast*, as well as took second place in the *Digital and Entertainment Projects* category at the **Heart of Europe** festival.

New projects:

Your Evening with Radiotochka is a new programme slot that was added to the daily *Morning with Radiotochka* and *Afternoon with Radiotochka*.

From the Ukrainske Radio Archives is a music and educational programme that gives you the opportunity to plunge into the world of rare music recordings.

The Warmth of Christmas is a special project dedicated to the Christmas season, where Ukrainian artists who started their careers in the 1990s and even earlier tell about their Christmas traditions.

4.5 m

streams across all platforms
in 2025

Some of the top podcasts include:

UNZIP: the fourth season of a podcast that delves into the archives of Ukrainian music. Host **Albert Tsukrenko**, together with guests on the UNZIP podcast, explores the issue of our musical identity and surprises listeners with songs found in the archives of Ukrainske Radio.



The Food Circle — a podcast about Ukrainian culinary traditions.

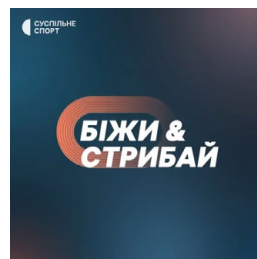
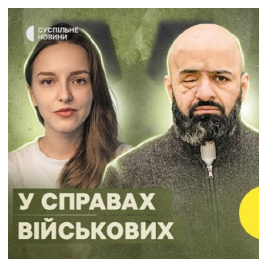
Decolonisers for Suspilne Kultura — about the traumas, stereotypes, and psychological complexes imposed by various empires on their colonies, including those imposed by Russia on Ukrainians.

On Military Affairs for Suspilne Novyny — a podcast by Suspilne and the Pryncyp human rights centre about a journey from mobilisation to becoming a veteran.

Run and Jump for Suspilne Sport — the first podcast about the track and field athletics.

When Justice Will Prevail* centers on war crimes featuring Oksana Pokalchuk, a human rights activist and co-executive director of Truth Hounds NGO, and Dmytro Afanasiev, a war crimes documentarian with the International Partnership for Human Rights (IPHR).

The Terrorist Attack Near the Sports Palace is a documentary audio series by Suspilne Kharkiv about the day a terrorist attack was carried out in Kharkiv at the behest of the Russian intelligence agencies, claiming the lives of four people.

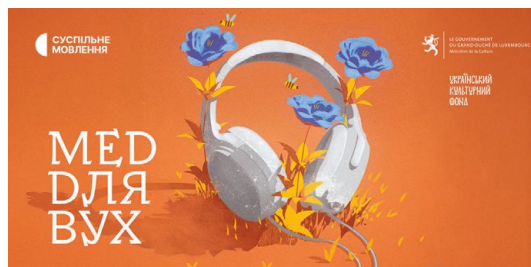


The Terrorist Attack Near the Sports Palace podcast received the Grand Prix



DMYTRO AFANASIEV

PRODUCER OF SUSPILNE'S PODCASTS,
HOST OF THE MED DLIA VUKH PODCAST



Med dla Vukh [Music to My Ears] — a cycle of interviews about the audio industry.

I've long noticed that the Ukrainian audio industry lacks events and projects focused on podcasting that would help this sector to grow. That's why this podcast is an attempt to create a platform for podcasters where they can regularly discuss topical issues, share experiences and support new audio content creators.

*The *When Justice Will Prevail* podcast is supported by the European Union via The House of Europe Programme. Its content is the sole responsibility of the authors and does not necessarily reflect the views of the EU.

THE 2025 EUROVISION SONG CONTEST



To introduce Ukrainian artists to an international audience, Suspilne Ukraine and Spotify have released the first official playlist featuring songs by the National Selection finalists.

The National Selection for the 2025 ESC attracted high viewing figures: Suspilne achieved record-breaking figures across digital platforms.

LIVE BROADCAST OF THE ESC NATIONAL SELECTION FINAL

1.8m

unique TV viewers of the final broadcast on Suspilne Kultura TV channel (4+, the whole of Ukraine)

1.3m

views on the Eurovision Ukraine YouTube channel

55.9m

digital views of all content relating to the Eurovision National Selection

The Eurovision Song Contest in 2025 turned into major media events that brought together audiences across various platforms.

Ukrainian singer **Tina Karol** was appointed Music Producer for the National Selection.



TIMUR MIROSHNYCHENKO

HOST OF THE NATIONAL SELECTION IN UKRAINE AND COMMENTATOR FOR THE EUROVISION SONG CONTEST

Our entire history is shaped by global events such as the Eurovision Song Contest, the World Cup and the Olympic Games. They allow us to track the moods and trends across the globe. In other words, they are more than just a show to watch once a year.

High quality, accessibility, and inclusivity of Eurovision 2025 content were ensured across all Suspilne platforms. All broadcasts within the contest were accompanied by sign language interpretation, and the main Eurovision website featured a dedicated full-screen sign language stream, which gathered 5.5k views.

The National Selection for the 2025 Eurovision Song Contest reached the final of the 2025 Muzvar Awards in **the Resonance and Criticism** category, in the sub-category *Most High-Profile National Events*.

The video of the Ziferblat band performing the song Bird of Pray in the National Selection Final got over 1.7 million views.

While watching the broadcast of the final of the National Selection for the 2025 ESC, viewers **raised over 3 million UAH** for the Serhiy Prytula Charity Foundation to support humanitarian demining.

The **2025 Eurovision Song Contest was among Ukrainians' most popular search queries of the year** — ranking ninth in Google search queries, one place higher than in 2024.



Suspilne Ukraine, in collaboration with the Serhiy Prytula Charity Foundation, donated equipment to the State Special Transport Service (SSTS) for its humanitarian demining teams



Ziferblat band won the First Semi-Final of the 2025 Eurovision Song Contest and, with their performance, consolidated Ukraine's status as the only country in the contest's history to have reached the final every year since its first participation in 2003. In the Grand Finale, Ziferblat finished in 9th place.

60m

views of content about the 2025 ESC in Basel on the Eurovision Ukraine web pages, the Suspilne Kultura website and the main Eurovision website

2m

unique TV viewers of the ESC Grand Finale on Suspilne Kultura TV channel

OKSANA SKYBINSKA

HEAD OF THE SPECIAL PROJECTS DEPARTMENT AT SUSPILNE UKRAINE AND HEAD OF THE UKRAINIAN DELEGATION TO THE ESC AND THE JESC

I'm delighted that Eurovision has been among Ukrainians' top ten most frequent Google searches for the third year running, and that Junior Eurovision achieved record viewing figures both during the National Selection and the international event. This is a huge team effort, aimed at fulfilling Suspilne's mission: to educate, entertain and bring people together.

THE 2025 JUNIOR EUROVISION SONG CONTEST

> 40m

views of the JESC National Selection content across all digital channels and pages of Eurovision Ukraine

In 2025, a record **510 entries** were submitted for the National Selection for the Junior Eurovision Song Contest. **Svitlana Tarabarova** has become the project's music producer for the third year running.

The auditions took place in the format of the Star School. The six episodes of *The Junior Eurovision Diaries* attracted **541k** unique viewers, whilst the total number of television views reached **706k**.

For the first time, the finalists' performances were recorded as mini-clips. The six promotional videos on the Eurovision Ukraine YouTube channel racked up almost **1.8m** views.

TIMUR MIROSHNYCHENKO

HOST OF THE EUROVISION NATIONAL SELECTIONS

Both the international contest and the National Selection for the Junior Eurovision Song Contest are projects close to my heart, because they embody authenticity and a spirit of unconditional love.

870k

Ukrainians watched the 2025 Junior Eurovision Song Contest final in Tbilisi — this is the highest figure in the last 11 years

Ukraine's representative, Sofiia Nersesian, took second place at the international contest with her song *Motanka*. *Motanka* is a song about the power of a mother's love.

VERONIKA SIKACH

EDITOR-IN-CHIEF OF THE EUROVISION DIGITAL CONTENT

For our editorial team, this year has been one of experimentation and growth — we've tried out new formats, increased our content output, whilst maintaining a focus on quality, speed, virality and relevance. Despite the challenges, we've managed to achieve solid results, and for me, this is first and foremost about being open to new ideas and genuine teamwork.

At every stage of the preparations for the National Selection, the project team included singer and songwriter **alyona alyona**, director and choreographer **Danylo Diemiekhin**, and creative producer and music video director **Anton Pozhydaiev**. The jury for this year's National Selection comprised **Natela Chkhar-tishvili-Zatsarynna**, general producer of the M1 and M2 television channels; singer **Michelle Andrade**; and composer, singer and songwriter **Vlad Darwin**.

742k

viewers of the National Selection on the Suspilne Kultura TV channel

189k

views on the Eurovision Ukraine YouTube channel



Performance by Sofiia Nersesian, Tbilisi, December.
Photo by the EBU

MUSICAL ENSEMBLES OF UKRAINSKE RADIO

The **Ukrainske Radio Music Ensembles** are leading creative media groups of Suspilne that present Ukrainian and global musical art both in Ukraine and abroad. They include **Ukrainske Radio's Honoured Academic Symphony Orchestra, Academic Choir Chapel, Academic Orchestra of Folk and Popular Music, and Bandura Trio.**

Concerts in Ukraine and abroad

Throughout the year, 32 concerts took place:

The Honoured Academic Symphony Orchestra held a concert tour in Italy as part of the **Festival Open Doors for Ukraine** project, as well as a tour across 12 cities in Ukraine.

As part of **Ukrainian Radio Days**, gala concerts, choral assemblies, and thematic artistic programmes featuring leading Ukrainian soloists were presented.

The **Symphonic Mainstream** project marked the 100th anniversaries of prominent Ukrainian artists.

Four large-scale concerts were held within the eighth season of the project **I Am a Virtuoso!**

In 2025, the Bandura Trio presented the solo concert **My Land** as part of the international festival **Kyiv Music Fest**.

The concert programme **Christmas Oratorio**, performed by the Academic Choir Chapel and the Honoured Academic Symphony Orchestra, along with other events and projects.



The Ukrainske Radio Honoured Academic Symphony Orchestra on stage at the Vinnytsia Regional Philharmonic

The Academic Choir Chapel of Ukrainian Radio, conducted by People's Artist of Ukraine **Yuliia Tkach**, performed Liturgy No. 4 by Ukrainian composer Oleksandr Koshyts at the Refectory Church of the Kyiv-Pechersk Lavra.

Additions to the fund recordings

The ensembles have enriched Suspilne's music library with recordings of works by Ukrainian and international composers — **Ludwig van Beethoven, Giuseppe Verdi, Wolfgang Amadeus Mozart, Borys Liatoshynskyi, Oleksandr Koshyts** and **Ihor Shamo**, among others. The Academic Orchestra of Folk and Popular Music recorded Ukrainian folk songs and classical works, whilst the Academic Choir recorded iconic compositions of Ukrainian sacred and secular music.



The Ukrainske Radio Choir performed Liturgy by Koshyts at the Kyiv-Pechersk Lavra

VOLODYMYR SHEIKO

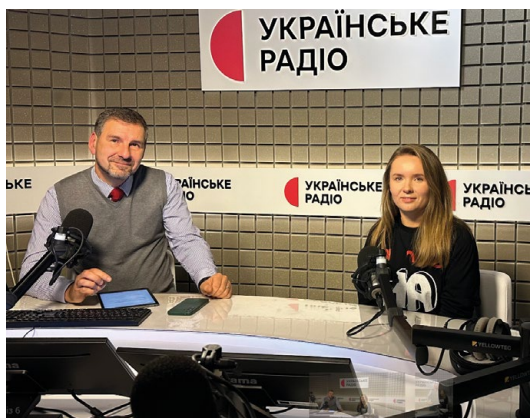
ARTISTIC DIRECTOR AND CHIEF CONDUCTOR OF THE HONOURED ACADEMIC SYMPHONY ORCHESTRA OF UKRAINSKE RADIO

Tours like this bring Ukraine together and pass the baton from city to city, conveying emotions from city to city. People come together through music.

THE 2025 RADIO DICTATION OF NATIONAL UNITY

The largest Ukrainian-language flash mob once again brought together hundreds of thousands of Ukrainians around the world and became one of the most high-profile events of the year. This year, the text of the Radio Dictation of National Unity, titled **We Must Live!**, was written by Ukrainian writer, translator, and scholar **Yevheniia Kuznietsova**, and was read live on air by People's Artist of Ukraine, actress, and TV host **Nataliia Sumska**.

Yevheniia Kuznietsova alongside presenter Vadym Karpiuk during the broadcast of Ukrainske Radio



YEVHENIIA KUZNIETSOVA

WRITER, TRANSLATOR AND SCHOLAR

To bring everyone together, to unite people with different tastes, and to make them feel that we are one, that we are one country, one people, wherever we may be, whatever we may be going through right now, but we are together. I believe that this is precisely the purpose of the Radio Dictation today.



YULIIA SHELUDKO

EXECUTIVE PRODUCER OF UKRAINSKE RADIO AND COORDINATOR OF THE RADIO DICTATION OF NATIONAL UNITY

The Radio Dictation united millions. Around 8 million are only those who were actively engaged. There were people who wrote the dictation and sent in their texts, as well as those who wrote it for themselves without publishing it anywhere. And that is a huge number of people around the world. We also received many submissions from temporarily occupied territories — despite the risks, people still joined the Radio Dictation. Moreover, they send us not only their texts but also their personal stories: about adapting to life in another country, how they are living there, and their longing for their homeland. This is extremely valuable to us.

800k

views and listens of the Radio Dictation across Suspilne's platforms

468k

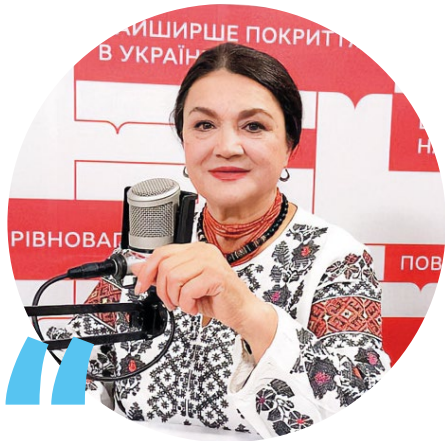
views on the Ukrainske Radio YouTube channel

180k

views of the dictation text on the Suspilne Kultura YouTube channel

55k

listeners via the app and on the Ukrainske Radio website



NATALIIA SUMSKA

PEOPLE'S ARTIST OF UKRAINE,
ACTRESS, AND TV HOST

Our dictation is about spelling, but above all, it is about unity — our universal unity. This is of the utmost importance today, at this terribly critical time, for the war continues and our fierce enemy is growing stronger. If only we could write a dictation every day to preserve our language and unity.

Awards for the Radio Dictation of National Unity — 2025:

- Winner of the **Best Educational Initiative in the Ukrainian Language** category at the **Language Initiative** special event, held as part of the **Ukrainian — Language of the Strong** forum
- Finalist for the **Chytomo** Award in the **Book Initiative that Promotes Reading** category



Writing of the Radio Dictation of National Unity.
Kyiv, October 27



The Ukrainian community Vilni from the town of Moers (Germany), which took part in the Radio Dictation



Military personnel take part in the Radio Dictation.
Photo by the General Staff of the Armed Forces of Ukraine



The Radio Dictation of National Unity written at the Metro School in Kharkiv. Suspilne Kharkiv / Davyd Nadvornyi



The male and female polar researchers of the 30th Ukrainian Antarctic Expedition took part in writing of the Radio Dictation of National Unity for the sixth time

SUSPILNE MEDIATEKA

Suspilne Mediateka is a digital VOD platform with archival video and audio materials of Suspilne from the 1920s until present that was launched at the end of 2023. It features unique archives, historical programmes, documentary recordings and materials from various periods, which preserve the country's audiovisual heritage and make it accessible to anyone interested.

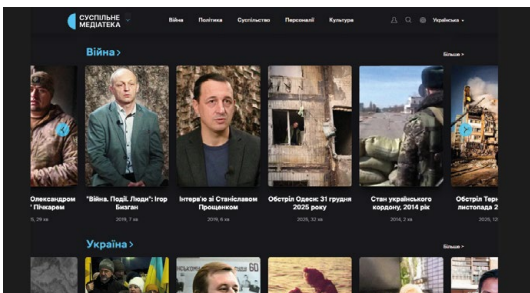
2k

hours of archival materials digitised and catalogued

Over 250k users have already watched Suspilne's archival video and audio materials on the Suspilne Mediateka website.

125k hours — the total time spent by the audience on the platform, which indicates a steady interest and growing engagement.

A user spends **about 30 minutes** on the website on average, which is a high rate for an archival resource and an indicator of quality and accessibility.



Our website is a display case for huge treasures from the Suspilne archives. There are many more extremely interesting and valuable things behind it. This year, we started digitising old media — magnetic tapes and films. The videos are already available on the Suspilne Mediateka platform. In my opinion, it is very valuable from historical, research, and journalistic points of view.



TAISIIA TURCHYN

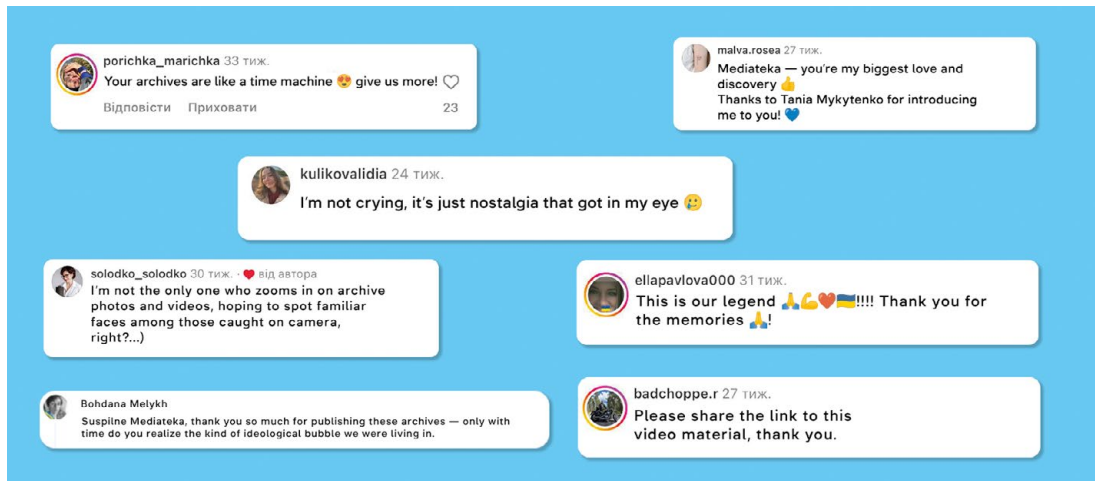
HEAD OF THE MEDIATEKA DEPARTMENT AT SUSPILNE UKRAINE

We build our editorial policy around the idea that absolutely everyone should find something interesting or relevant to them on the website. Whether you're a professor of history looking for primary sources for your research, a schoolchild captivated by VHS aesthetics, or a lady who wants to reminisce about her younger years, we have something to offer each of you, as well as your children, friends, and neighbours. Archives are not boring. Archives are fascinating and amazing.



IRYNA HOTS

MANAGER OF THE SUSPILNE MEDIATEKA WEBSITE



In March 2025, Susplne Mediateka created **Instagram and Facebook pages**, which are growing steadily and have **21k** and **14k** followers, respectively.

8k publications on the Susplne Mediateka website

In 2025, the team held a series of **offline events** to attract new audiences. These included a discussion with the Crimean community, an evening in memory of Ihor Bilozir with a screening of archival video, a screening of the digitised film *Toreadors from Vasiukivka*, an exhibition dedicated to the Day of the National Flag of Ukraine, tours of the archive for guests and partners, and more.

The team introduced a system of labelling and keeping track of physical media and began relocating media from the frontline regions. In Lviv, **1,089 films** from the archival storage were sorted and systematised. In four months of 2025, **66 television films** on 35mm and 16mm film were digitised using a new scanner.



Film scanner



Taisiia Turchyn and regional archivists at a meeting in Lviv. 5 September



Visit of the delegation of the Embassy of Japan and JICA to the archival film storage facility in Lviv. 27 November

CHILDREN AND TEENAGERS

ARE OUR STRATEGIC PRIORITY



24.6m

views on the *Brobaks* YouTube channel

7m

views on the *Collider* YouTube channel

We create safe Ukrainian content for children and teenagers.

We speak to them in their language — through digital formats: YouTube, Instagram and TikTok.

We explain science, history and news in a simple and interesting way.

We support the Ukrainian language and shape a new generation of Suspilne Ukraine viewers.

We create an alternative to Russian content for children.

We build trust with a young audience — online and at in-person events.

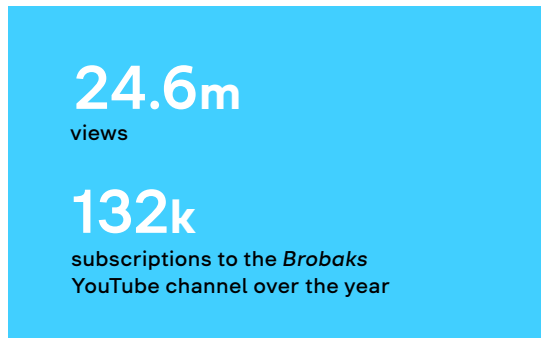
BROBAKS



Brobaks is a YouTube channel, website and mobile application* (iOS and Android) by Suspilne for preschool children. The platform offers Ukrainian animation and adapted European content that helps children explore the world, interact with society, and develop in a modern environment.

In autumn 2025, the beta version of the children's digital platform *Brobaks* was released. The app features over 250 hours of content, including animated series and feature-length animated films, educational children's shows, and a catalogue of audio fairy tales. In its first week, *Brobaks* became the top entertainment app on the App Store.

The public presentation of the *Brobaks* mobile application** took place in a TED-style format. Journalist and blogger Tetiana Mykytenko (Ragulivna), TV host and public figure Oleksandr Pedan, and actor and serviceman Daniil Mireskin spoke about the challenges and mission of Ukrainian content.



**The mobile application was developed with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.*



YouTube



Download on the App Store



GET IT ON Google Play



***The event was held with the financial support from the European Union and the project Strengthening Independent Media for a Strong Democratic Ukraine, implemented by DW Akademie in cooperation with Lviv Media Forum and Suspilne Ukraine, with the financial support from the European Union.*



Presentation of the Brobaks app. Kyiv, 19 October



Oleksandr Pedan



Tetiana Mykytenko (Ragulivna)



The team that worked on the launch of the Brobaks app

TETIANA BEREZHNA

DEPUTY PRIME MINISTER
FOR HUMANITARIAN POLICY
OF UKRAINE - MINISTER
OF CULTURE OF UKRAINE

The creation of Brobaks is an important step towards the development of the Ukrainian media space for children. It is an example of a high-quality, safe and accessible product that meets the age-related needs of children, contributes to their development, and shapes their self-awareness and national identity. For years, Russia has been influencing the Ukrainian information space and trying to shape the worldview of our children through its content and narratives. But today we are creating our own safe platforms that broadcast European values, our language and culture.

OLENA IVANOVSKA

STATE LANGUAGE
PROTECTION
COMMISSIONER

Children's content in Ukrainian is the basis for shaping the language environment in the family. Children naturally learn the language and learn to think, feel and communicate emotionally through their favourite tales, songs and games.

MAKSYM ONOPRIIENKO

MEMBER OF THE NATIONAL
COUNCIL OF UKRAINE ON
TELEVISION AND RADIO
BROADCASTING

Brobaks is not only about high-quality children's content, it is a component of our information security. Children who have access to a great Ukrainian-language information product will become adults with pro-Ukrainian values. They will be invulnerable to Russian propagandist narratives. I am grateful to Suspilne for this investment in our future.



YULIIA DYCHUK

HEAD OF CHILDREN'S AND TEENAGE
CONTENT AT SUSPILNE UKRAINE



This year, I am especially pleased with the growth of figures for our teenage projects on YouTube, Instagram and TikTok. This is a very challenging audience, it's hard to find formats, tone of voice and topics. And we have a very small team working on it. We appreciate the trust that we are gaining step by step. And, of course, we are proud of the Brobaks app, an ambitious project that involved significantly more of our colleagues in the company than the children's programming editorial office. This year we got our own safe platform for children with more than 300 hours of children's content in Ukrainian. And this is only the beginning!

TOTO



The third season of the animated series **TOTO*** was created by Sun Stories at the request of Suspilne Ukraine. The story follows Toto, a dog who meets a little hare named Solia and learns to accept emotions, support friends, and dream. The project is directed by **Oleh Malamuzh** (*The Stolen Princess, Mavka*), written and produced by **Iryna Malamuzh**.

2.6m
views as of the end
of 2025



TOTO at the Jumpalooza festival. Kyiv, 21-22 June

Together with the brand Ukrainian Puzzles, Suspilne created a jigsaw puzzle for children called **TOTO**, and with the ACCA publishing house, a series of books based on this animated series.

TOTO was presented at the Jumpalooza and Book Country festivals, and together with the IvAlive Foundation, an event dedicated to the **TOTO** animated series was held in Switzerland for the first time.



*The project **Toto 3** was created with the financial support from the project *Strengthening Independent Media for a Strong Democratic Ukraine*, implemented by DW Akademie in cooperation with Lviv Media Forum and Suspilne Ukraine, and funded by the European Union.

SUSPILNE KAZKY PODCAST

Suspilne Kazky is a podcast for children created at the beginning of the full-scale invasion to support children and parents in a difficult time.

In December, the team presented a new season of the project — **16 contemporary Ukrainian authors and screenwriters wrote 71 tales.**

The stories were narrated by **35 Ukrainian celebrities and volunteers**, including public figure and volunteer **Serhiy Prytula**, singer **ONUKA**, actress **Antonina Khyzhniak**, singer **KLER**, actor and screenwriter **Yevhen Yanovych**, actor and serviceman **Daniil Mireshkin**, veteran **Oleksandr Teren** and many other Ukrainians.

During the **Book Arsenal** festival, the team held a masterclass on creating an audio story

956k

streams in 2025

The Voice of a Fairy Tale with the participation of Junior Eurovision contestant **Anastasiia Dymyd**, and also ensured the participation in the partners' event *Kids Fest* by the EU Delegation to Ukraine.

Similar events were held for children at the *Okhmatdyt* hospital and, on the occasion of Children's Day, for the children under the care of the *Voices of Children* foundation at Ukrposhta's head office.



MARTA SUTSENKO

MASTERCLASS PARTICIPANT

I participated in a masterclass on reading stories and voiced the author's part. It was my first experience of this kind and I really enjoyed it. I am impressed by the children because we read stories, and no one was shy or afraid. We were also supported by adults who created a nice atmosphere. And I really liked the gifts that everyone who read the story received.



Viktorii Polchenko and Anastasiia Dymyd during a masterclass at the Book Arsenal festival



The Brave Tales' author and Suspilne's Digital Platforms Chief Producer Viktoriia Murovana, singer Olena Topolia, famous teacher Ruslan Ihorovych and director of the NaukTop project on the Collider YouTube channel Yevhen Synelnykov visited the Okhmatdyt National Specialised Children's Hospital



Viktoriia Murovana and Olena Topolia

TETIANA LUKIANENKO

HEAD OF EXTERNAL AND INTERNAL COMMUNICATIONS AT THE OKHMATDYT NATIONAL SPECIALISED CHILDREN'S HOSPITAL

Many children who are treated at Okhmatdyt spend months and sometimes even a year in the hospital. Fighting illnesses makes them grow up early, so it is especially important to have warmth and support by their side. Viktoriia Murovana, Olena Topolia, Yevhen Synelnykov and Ruslan Ihorovych gave our patients a day full of kindness, fairy tales and scientific magic. Such meetings help children experience the joy of childhood again, even for a brief moment. We sincerely thank the Suspilne team for their concern for our patients.



The Brave Tales were read by Viktoriia Murovana, Suspilne's Digital Platforms Chief Producer, and actress Antonina Khyzhniak at the Children's Space festival organised by the Delegation of the European Union to Ukraine. Kyiv, 7 June



THE COLLIDER

The Collider* is Suspilne's educational and entertainment asset for the audience aged 9-14. The creative concept developed by pedan|buro embodies the idea of a daring school of the future. The content is published on YouTube, Instagram, TikTok and covers the topics of science, culture, history and modern times.

7m

views on the *Collider*
YouTube channel

+169%

increase in the project's social media
following over the year



**The project was created with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.*



OLHA AVRAKHOVA

CHILDREN'S CONTENT PRODUCER
AT SUSPILNE UKRAINE

We want to create a place for children where they can find not only information but also useful entertainment.

In 2025, the second seasons of the projects **Oh, Really?, Who's Einstein Here?** (influencer Ellevika became the new season's presenter, and 24 influencers were involved in the filming), **CyberHouse** (a miniseries in a vertical format on media literacy was produced as part of the project with over 175k views), and **NaukTop with Ruslan Ihorovych** were released.

Why the Collider? First of all, I really like the team working on it, because I have already been involved in this project as a participant and I enjoyed working with the Collider team. Secondly, I really like the project itself and its format. And when I was offered to become the presenter of Who's Einstein Here? by the Collider, that's twice as much fun.



К(О)ЛАЙДЕР



VIKTORIIA OLIINYK (ELLEVIKA)

BLOGGER, PRESENTER OF THE SCIENCE
QUIZ **WHO'S EINSTEIN HERE?**

NaukTop with Ruslan Ihorovych* is a project by the *Collider*, where a physics teacher and two co-presenters, schoolchildren **Mykhailo** and **Viktoriia**, conduct scientific experiments and explain the basic laws of nature.



*The project was created with the financial support from the European Union. Its content is the sole responsibility of Suspilne Ukraine and does not necessarily reflect the views of the European Union.



VLADYSLAV RUDNITSKYI

JOURNALIST AND HOST OF THE TEEN PROJECT *KHTO PRO SHO*

I've always found it easy to connect with teenagers. Since the first months of the full-scale invasion, I have been actively involved in festivals, events, and competitions — and it's no coincidence that I now create content specifically for teens. I believe this is my mission: to bring emotions, support, and a sense of a happy childhood to places where it is so deeply lacking.



RUSLAN IHOROVYCH

BLOGGER, SHOW'S PRESENTER

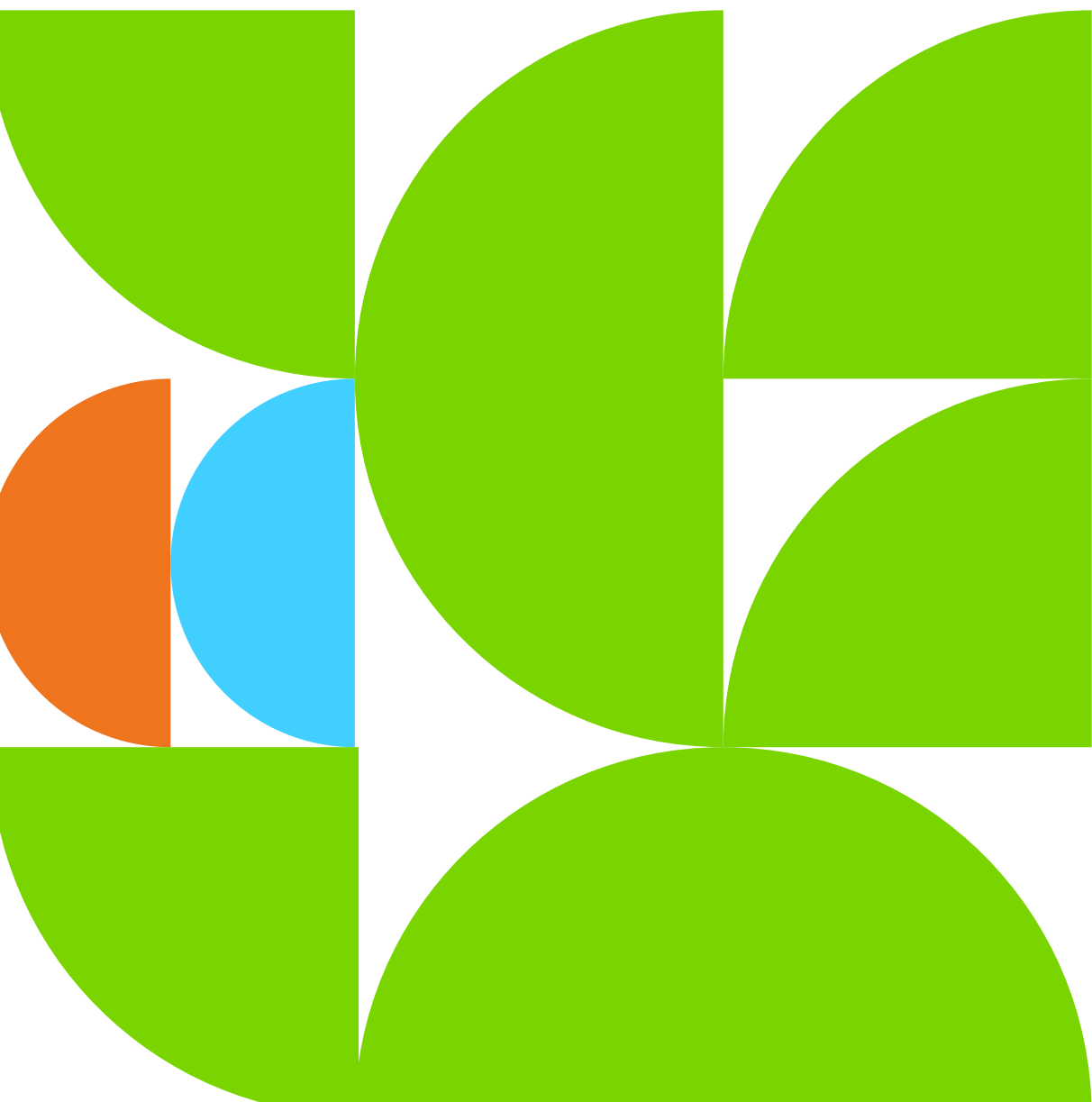
There were many funny moments during the filming. For example, we did an experiment off-camera and everything worked perfectly the first time, but as soon as we started filming, something broke, something leaked, and we had to do it several times. But I'm very grateful to the wonderful team with whom we made all this happen. I think that both children and teachers will be interested in watching it, because the information is presented in simple language, with examples. You can take something for yourself and use it in class.

A news format called ***Khto Pro Sho [Whoever, Whatever]*** is also posted separately on TikTok for the audience aged 12-15, with short and engaging videos that tell about the most important events of the day in a manner understandable to teenagers. In the 10 months of the project's existence, the page has acquired 11k subscriptions.



The Suspilne team conducted a school tour across the Chernihiv, Kyiv, and Zhytomyr regions, delivering master classes and workshops on journalism and digital media. March

SUSPILNE SPORT



2.5+k

hours of sports content — broadcasts, news
and programmes by Suspilne Sport

6.4m

views of the new Suspilne Voleibol YouTube channel

We broadcast major sporting events in the world and Ukraine.

From Olympic and non-Olympic events to national championships,
you can find victories, records and stories of Ukrainian athletes
on Suspilne Sport's TV channel, website and YouTube channel.

SUSPILNE SPORT

TV CHANNEL, WEBSITE, YOUTUBE

Suspilne Sport broadcasts key sporting events, produces its own broadcasts, creates news, analytics and reports, uniting the sports audience on television, website and digital platforms. For Suspilne Sport, 2025 was a year of systematic and large-scale work on sports content production.



OLEKSII MANDZII

HEAD OF SPORT
AT SUSPILNE UKRAINE

0.61%

share of the Suspilne Sport TV channel and the network of regional TV channels*

2.5k

hours of sports content — broadcasts, news and programmes

We broadcast all of the key athletics events, including the Diamond League series, and together with our viewers watched the first-ever performance of the Ukrainian men's national volleyball team in the Volleyball Nations League and the triumph of the Ukrainian women's national team in the European Golden League. A separate important component of this year's activities and further development of the sports direction at Suspilne is the restoration of the traditions of producing our own sports broadcasts. In particular, this year, Suspilne Sport for the first time produced the broadcasts of the Ukrainian Biathlon and Athletics Championships, as well as the Ukrainian Fencing Cup.



Suspilne Sport TV channel has won the Association of Sports Journalists of **Ukraine's Ukraine Best Athletes / Ukraine Sport Media Award** in the **Best Sports TV Channel** category.



Ukrainian national amputee football team celebrates winning the Nations League Division C. Photo: League of the Mighty

*Audience aged 18+, cities of 50k+ residents

The year's main sporting events covered by Suspilne Sport journalists:

- **Football Summer:** FIFA Club World Cup, U21 EURO, UEFA European Women's Championship;

1.1m

unique TV viewers* of the FIFA Club World Cup on Suspilne Sport

- **Athletics:** World Athletics Championships, World Athletics Indoor Championships, European Athletics Indoor Championships, Diamond League, World Athletics Continental Tour;

877k

TV viewers* of the 2025 World Athletics Championships coverage on Suspilne Sport and local channels

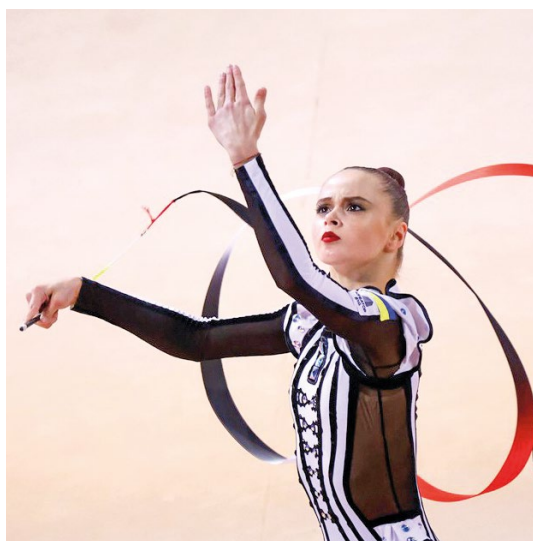
- **Volleyball:** FIVB Women's Volleyball World Championship, FIVB Men's Volleyball World Championship, and FIVB Volleyball Men's U21 World Championship, Volleyball Nations League, Women's European Golden League, Champions League, European Beach Volleyball Championship;
- **Winter Season:** Biathlon World Cup, Biathlon European Championships, key figure skating events, IBSF World Championships, and IBSF World Cup;
- **2025 World Games** — the largest event for non-Olympic disciplines;
- **Invictus Games:** Suspilne Sport is the exclusive broadcaster in Ukraine, and the editorial team worked on-site in Canada.



Swimmers Illia Sultanov, Denys Nakonechnyi, Myroslav Boldyrev and Danylo Litvin with 2025 Deaflympics medals. Photo: National Sports Committee for the Disabled of Ukraine



Yaroslava Mahuchikh at the winning Diamond League event in Silesia. Photo: Getty Images/Maja Hitij



Taisiia Onofriiuk at the 2025 Sofia World Cup. Photo: Getty Images/STR/NurPhoto



Servicewoman Alla Senchenko with her comrade-in-arms at the Hart wheelchair rugby competition. Photo: CBA Initiatives Center

*Audience aged 18+, cities of 50k+ residents



YULIIA PAZENKO

SPORTS NEWS PRESENTER

Sports news with the permanent presenters **Yuliia Pazenko** and **Serhii Petrenko** are now broadcast twice a day on all Suspilne TV channels.

The most emotional for me was the broadcast related to hockey, when the Ukrainian national team did not qualify for the elite division during the 2025 World Cup in Division IA, which was broadcast by Suspilne. The broadcasts after the victories of Ukrainian athletes are always deeply moving, when they dedicate their achievements to their families, fallen friends or the military personnel. Such moments always touch the heart and you can see tears even in the eyes of the presenter.



6.4m

views of the new
Suspilne Voleibol
YouTube channel



350k

subscribers to the
Suspilne Sport
YouTube channel

SPORT ON RADIO PROMIN

Radio Promin is the only radio station in Ukraine that broadcasts sports events. In 2025, the traditional programme *Sport on Radio Promin* was joined by the project **Sports Vibes: Winter Olympics**, which presents listeners with interesting facts about the history of Olympic sports.

Radio Promin was nominated for **Best Sports Radio Station at the Ukraine Best Athletes / Ukraine Sport Media Award.**



Ilona Stepanchenko and Kostiantyn Dultsev, presenters of the Sports Vibes: Winter Olympics podcast on Radio Promin

KOSTIANTYN DULTSEV

SPORTS COMMENTATOR
FOR UKRAINSKE RADIO
AND RADIO PROMIN

The 2026 Winter Olympics is an event we have been preparing for throughout 2025. In our news and programmes, we talk about every Ukrainian athlete who has earned a licence. Even if they are not a medal contender.

SPORTS BROADCASTS

In 2025, Suspilne produced its first sports broadcasts for its own platforms. The full production cycle was carried out — from the idea to shooting and broadcasting. For the first time in Ukraine, we covered and broadcast the Ukrainian Biathlon Championship in Bukovel. Suspilne also covered two Ukrainian athletics championships, as well as the Ukrainian Fencing Cup, which was broadcast in **4K** format for the first time.



The team that covered the Ukrainian Biathlon Championship in Bukovel. March, 2025. Photo: Oleksandra Zakharchenko, Larysa Riabova

LARYSA RIABOVA

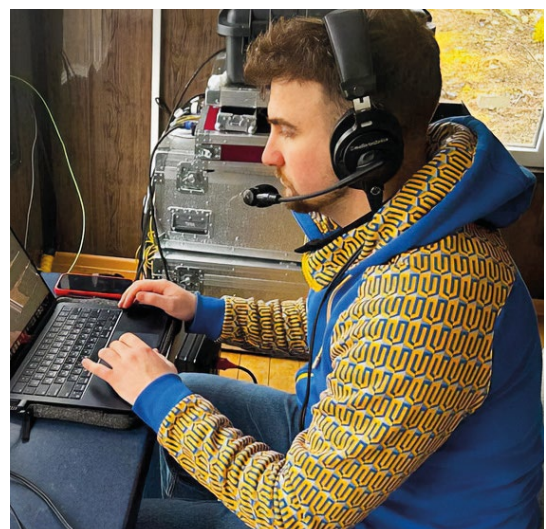
PRODUCER AT SUSPILNE SPORT

To cover the Ukrainian Biathlon Championship in Bukovel, Suspilne used 14 cameras along the track, two quadcopters, a camera near the targets and studio equipment. For the first time in Ukraine, we were able to show statistical data during the race, as well as shooting results at the range. It wasn't an easy task — we had to lay cable routes in the rain and mud, given the long distances involved. But we managed it, and this is just the beginning — we will continue to improve the graphic design.

ANDRII SUKHETSKYI

SPORTS COMMENTATOR
AT SUSPILNE SPORT

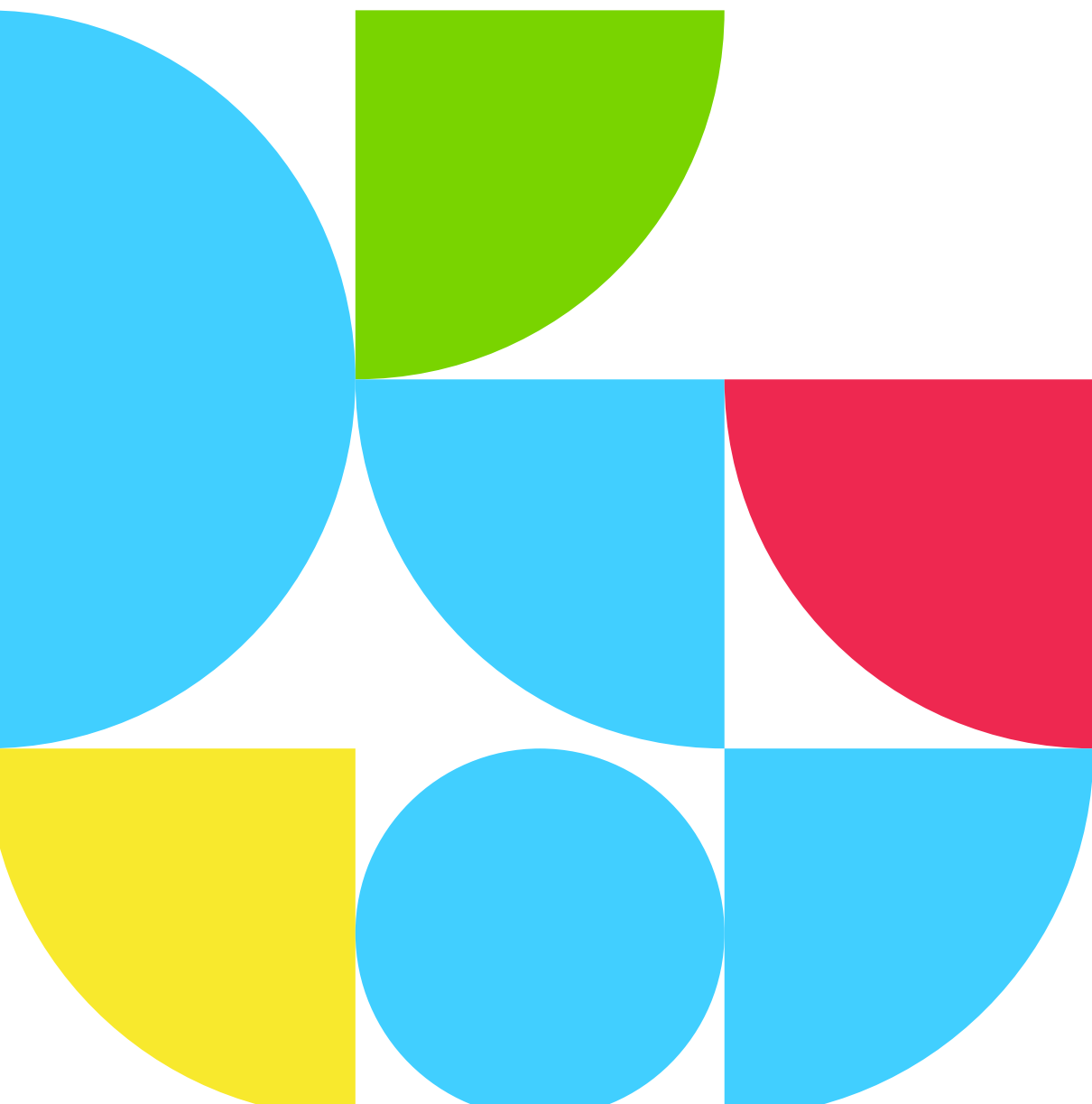
Suspilne Sport is now the main driving force behind bringing sports fans together and shaping this culture. It is not a commercial platform, it is not subscription-based, it is free and accessible to everyone. At the same time, Suspilne Sport reaches a very wide audience of different age groups across its platforms. Given the number of broadcasts of various tournaments in all kinds of sports that are currently available on Suspilne, I think viewers can always find something for themselves, one or more sports — they have plenty to choose from.



Commentator Andrii Sukhetskyi working at the Ukrainian Biathlon Championship. Photo: Oleksandra Liashenko

THE TEAM

WE HAVE A PRESENCE THROUGHOUT
UKRAINE — AT OUR CENTRAL DIRECTORATE
AND IN 22 REGIONAL BRANCHES



> 4k

staff members in Kyiv and regions

We support equality and inclusion — in 2025, Suspilne went through an external gender audit.

Suspilne Ukraine is influential within the media community — our journalists regularly receive international and Ukrainian professional awards.

We learn, share our experience and grow together — developing professional skills through the Public Media Academy and the Qualification Centre.

We acknowledge people who embody Suspilne's values through our internal Suspilne Code Award and an open vote by the team.

We support veterans and those serving in the Armed Forces.
We remember our colleagues who lost their lives during the war.

SUSPILNE'S PEOPLE

Suspilne employs a large team across the country — **4,088 staff members**: 2,781 at the Central Directorate and 1,307 in regional offices.

Suspilne operates across the country, in every city, in every community — alongside Ukrainians. Together with our viewers, listeners and readers, we are experiencing the war, the losses, the anxieties and the separations. But our reality does not end there. Because every day we tell the most difficult stories of the war — about life and death, about pain, about struggle. We are not merely living through this war; we are recording it, documenting it and communicating it on — to Ukraine and to the world.

HALYNA HAIDUK

HEAD OF THE TRADE UNION OF CULTURAL WORKERS OF UKRAINE

You are one of the few teams that clearly understands that the administration and employees are one and the same, because there can be no successful company without satisfied employees. You are engaged in an effective social dialogue with the trade unions. Even in difficult circumstances, you have managed to increase wages this year, particularly in the regions, and that is of great significance.



DMYTRO KOZLOV

MEMBER OF SUSPILNE'S MANAGING BOARD, IN CHARGE OF HUMAN RESOURCES AND STRATEGIC PLANNING



Halyna Haiduk, Head of the Trade Union of Cultural Workers of Ukraine, presenting Mykola Chernotytskyi with the Trade Union of Cultural Workers of Ukraine's award for the development of social partnership



Vyshyvanka Day - 2025. The Central Directorate team. Kyiv, 22 May

Suspilne Ukraine won the **BAM!** award in the Equal Rights Allies in the Media category and received the **Equal Opportunities Leadership 2025** award in the Fair Pay category from the Women Leaders For Ukraine community.

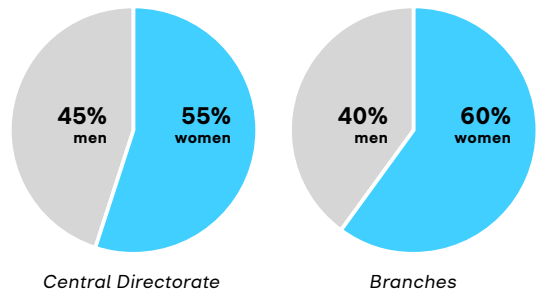


Tetiana Platova, Daria Hontarjeva, Mariia Nasonova, Anastasiia Hudyma with the BAM! award



Tetiana Platova, Daria Hontarjeva, Anastasiia Hudyma and Dmytro Kozlov at the Equal Opportunities Leadership 2025 awards ceremony

For over a year, Suspilne Ukraine has been a signatory of the Women’s Empowerment Principles (WEPs). In August 2025, Suspilne underwent an **external gender audit** conducted by Women in Media NGO with the support from International Media Support, which confirmed the company’s systematic approach to equality, non-discrimination, and inclusion.



“Suspilne is a frontrunner among Ukrainian media outlets in implementing such approaches and therefore has the potential to become a leader in promoting human rights standards and inclusive practices within the media landscape. Implementing comprehensive changes will not only ensure compliance with Ukraine’s legislative requirements and international obligations, but will also enhance the trust of audiences, partners and donors who are guided by European standards,” the audit report states.

LIZA KUZMENKO

AUDIT EXPERT, HEAD OF WOMEN IN MEDIA NGO, MEMBER OF THE COMMISSION ON JOURNALISM ETHICS

It is important that the company is open to external expertise and is ready to continue integrating European standards into its work. This lays the groundwork for Suspilne to become not just an example for others, but a genuine leader of change in the media landscape.

SUPPORT FOR VETERANS AND REMEMBRANCE

During the Russian-Ukrainian war, Suspilne employees **Oleksii Olkhovyk, Dmytro Siryk, Iryna Tsybukh** and **Kyrylo Polikevych** were killed. **Ihor Lemeshko** and **Maksym Karnaukh** are considered missing in action. Suspilne employee **Vasyl Fillion**, who was conscripted into the Armed Forces of Ukraine in 2022, has been held captive by the Russians for four years now.

As of the end of the year, **166 employees** of Suspilne are serving in the Armed Forces of Ukraine, of whom 11 are women and 155 are men. During the year, **9 employees** returned to work after completing their service, and in total, **38 veterans** are employed by Suspilne.

With the support from Veteran Hub and The Free People Employment Centre NGO, **The Manager's Guide** has been created — a tool designed to help teams better understand how to support veterans within their workplace.



The Suspilne team at the Suspilne event Nostos. The Return of Heroes: Oleh Kruhliak-Rumiantsev, Mariia Nasonova, Andrii Konoplianyk, Daria Hontariva. Kyiv, 12 June



Suspilne Ukraine has joined the signatories of **The Principles of Veteran-Friendly Business**, developed on the initiative of Starlight Media in partnership with the Ministry of Veterans Affairs, Veteran Hub and Forbes



OLEH KRUHLYAK-RUMIANTSEV

VETERANS' LIAISON OFFICER
AT SUSPILNE, VETERAN

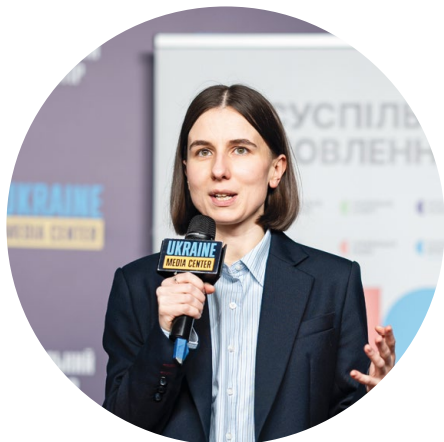
I want those returning to know that there is someone here who understands. Someone who has been through something similar. And it's not just about offering words of support. It's about systematic assistance, working with managers, and creating an environment where a veteran isn't a burden, a threat or a 'special case', but a fully-fledged employee with experience that deserves respect.

MYKOLA CHERNOTYTSKYI

HEAD OF SUSPILNE'S MANAGING BOARD

At Suspilne, we have recommendations for honouring the memory of our fallen colleagues, and this goes beyond a daily remembrance at 9:00 am. We firmly believe that everyone can leave a lasting mark of gratitude to those who have fallen within the space for the living. For example, the tree planted in memory of our colleague Iryna Tsybukh reminds us of her every time we step over the threshold of our branch in Lviv or The Iryna Tsybukh Young Journalists' Support Programme, which has become the ideological continuation of what Iryna did during her lifetime.

The Iryna Tsybukh Young Journalists' Support Programme is an annual initiative by Suspilne, launched on 1 June 2025, which provides opportunities for a new generation of media professionals to develop their professional skills and work in accordance with Suspilne Ukraine standards. 60 media professionals from across Ukraine applied to take part in the programme; three were selected as winners and undertook internships at Suspilne Novyny.



KHRYSTYNA HAVRYLIUK

INFORMATION BROADCASTING
CHIEF PRODUCER AT SUSPILNE



Mariia Kudina, Roman Sievriukov, Yuliia Franchuk — the winners of The Iryna Tsybukh Young Journalists' Support Programme in 2025

Ira understood very well what professional journalism is all about, and what Suspilne should be doing. She always emphasised that journalism should foster understanding. It should not take sides, it should not stigmatise, it should not lecture — it should help us understand one another's experiences. And that is one of Suspilne's missions.



A meeting of the winners and mentors of the Iryna Tsybukh Programme with Oksana Tsybukh at Iryna's grave. Lviv, 12 September



An evening in memory of Iryna Tsybukh. Suspilne Lviv, 19 February

OKSANA TSYBUKH

MOTHER OF THE FALLEN
HOSPITALLER AND
SUSPILNE PROJECT
MANAGER IRYNA TSYBUKH

Iryna always sought out topics she considered important and worked on them. Among these were commemorations and her work at Suspilne, because she saw the broadcaster as an independent, strong and modern media organisation. She found like-minded people, friends and colleagues there. Suspilne supported her when she went on rotation. Iryna saw the value in Suspilne's reform, because a strong Ukraine needs strong media, just like you.

2025 SUSPILNE CODE



Suspilne Code is an internal award which strengthens corporate culture and recognises employees who best embody Suspilne’s values in their work. Its aim is to thank those who support the team, inspire others and work for Suspilne both on the front line and behind the scenes. In 2025, the awards ceremony was held for the fourth time, and the level of team engagement in nominations and voting increased by **29%** compared to 2024.

It means a great deal to me to be part of this process: working with colleagues, coming up with ideas, seeing engagement grow, and watching people receive the recognition they deserve. After all, step by step — even if it seems subtle — we are changing our corporate culture together. And that is precisely why Suspilne Code is one of the key indicators of our development and the values we are building every day.



DARIIA HONTARIEVA

HEAD OF THE CORPORATE CULTURE DEVELOPMENT SECTION AT SUSPILNE UKRAINE



Timur Miroshnychenko and Anna Zakletska, host of the 2025 Suspilne Code Awards



The team working on The 2025 Suspilne Code project

ANNA ZAKLETSKA

PROJECT HOST

The team works with humour and respect, and with great sincerity — sometimes we even cry together when we watch footage of our colleagues serving in the Armed Forces, or reports filmed from frontline areas, or about those who have already passed away... Being yourself is a luxury created by the Suspilne Code team. You will always be supported and helped to fulfil your professional duties to the highest standard.

STUDY OPPORTUNITIES

The **Public Media Academy** is a training centre established under the auspices of Suspilne Ukraine in 2017. The Academy runs training programmes led by trainers from international organisations and Ukrainian media trainers, both for Suspilne employees and for the wider public.



OLEKSANDR DMYTRENKO

HEAD OF THE PUBLIC MEDIA ACADEMY

Suspilne regularly conducts **safety and first aid training sessions** and organizes **psychological recovery programmes** for its employees.

In 2025, the team implemented the training programme **Feedback as an Investment Tool: Benefits, Risks, and Solutions**: 25 in-house trainers conducted training sessions for their colleagues, with over 400 Suspilne employees participating.

The training and presentation spaces of the Public Media Academy operate in Kyiv, Lviv, and Odesa.

VASYL MYTSKO

ADMINISTRATOR AT THE PUBLIC MEDIA ACADEMY SPACE IN LVIV

Events for Suspilne employees and students of Ukrainian universities have become a regular occurrence. We share our experiences because no media theory can match what we've learned on the job over the years of war.

**PUBLIC
MEDIA
ACADEMY**

> 140

training events for more than 2,000
Suspilne employees in 2025

5k

participants of external educational events

In 2025, the Public Media Academy continued to develop training programmes for its team and launched new support initiatives for staff members. For the first time, a psychological and emotional recovery retreat was organised for journalists and staff members from frontline regions, combining sessions with psychologists with opportunities to restore their resources. One particularly innovative initiative was the educational escape room for teenagers called The Time Loop, which uses games to help develop media literacy and critical thinking.



*Workshop for veterans. Suspilne Lviv, 23 February.
Photo by CHESNO*



Taisiia Turchyn and Kateryna Zhulina, trainers at the programme Feedback as an Investment Tool: Benefits, Risks and Solutions, and the training team at the Suspilne Academy. Suspilne Odesa, August



Participants in the training Psychology of Trauma, Self-Help Skills, and Providing Initial Psychological Support and the advanced first aid course (MARCH) for employees of Suspilne's frontline and border branches. September, Kyiv region

ANDRII KONOPLIANYK

HEAD OF THE TALENT MANAGEMENT DEPARTMENT AT SUSPILNE UKRAINE



With support from the Swedish International Development Cooperation Agency (SIDA), a week-

long retreat focused on psychological and emotional recovery was held for the company's employees. Zakarpattia region, November

We seek to create a work environment with less stress and more space for recovery and mutual support. These meetings not only give colleagues a chance to relax, but also create conditions for a deeper awareness of their own state, mastering self-care techniques, and strengthening inner resilience. It's also an opportunity for colleagues to see each other outside the work context — in real-life interaction — which helps build warmer connections and better understand those around them.

OLHA MILASHYCH

CAMERAWOMAN AT SUSPILNE DONBAS

When working in frontline areas, it's very important to know how to communicate effectively with victims, to know what to say and how to reassure them. I will definitely be using these psychological tools.

NATALIIA MOROZIUK

LINE PRODUCER AT SUSPILNE LUTSK

The psychologists who worked with us talked a lot about emotional states and how we live through them, and they offered practical advice. It was a week spent in a wonderful place with wonderful

KATERYNA SIRUK

CORRESPONDENT AT SUSPILNE CHERNIHIV

The advanced first aid course provided a clear step-by-step procedure based on the MARCH protocol, which can save lives in critical situations. For me, this isn't just knowledge — it's the confidence that I'll be able to respond correctly in unpredictable circumstances.

The **Public Media Academy Juniors** is one of the activity areas of the Public Media Academy, which is shaping a new generation of media-literate Ukrainians who think critically.

29

educational events in various formats — from interactive workshops and creative labs to hands-on games, quests, and themed intensive courses

3k

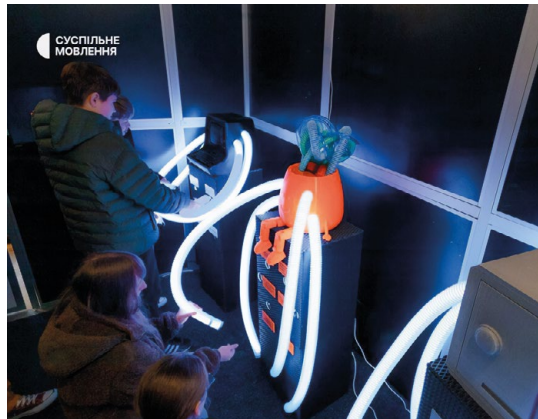
participants aged 8 to 17

For us, media literacy isn't just an educational topic — it's a matter of safety and resilience. We're looking for ways to turn these challenges into opportunities for change through innovative formats, such as escape rooms, stand-ups, and game-based activities, which help young people learn to think critically, analyze information, and resist manipulation.



VLADYSLAVA MISNA

MANAGER AT THE PMA JUNIORS



The Time Loop is a unique fully immersive **interactive quest** of educational character in which children get into a detective story, learn to spot manipulation, counter fakes, and verify information. The escape room was presented at the **Art Zavod Platforma** creative site, **The Gulliver shopping mall**, and the **Public Media Academy** in Lviv. Some elements of the project were showcased at **the Deutsche Welle Global Media Forum** in Bonn, Germany, and at **the UNESCO International Conference on Media and Information Literacy** in Bogotá and Cartagena, Colombia.



The Time Loop interactive quest

YULIA ALEKSEEVA

PROJECT MANAGER FOR THE MEDIA LITERACY PROGRAMME IN UKRAINE AS PART OF THE MEDIAFIT DW AKADEMIE PROJECT

I am very grateful to my colleagues from the PMA Juniors for their willingness to take on the most challenging creative projects — to me, that is what makes Suspilne special.



VIKTORIA SYDORENKO

HEAD OF HUMAN RESOURCES
AT SUSPILNE UKRAINE, INITIATOR AND
PROJECT LEAD FOR THE ESTABLISHMENT
OF THE QUALIFICATION CENTRE

The Qualification Centre of Suspilne Ukraine is an accredited centre authorized by the National Qualifications Agency to assess and recognize the professional skills of journalists. Upon successful assessment, participants receive a certificate of professional qualification as a *Journalist*, which is entered into the state registry. The centre began operations in September 2025.

In a world where fewer and fewer people work exclusively in the specialty they studied in university, and where non-formal and informal education is gaining popularity, accredited qualification centers are becoming the solution to the problem of verifying and awarding qualifications.



ILONA KASATKINA

CANDIDATE FOR A PROFESSIONAL
QUALIFICATION CERTIFICATE, ZHYTOMYR

The Suspilne Qualification Centre was a great opportunity for me to quickly earn a master's-level professional qualification, as it opens up new prospects for professional development, especially in the context of my work at Suspilne Ukraine. Right from the very first stage — specifically during the interview — I felt the support and kindness of the commission, which created a pleasant atmosphere.



The team of the Suspilne Qualification Centre awarding the certificate to candidate Yaroslav Pryshchepa. Kyiv, December

YAROSLAV PRYSHCHEPA

CANDIDATE FOR A PROFESSIONAL
QUALIFICATION CERTIFICATE, KYIV

The assessment process was organized in a convenient and comfortable manner, particularly thanks to the option to participate remotely. This allowed people from different cities to take part and eliminated the need to gather everyone in the same room. At the same time, the assessment was conducted under the supervision of a commission, ensuring the transparency of the process.

AWARDS, HONORS, AND NOMINATIONS

INTERNATIONAL RECOGNITION

Eurovision News Exchange Award: The Suspilne Novyny team received the Gunnar Høydal Award for Excellence in the Eurovision News Exchange.

Suspilne's documentary film **First of All Human** and the Suspilne Kultura podcast UNZIP won silver awards at the Heart of Europe 5th International TV Festival.

Call Sign 'Batman': Secret of Vasylivka Checkpoint by the Suspilne's Investigations Editorial Office became the winner of the **Prix CIRCUM Regional 2025** and the finalist of **Prix Europa**.

Anatolich's Orchestra documentary received the Prix CIRCUM award.

Cuba & Alaska, directed by **Yegor Troyanovsky** and produced as an international co-production with the participation of Suspilne Ukraine, won the Best Documentary Film award at the **Festa del Cinema di Roma**. It also won the Jury Prize and the Audience Choice Award at the **Brussels International Film Festival**, as well as the Jury Award at the **Central Scotland Documentary Festival**.



Olha Brehman, producer of *Cuba & Alaska* film with the *Festa del Cinema di Roma* Award

197

submissions from Suspilne to 97 festivals



Albert Tsukrenko, host of the *Unzip* podcast, with the award at the *Heart of Europe 5th International TV Festival*. Warsaw, October 2

Queens of Joy, the film directed by **Olga Hibelinda** and produced in collaboration with Suspilne Ukraine, received a Special Mention from **Crossing Europe**.

Artillery by Suspilne Kultura is the winner in the Digital Multimedia category, **Prix Italia 2025**.

Budapest Memorandum: A Bomb under Independence documentary got an award from the **DOCK** International Historical Documentary Film Forum, presented by the Municipality of Burgas in Bulgaria.

The story titled **A Day in Odesa During the War** by the team of **Ukrainske Radio Odesa** and **Suspilne Odesa** is the winner of the **Prix Bohemia Radio**. A story by **Suspilne Chernihiv** also made it to the finals.

The radio adaptation of the play **Not Born for a War** by Radio Kultura was a finalist and received a Special Mention at the **Prix Europa**, made it to the shortlist for the **Prix Italia**, and was shortlisted for the **BBC Audio Drama Awards**.

A photo by **Viktoriiia Yakymenko** from Suspilne Kharkiv won the **LifePressFoto** contest.

UKRAINIAN AWARDS

Honor of the Profession:

- **Life and Death in the Sunflowers** (Suspilne Novyny) — Best War Report
- Documentary film **In Honor** — *Memorial Piece of the Year* Special Nomination (by the Memorial Memory Platform).
- **Music in the Rituals of War** (Radio Kultura) — Special Prize for *Best Audio Material*.

The Ivan Franko Prize in the field of Information Activities:

- **Military Chaplains. Pray in Hell** (Suspilne Ukraine) — Winner of the *Best Television Work* nomination.
- **The Network** programme series (Ukrainske Radio) — Winner in the *Best Work in Radio Broadcasting* nomination.

Slushno:

- **The Terrorist Attack Near the Sports Palace** (Suspilne Kharkiv) — Grand Prix of the 2025 *Slushno Awards*.
- **UNZIP** (Suspilne Kultura, author — Albert Tsukrenko) — Winner in two categories, namely, *Culture and Arts Podcast* and *Entertainment Podcast*.

2026 Taras Shevchenko Prize — the list of nominees includes films from Suspilne's Documentaries Editorial Office: **Shchedryk Against 'the Russian World'** and **The Last War** series.

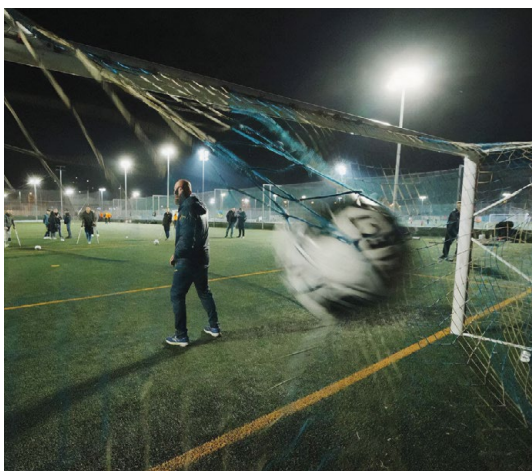
Suspilne Sport won the **Ukraine Sport Media Award**.



The team of *The Terrorist Attack Near the Sports Palace* podcast — Mariia Solodovnik and Tetiana Kryvonis — at the *Slushno Awards* ceremony, Kyiv, 1 October



Jury members and nominees in the Audio Fiction category of *Prix Europa 2025*. Radio Kultura producer Yuliia Zahoruiko is the first on the right in the third row



A photo by Victoria Yakymenko, recognized at *LifePress Foto 2025*: Oleksandr Horiainov, goalkeeper and former captain of Kharkiv's Metalist, helps train Ukrainian soldiers who suffered severe injuries on the front lines and lost limbs

The Names project received two awards at the **Competition Named after Hero of Ukraine Taras Matviiv**.

Radio Kultura made it to the shortlist of the **Chytomo Awards**.

Iryna Slavinska, Radio Kultura executive producer, was named one of the top 100 Ukrainian women leaders in **The UP 100. Power of Women** awards. She received the award in the Culture category.

IRYNA SLAVINSKA

EXECUTIVE PRODUCER OF RADIO KULTURA

For me, it is important to find ways to amplify women's voices. Despite the stereotype that culture is a very 'female' field, many strong women leaders remain invisible on the pages of the media. At Radio Kultura, we are persistently working within this context, strengthening the presence of women leaders in the sector.

Suspilne Novyny journalist **Olena Kurenkova** received *The Breakthrough* award for professional achievement.

OLENA KURENKOVA

SUSPILNE NOVYNY JOURNALIST

It's important to clearly communicate to Ukrainians what the world thinks of us [...] For me personally, my work is my guiding light in this world, and I cannot imagine myself without it.

In honor of Journalist's Day, four representatives of Suspilne received national awards from the President of Ukraine:

- **The Order of Merit, Third Class** — Suspilne journalist (at the time of the award ceremony) **Oleksandr Alforov** and Suspilne Chernihiv videographer **Mykola Ivanchyk** who is now serving in the military.
- **The Order of Princess Olga, Third Class** was given to Suspilne Sumy managing editor **Kateryna Hladdenko** and Suspilne Cherkasy correspondent **Viktoriia Khamaza**.

Alona Movchan of Suspilne Kherson and **Oleksandra Chebotar**, host at Radio Kultura, received scholarships for artists from the President of Ukraine.



The **The Names** project team: Tetiana Shimon, Nadiia Stadenytska, and Kseniia Verbovska together with Ms. Valentyna (second to the left), mother of Hero of Ukraine Taras Matviiv

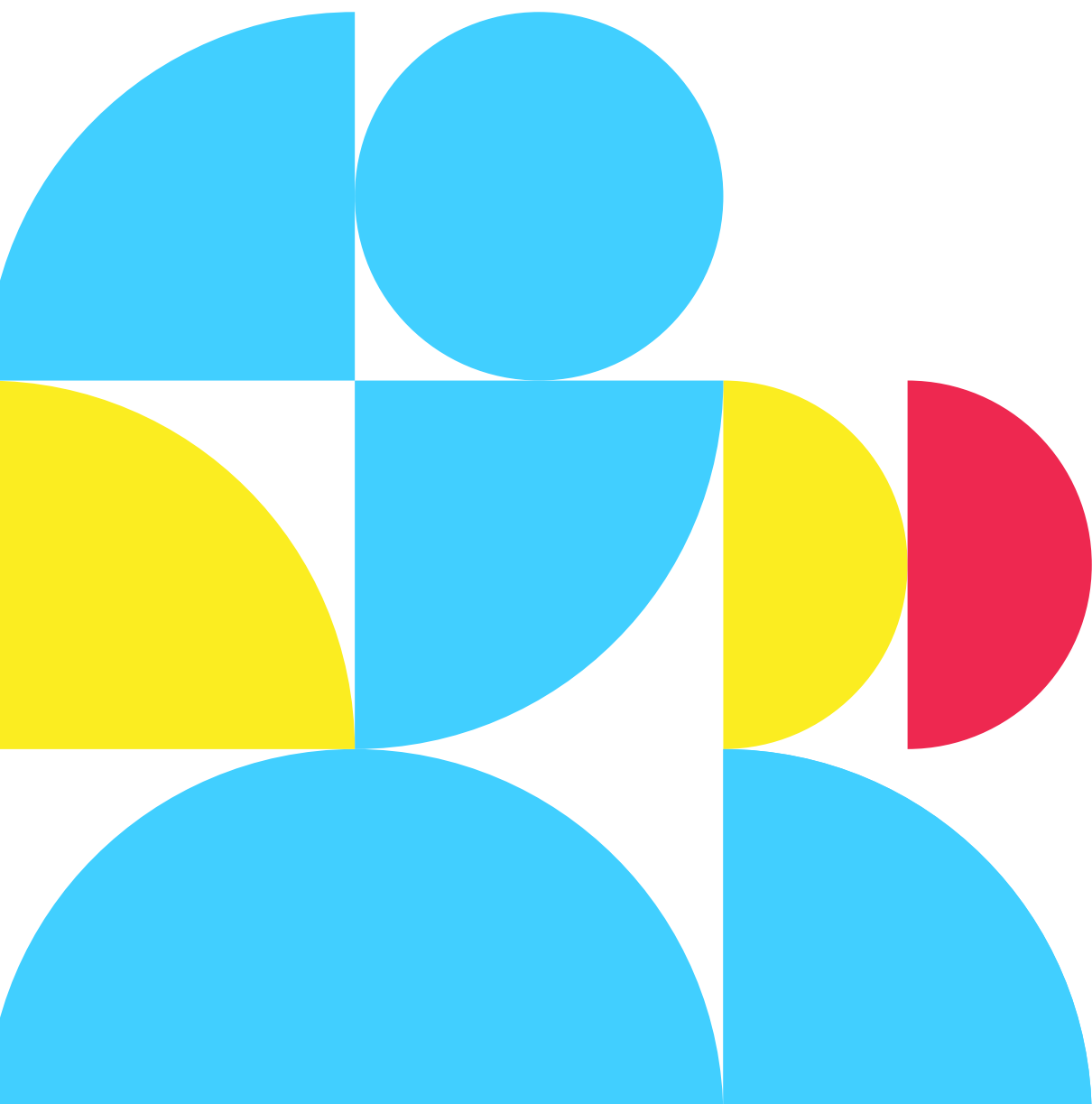


Gillian McCormack, Olena Kurenkova with the award, and Taras Petriv during the War Media Challenges 2025: Resilience forum. Kyiv, 27 June

"For significant personal contributions to the development of Ukrainian journalism and the media sector, for the courage and dedication demonstrated while covering the Russian Federation's full-scale invasion of Ukraine, and for many years of dedicated service," reads the description of the awards.

COOPERATION AND SUPPORT

WE UNITE OUR PARTNERS AROUND
THE VALUES OF SUSPILNE UKRAINE



We are deepening our cooperation with European broadcasters and launching a new stage of partnership with ARTE.

Thanks to the support, we develop, learn, create high-quality content and equip inclusive workplaces.

Suspilne Ukraine representatives are members of the EBU managing and expert bodies.

We continue our tradition of creative collaborations and launch an industry event Suspilne PRO.

In its annual report, the European Commission acknowledged the independence of Suspilne Ukraine and its role in strengthening freedom of speech in Ukraine.

Together we are building a media space that strengthens democracy.

INTERNATIONAL COOPERATION

2025 was a year of significant increase of Suspilne's international presence. The company deepened its cooperation with European and global partners, sharing the experience of media work during wartime and strengthening its role as an independent and sustainable public service broadcaster in the European media space.

COOPERATION WITH THE EUROPEAN BROADCASTING UNION (EBU) AND INTERNATIONAL EVENTS

Suspilne Ukraine is a member of the **European Broadcasting Union**, the biggest association of public service broadcasters in the world. Within this network, we exchange news and cultural materials through the Eurovision News Exchange, participate in professional programmes, and contribute to the development of a common European media policy.

MYKOLA CHERNOTYTSKYI

HEAD OF THE SUSPILNE UKRAINE
MANAGING BOARD

Journalists, especially in times of crisis, serve people like doctors or firefighters. In Ukraine, we are not just witnesses to the war. We have a duty to inform, and we do so.



ANDRIY TARANOV

MEMBER OF THE SUSPILNE UKRAINE
MANAGING BOARD IN CHARGE OF MARKETING,
RESEARCH, AND INTERNATIONAL RELATIONS

Teams of journalists in every part of Ukraine, who continued to inform and do their job every day, became the biggest and most vivid illustration of the success of the Suspilne Ukraine reform. We have preserved the independence of our editorial policy without compromising safety. We are very grateful to all our partners for their international support. We are trying to make it effective and see the prospect of how we will develop through digital transformation and changes that Ukraine will face in the coming years under any scenario.



Mykola Chernotytskyi (second from right) at the 94th EBU General Assembly. 3-4 July, London, UK



Khrystyna Havryliuk, and Alina Tvardovska among the participants of the News Contacts Meeting 2025. End of May, Chisinau, Moldova



Yevheniia Haifer and Alla Skoryk held a workshop on building a hyperlocal network as part of the EBU Academy Workshop 2025 in the Netherlands. October



VALERIIA BEZPALA

HEAD OF THE FOREIGN COOPERATION DEPARTMENT AT SUSPILNE UKRAINE

For me, it's an important recognition — the opportunity to represent Suspilne Ukraine in the professional international community, which not only shapes the standards of international partnership, but also consistently defends the independence and sustainability of public service broadcasting. Our experience of resilience and public trust in times of war can be useful for our partners. At the same time, it is important for us to be part of a common voice in defence of public service broadcasting in Europe and the world.

Suspilne Ukraine representatives are members of the EBU's expert and industry committees: **Valeriia Bezpala** became a member of the International Relations Expert Group, **Anhelina Kariakina** was re-elected to the EBU News Committee, **Viktorii Murovana** — to the Digital Committee, and **Iryna Slavinska** — to the Radio Committee.

ANHELINA KARIAKINA

ADVISOR TO THE HEAD OF THE SUSPILNE UKRAINE MANAGING BOARD

Suspilne remains not only a powerful voice in the EBU, but also the primary source of information about Russia's war in Ukraine, the challenges of which are only growing, so we have a lot of work ahead of us.

In 2025, in cooperation with the EBU, a presentation by the coordinators of the project on expanding the hyperlocal network of Suspilne correspondents at the EBU Academy workshop in the Netherlands, a safety training for the news team in Riga, Latvia, a study visit to Cologne, Germany, as well as a cultural visit of Suspilne representatives to Lithuania were organised.

Suspilne Ukraine representatives participated in international events dedicated to defending democracy, countering disinformation and promoting equality, namely, the **Crisis Skills Training** (Tallinn), **Café Kyiv 2025** forum (Berlin), **La Fabrique de la Diplomatie** event (Paris), **SDG Media Zone 2025** discussion (New York), **Channels of Resilience** event (Brussels), **Northern Europe broadcasters’** seminar on continuous broadcasting in times of war (Stockholm), **OSCE Journalists’ Safety in Times of Conflict** conference (Vienna), **Women’s Leadership in Times of War 2.0** (Copenhagen), and **Kyiv Dialogue** conference (Berlin).

Suspilne also initiated and signed memorandums of cooperation with the Polish broadcaster **TVP** and the European platform **EUalive** (Belgium).



The children's and teens content team of Suspilne Ukraine at the Kids News Meeting 2025. 16-17 June, France Télévisions headquarters, Paris, France.



Svitlana Ostapa, Head of the Suspilne Ukraine Supervisory Board, and Valeriia Bezpala at the OSCE event Journalists’ Safety in Times of Conflict: Defending the Independence and Supporting the Recovery of Ukrainian Media. 20 October, Vienna, Austria



At the 2025 EBU Media Orchestra Seminar. 7-9 May, Katowice, Poland



Mykola Chernotytskyi and Valeriia Bezpala attended the celebration of the 100th anniversary of Swedish Radio. 19 September, Stockholm, Sweden

PARTNERSHIP WITH ARTE G.E.I.E.

Suspilne Ukraine and **ARTE G.E.I.E.** (Association Relative à la Télévision Européenne) have signed an association agreement. The agreement strengthens the partnership between Ukrainian and European public service broadcasters and opens a new stage of joint work, including co-production of projects.



HEIKE HEMPEL

PRESIDENT OF ARTE G.E.I.E.

MYKOLA CHERNOTYTSKYI

HEAD OF THE SUSPILNE UKRAINE
MANAGING BOARD

This partnership between ARTE and Suspilne Ukraine is not only a sign of professional collaboration, but also a powerful symbol of solidarity and shared values. In times when Ukraine is fighting for its freedom and democratic future, being part of the European cultural and media family means a great deal to us. Together, we can tell stories that connect people across Europe.

This is an extraordinary day for ARTE — the association agreement with the Ukrainian public broadcaster Suspilne Ukraine moves us deeply and fills us with pride. Our two organizations share common goals and values, which the teams at Suspilne Ukraine are defending under the most challenging circumstances.



Heike Hempel, President of ARTE G.E.I.E., Mykola Chernotytskyi, Head of the Suspilne Ukraine Managing Board, and Bruno Patino, Vice President of ARTE G.E.I.E. and President of ARTE France, have signed an association agreement. Strasbourg, 3 December

THE WORLD STANDS WITH US

In 2025, Suspilne Ukraine continued to receive support from the international community.

Throughout the year, the company was visited by a Swedish government delegation headed by Minister for Foreign Affairs **Maria Malmer Stenergard**, Minister for Federal, European, International Affairs and Media of the State of North Rhine-Westphalia **Nathanael Liminski**, a French Parliament delegation headed by former French Prime Minister **Gabriel Attal**, a delegation from the **Council of Europe's Rapporteur Group on Democracy**, Ambassador Extraordinary and Plenipotentiary of Japan to Ukraine **Masashi Nakagome**, Head of the Council of Europe Office in Ukraine **Maciej Janczak**, representatives of the **EU Delegation to Ukraine** and the **Japan International Cooperation Agency (JICA)**, as well as delegations from Latvia's media regulator **NEPLP** and international media and organisations such as the **BBC**, **ARTE France**, **SVT**, **Swedish Radio**, **Czech Radio**, and **Reporters Without Borders**.



MASASHI NAKAGOME

AMBASSADOR EXTRAORDINARY AND
PLENIPO TENTIARY OF JAPAN TO UKRAINE

The people of Japan are seeing through the work of Suspilne Ukraine across the country how the Ukrainian people are demonstrating their resilience in this difficult war. We greatly appreciate our cooperation with Suspilne Ukraine and the people who work here. Suspilne Ukraine has been a great success story and plays a major role in trusted and independent journalism, freedom of speech and countering disinformation in Ukraine. We will continue to support this great company because we believe in its importance.

Takehana Masahiro, Deputy Head of Mission, Minister-Counsellor of the Embassy of Japan to Ukraine, examines archival films in the Suspilne Lviv storage room. 27 November



Ambassador Extraordinary and Plenipotentiary of Japan to Ukraine Masashi Nakagome with the Suspilne Ukraine team during his visit to Suspilne Lviv. 10 April



CILLA BENKÖ

EBU VICE PRESIDENT, SWEDISH RADIO
DIRECTOR GENERAL

At Swedish Radio, we are constantly looking for new formats that attract young people — through podcasts, seminars and trainings — but your experience of a public service broadcaster operating under attacks is something we should learn from. Your example is inspiring and at the same time reminds us how important it is to fight for professionalism, integrity and reliability in every word that is said on air.

ANNE LAGERCRANTZ

CEO OF THE SWEDISH PUBLIC
SERVICE BROADCASTER SVT

I am extremely impressed with the managers, journalists and organisation of work at Suspilne Ukraine: journalistic standards, logistics, backup broadcasting, technical equipment — everything is at a high professional level.



A government delegation of Sweden, led by Minister for Foreign Affairs Maria Malmer Stenergard, visited a regional branch of Suspilne Ukraine. 5 September, Uzhhorod



Cilla Benkö, Swedish Radio Director General and EBU Vice President (in the centre), and Gabriel Byström, Swedish Radio's Chief of Staff (first from the right), during a visit to Suspilne Chernihiv. 1 May



Anne Karin Lagercrantz, CEO of the Swedish public service broadcaster SVT, and Hans Kristian Lindquist, Director of Strategy, visited Suspilne Lviv. 21 October

MARIA MALMER STENERGARD

MINISTER FOR FOREIGN AFFAIRS
OF SWEDEN

Free, independent and diverse media are the foundation of democracy. That's why it was a real inspiration to meet the team of Suspilne's local office in Uzhhorod. Despite their limited resources, they do an outstanding job of informing citizens, providing a space for discussion and promoting accountability. I am very proud that Sweden has been supporting Suspilne Ukraine since its foundation in 2015.



A delegation from the Council of Europe's (CoE) Rapporteur Group on Democracy (GR-DEM) at the level of Permanent Representatives of the CoE member states visited the headquarters of Suspilne Ukraine. Kyiv, 21 May

TIM DAVIE

BBC DIRECTOR-GENERAL

Being here and seeing your work is truly inspiring. I believe Suspilne Ukraine is one of the broadcasters doing its job better than most.



MACIEJ JANCZAK

HEAD OF THE COUNCIL OF EUROPE OFFICE IN UKRAINE

Suspilne plays an integral role in providing unbiased, pluralistic information across Ukraine's regions and serves as the foundation of a democratic society. The Council of Europe continues to support the strengthening of the operational base and editorial independence and helps to develop strategic policies and documents that improve content production in line with our standards.



Tim Davie, BBC Director-General (in the centre), together with Richard Burgess, Director of BBC News Content, and Richard Colebourn, Regional Director for Europe at BBC News, during a meeting with the Suspilne Ukraine team. Kyiv, 29 May

SUPPORT PROJECTS

511k

USD under signed grant agreements

1.9m

USD transferred to the company's accounts

In 2025, Suspilne Ukraine continued to implement projects in cooperation with both long-standing and new partners. Throughout the year, the company signed new grant agreements and received millions of dollars in international support.



ANNA ZAVATSKA

HEAD OF THE FUNDRAISING
AND GRANTS DEPARTMENT

2025 became a year of active digital transformation: we turned challenges into digital solutions that brought Suspilne Ukraine even closer to its audience. This was made possible, in particular, thanks to the support of our donors, whose trust helped us take this confident step toward technological transformation. We sincerely thank every partner for this stage and continue moving toward the next ambitious shared goals with creative ease and strong determination.

Key areas:

Infrastructure, equipment, and innovation

- Construction, renovation, and equipment of offices and production spaces for Suspilne Ukraine teams in Kyiv and regional branches.
- Procurement of new studio and technical equipment, as well as software, to ensure proper conditions for high-quality content production by the Suspilne Ukraine team. It also ensures a stable and high-quality transmission of any content.
- Upgrade and development of Suspilne's websites and digital applications, including the integration of artificial intelligence tools. Development of a safe and free platform (website and app) for children.

Content

- Production of video, audio, and text content across various genres: investigations, documentary, entertainment, educational, social, and cultural projects.
- Acquisition and adaptation of content for digital platforms and television.

Trainings for the team

- Study visits and exchanges with international partners. Delivery of trainings, consultations, and seminars for Suspilne employees.
- Completion of the final stage of the project to build a hyperlocal network of Suspilne correspondents in communities across Ukraine.
- Development of a business continuity plan and three manuals: *Suspilne Archives*, *Suspilne Backup Centre*, and *Hubs and Information Broadcasting*.

Promotion

- Organisation of advocacy and industry events, as well as offline presentations of produced projects.
- Procurement of branded materials and promotion of content on social media.
- Production of promotional materials and their distribution.



New office for the Suspilne Khmelnytskyi team, renovated with the support from the Swedish International Development Cooperation Agency (Sida). Khmelnytskyi, July



Journalists from six Suspilne branches during a two-day training on environmental investigations at the Swedish public service broadcaster SVT as part of the Sida project Support for Editorial and Digital Transformation and Development of Corporate Culture of Public Media in Ukraine. February, Gothenburg, Sweden



**Support for Editorial and Digital Transformation and Development of Corporate Culture of Public Media in Ukraine,* funded by the Swedish International Development Cooperation Agency.*



Handover of the modernised Outside Broadcasting van (OB van) and related equipment to Suspilne by the Government of Japan in cooperation with the Japan International Cooperation Agency (JICA). Kyiv, 20 January



The Suspilne team during the workshop Implementing DEI: Strategies for Inclusive Development and Engagement, organized in cooperation with the European Broadcasting Union. January, Lublin, Poland.



Members of the Supervisory Board and the Managing Board of Suspilne Ukraine during a strategic session on the company's development vectors until 2030, held with the Council of Europe's support. Uzhhorod, 22-24 July



GOVERNMENT RELATIONS

Ukrainian MPs and other high-ranking officials, as well as stakeholders, perceive Suspilne Ukraine as a key element of democracy and Ukraine's information security.

On 11 February, a joint offsite meeting of the Verkhovna Rada Committee on Freedom of Speech and the Subcommittee on Information Policy and European Integration of the Verkhovna Rada Committee on Humanitarian and Information Policy on the topic *The Third Year of Full-Scale Invasion: Current State, Problems and Prospects of Suspilne Ukraine* was held at the Central Directorate of Suspilne Ukraine. Over 70 people took part in the meeting, including Ukrainian MPs, representatives of the National Council of Ukraine on Television and Radio Broadcasting, the Ministry of Culture of Ukraine, the State Committee on Television and Radio Broadcasting of Ukraine, and public figures.

On 3 September, the *Integrity-Driven Media: How to Preserve Democracy in a Digital World* conference was held with the financial support from the Council of Europe's project *Safeguarding Freedom of Expression and Freedom of the Media in Ukraine — Phase II* and the OSCE Support Programme for Ukraine and brought together about 200 participants, including representatives of the government and the public, media professionals, and international experts. Suspilne's news and educational content was the main subject of discussion.



OLHA CHERVAKOVA

DIRECTOR OF GOVERNMENT RELATIONS

2025 became a year of a communications breakthrough in our government relations. The broadcaster is no longer perceived as a poorly understood recipient of state budget funding — it is now a full-fledged partner of the state, playing an important role in strengthening information security. This is also recognised by Ukraine's international partners. Suspilne has grown stronger both reputationally and institutionally, and is no longer a subject of political disputes and battles, while maintaining its editorial policy, principles, and values. This was achieved, not least thanks to effective advocacy under challenging conditions.



Offsite meeting of the Verkhovna Rada Committees. Kyiv, 11 February



MYKYTA POTURAEV

UKRAINIAN MP, CHAIRMAN OF THE VERKHOVNA RADA COMMITTEE ON HUMANITARIAN AND INFORMATION POLICY

Suspilne's documentary and other content has become a tool for countering Russian fakes. 'To give money and leave it alone' has proved to be an effective strategy in relation to Suspilne. Because the development of such a complex structure is not a matter of quick wins and successes.



YEVHENIIA KRAVCHUK

CHAIR OF THE VERKHOVNA RADA SUBCOMMITTEE ON INFORMATION POLICY AND EUROPEAN INTEGRATION

Suspilne Ukraine is the kind of public service broadcasting that should exist in times of war. And it is very good that you have international cooperation, not only in terms of content exchange with European colleagues. Participation in joint meetings of the EBU bodies is also important.



INNA SOVSUN

UKRAINIAN MP (FACTION OF THE HOLOS POLITICAL PARTY)

Documentary projects and educational content produced by Suspilne are recommended for viewing in educational institutions. Today, no one in the media market can perform the educational function except for Suspilne.



OLEKSANDR KORNIENKO

FIRST DEPUTY CHAIRMAN OF THE VERKHOVNA RADA OF UKRAINE

The state's task is to protect children and young people from Russian influence in the media and support the development of Ukrainian content. Suspilne has created an app for children called Brobaks, and it's not just a high-quality product, it's a step towards a young audience. Such content is a strategic investment.

PARTNERSHIPS

NATIONWIDE PARTNERSHIPS

In 2025, Suspilne actively developed nationwide partnerships, bringing together media outlets, cultural institutions, NGOs and educational initiatives.

Partnerships for Suspilne Ukraine are much more than an interaction option. For us, this type of cooperation is primarily about the synergy of meanings, principles, values, as well as solidarity and mutual reinforcement for the benefit of society. Throughout 2025, together with our partners, we continued to join efforts to expand our influence and responsibility, foster national unity, support regional voices, and develop public dialogue.



NATALIIA HLADYSH

HEAD OF THE PARTNERSHIPS SECTION OF THE PUBLIC RELATIONS DEPARTMENT

9 partnerships of the year in terms of publicity, audience reach and involvement of the Suspilne team:

- **13th International Book Arsenal Festival:** 10 Suspilne events: special features, public interviews, thematic discussions, as well as a playlist with 10 recordings of discussions on the Suspilne Kultura YouTube channel.
- **Arsenal of Ideas. All Together festival:** the PMA Juniors team presented a media literacy quest room called Time Loop and held a masterclass *Your Voice is Your Superpower*.
- **Faine Misto 2025 music festival:** Radio Promin became the main radio partner of the biggest open air festival Faine Misto 2025. The presence at this event was the centrepiece of Radio Promin's 60th anniversary celebrations.
- **Reporter** national competition of student videos.
- On-site broadcasts and events at the **Sens on Khreshchatyk** bookstore.
- **DOCUDAYS UA** and special screenings in the DOCU/CLUB film club network.
- Partnership with the **Lviv Organ Hall** and the **Homin choir**.

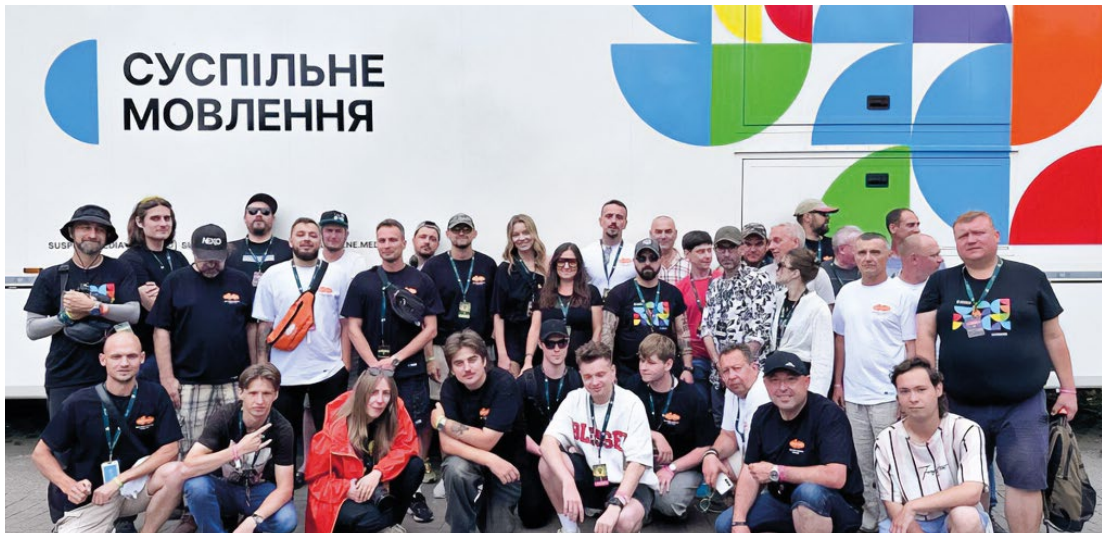
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partnership and cooperation agreements

- **Donbas Media Forum 2025:** 8 speakers from the Suspilne Ukraine team, two special screenings of Suspilne Ukraine documentaries.
- Cultural project **Dictum: A Complete Cycle of Chamber Symphonies by Yevhen Stankovych**.



The Century of Struggle and Hope: Behind the Scenes of the First Ukrainian Radio discussion. Kyiv, 31 May



The Suspilne Ukraine team after recording concerts at the Faine Misto 2025 music festival. Lviv, 10 August



Mykola Chernotytskiy, Head of the Managing Board of Suspilne Ukraine, together with the organisers during the award ceremony for the Reporter 2025 winners. Kyiv, January



The Homin choir recording a Christmas concert programme with carols in the Suspilne studio. Lviv, November



Radio Kultura executive producer Iryna Slavynska and writer Sofija Andrukhovych during a Radio Kultura on-site broadcast at the Sens on Khreshchatyk bookstore



A conversation between Oksana Tsybukh, Iryna's mother, and Tetiana Troshchynska at the ChekaFest, with Suspilne Lviv as the media partner. 1 June.



MAKSYM SYTNIKOV

EXECUTIVE DIRECTOR OF PEN UKRAINE

Suspilne Ukraine is a reliable and valuable partner of PEN Ukraine. Thanks to the support from the Suspilne team, our projects become more visible and reach a wider audience.



OLHA RUDNIEVA

CO-FOUNDER AND CEO OF SUPERHUMANS

For us, cooperation with Suspilne is not only a communications partnership, but first and foremost a common value mission. At a time when the country is going through extremely difficult challenges, it is extremely important to have reliable partners by your side.



OLEKSANDRA MATVIICHUK

HEAD OF THE CENTER FOR CIVIL LIBERTIES,
NOBEL PEACE PRIZE LAUREATE

It is extremely valuable when a national broadcaster uses its platform to speak about the values of freedom. In times of war, this matters even more — when the truth and the voices of those who have experienced injustice must sound loudly.



YEVHEN NYSHCHUK

DIRECTOR GENERAL AND ARTISTIC
DIRECTOR OF THE IVAN FRANKO NATIONAL
ACADEMIC DRAMA THEATRE

I sincerely thank Suspilne Ukraine for its attention to theatre and cultural life. At a time when culture needs special support, your media presence helps not only to cover events but also to shape a deeper understanding of the role of theatre in society.

SUSPILNE PRO



Suspilne Ukraine's first industry event, *Suspilne PRO*, was held for professionals in the field of audiovisual content production. The event included panel discussions with Ukrainian and European producers, networking, as well as a screening of the documentary film *Serge Lifar: Artist's Case*.

ALONA HOLIAKOVA

SUSPILNE PRO'S INITIATOR AND PRODUCER, EXECUTIVE PRODUCER OF THE OUTSOURCING AND CO-PRODUCTION DEPARTMENT AT SUSPILNE UKRAINE

We designed this event as a space for opportunities: to establish new partnerships, to talk about algorithms of interaction between producers and Suspilne Ukraine. Suspilne is open to partnerships and co-productions.

JULIA SINKEVYCH

INDEPENDENT PRODUCER, FILM PROGRAMME CURATOR AND EXPERT ON EUROPEAN FILM FUNDS

I like Suspilne's ambition to go beyond the Ukrainian television or online audience and work on content that has festival and international potential. I know this path has been difficult and long for Suspilne. This is really the work of many people who had this dream, and now it is coming true.



Alona Holiakova and the event's hosts Denys Denysenko and Anna Zakletska

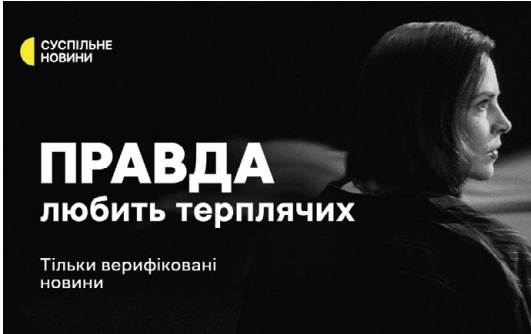
VOLODYMYR TYKHYY

UKRAINIAN DIRECTOR, SCREENWRITER AND PRODUCER OF DOCUMENTARY AND LIVE-ACTION FILMS

The people who work with us on the production line at Suspilne are professional filmmakers. This is a big plus, because you often meet people who are still learning from you. And, to be honest, Suspilne is the only place where you can talk on a truly professional level.

CREATIVE COLLABORATIONS

In 2025, the Suspilne Ukraine team continued the tradition of cooperation with Ukrainian artists and creative collaborations, as well as tried new approaches to promotions.



*The Truth Takes Time** image campaign, created in collaboration with **Bickerstaff**, with a focus on news verification, reached over **76%** of the target audience.

The promotional campaign for Radio Promin's 60th anniversary **We Sound Across Ukraine** and the video created by Suspilne together with director **Oleksiy Sai** and artist **Alina Haieva** resulted in a 36.5% increase in the number of subscribers to Radio Promin's YouTube channel.

OLEKSIY SAI

DIRECTOR

The way our video came out largely depended on the multi-day complex post-production process — the meticulous work of the motion designers from Suspilne's Promo and Design Department. I was pleasantly surprised by the level of their skills, which resulted in a wonderful finished product.



**The promotional video was created with the financial support from the project Strengthening Independent Media for a Strong Democratic Ukraine, implemented by DW Akademie in cooperation with Lviv Media Forum and Suspilne Ukraine, with the financial support from the European Union.*



OLENA BONDARUK

HEAD OF THE MARKETING AND COMMUNICATIONS DIRECTORATE AT SUSPILNE UKRAINE

2025 was a year of many firsts for our Directorate: for the first time we outsourced the development of a promotional campaign in cooperation with a creative agency, for the first time we invited a famous director to shoot a promo in-house, for the first time we developed a systematic approach to offline events, and due to a change in the approach to partnerships, we involved both large commercial players and NGOs in cooperation.





On the occasion of Ukraine's Independence Day, Suspilne created an animated video **We Are Different in Our Stories, United in Independent Ukraine** on the basis of an open competition in creative collaboration with artist **Pavlo Dziama**.

PAVLO DZIAMA

ARTIST

In the Christmas and New Year's campaign **History of Generations in a Common Didukh**, Suspilne collaborated with folk artist **Viktoriiia Fil**. Serviceman **Andrii Maksymchuk**, veteran **Ruslana Danilkina** and Suspilne's presenters became the protagonists of the promotional videos.

The key message that Suspilne embedded in the video resonated with me — We Are Different in Our Stories, United in Independent Ukraine. This is more true than ever — regardless of what is currently happening in the country, the thing that unites us all the most is that we are still free and will be free in our country. And this is the most important thing, despite different views and opinions.

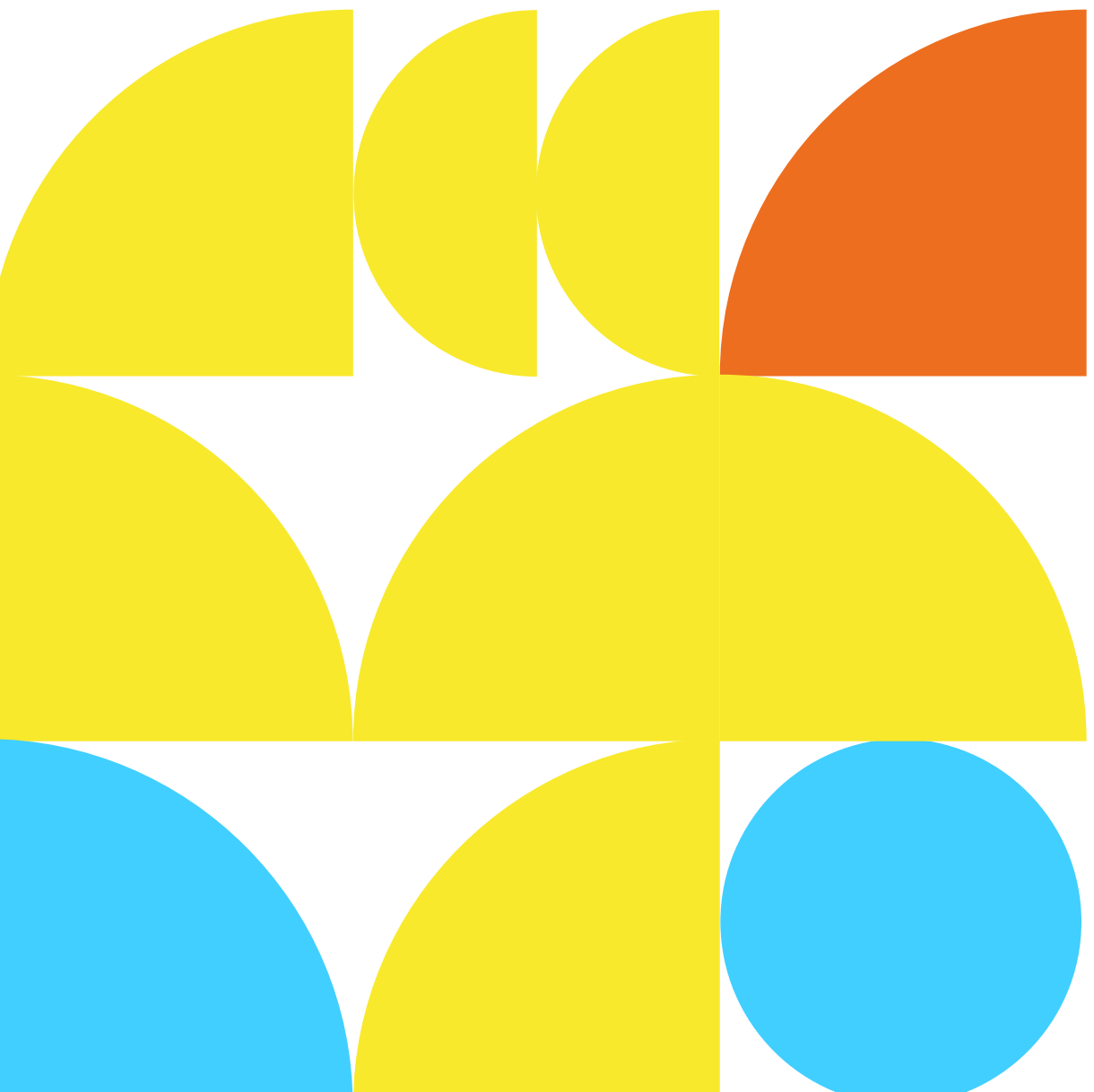


Serviceman **Andrii Maksymchuk** and veteran **Ruslana Danilkina** — screenshot from the video *History of Generations in a Common Didukh*



Visual design of Suspilne's Christmas and New Year campaign

DEVELOPING DESPITE THE WAR



We are modernising our infrastructure, launching new content production facilities and upgrading our technical infrastructure.

We opened a newly renovated inclusive office in Khmelnytskyi.

We implement modern technologies and digital tools to help teams work faster and more efficiently.

We are enhancing our technological resilience and building backup systems.

We research our audience, develop web platforms and open Suspilne to the international community.

DEVELOPING DESPITE THE WAR



RODION KOCHUBEY

MEMBER OF SUSPILNE UKRAINE MANAGING BOARD, IN CHARGE OF OPERATIONAL ACTIVITIES AND FINANCES

Our main priority is the consistent production of high-quality, publicly relevant content. During the war, the safety of our journalists and teams remains a priority, particularly in frontline regions. Next year, one of our operational priorities will also be the large-scale implementation of artificial intelligence — we plan to integrate AI into broader production processes and back-office operations and train our teams to use it.

In 2025, Suspilne Ukraine continued to work on improving management efficiency, ensuring transparent processes and advancing technology within the company.

New digital complex and Radio Promin studio

At Suspilne Ukraine's central office in Kyiv, a new digital complex was opened — a modern space** that combines a newsroom, editing stations, and a studio for the full-cycle production of news content*. A new, stylish, and technologically advanced studio was also launched at Radio Promin***.



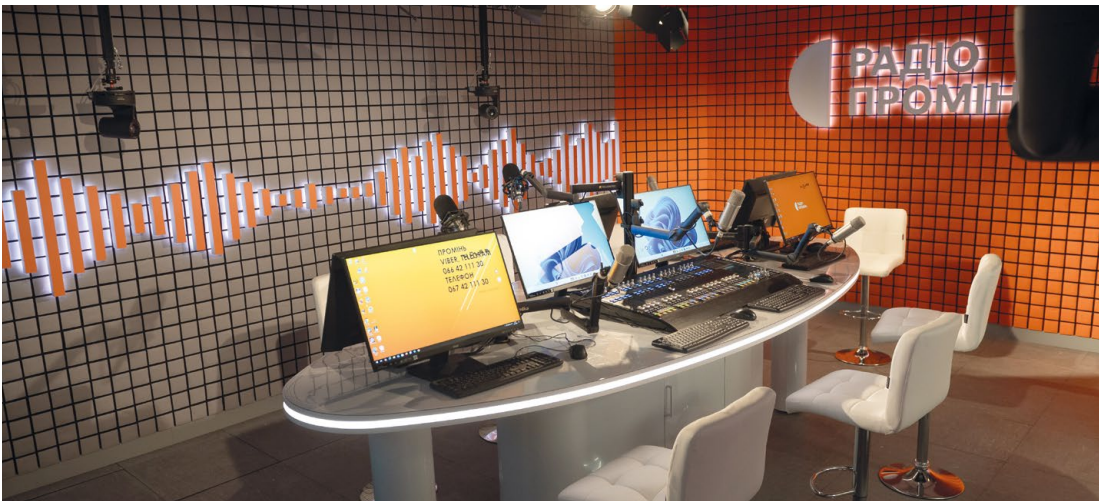
**The renovation and equipping of the studio were funded by the Strengthening Independent Media for a Strong Democratic Ukraine project, implemented by DW Akademie in collaboration with the Lviv Media Forum and Suspilne Ukraine, with financial support from the European Union.*



***Technical equipment for the new space was provided by the Japan International Cooperation Agency as part of its cooperation with Suspilne Ukraine.*



****The renovation of studio sets and certain elements of technical equipment were carried out with the financial support from Suspilne Ukraine's partner — the European Union.*



The upgraded Radio Promin studio, designed in line with modern technological standards



Digital complex at the Suspilne central office. December, Kyiv



SERHII KYSIL

HEAD OF THE NEWS PRODUCTION DEPARTMENT

Our aim was to create a space where the entire production cycle takes place within the same space. And it's important to note that this is a huge step forward for our team: previously, all content was produced in a makeshift conference room within the newsroom using just one camera.



DMYTRO KHILCHENKO

MEMBER OF SUSPILNE UKRAINE MANAGING BOARD, IN CHARGE OF PRODUCTION AND TECHNOLOGIES

This studio is incredibly efficient. It can be dismantled in a day and reassembled in a new location within two days. This is absolutely vital during wartime. It's a philosophy we want to implement across the country.

DIGITAL PLATFORMS

In 2025, Suspilne Ukraine's digital platforms saw a year of systematic growth, deeper engagement with audiences, and improved user experience.

4.8m

monthly unique users of the suspilne.media website

16.4m

subscriptions across Suspilne's social media pages

118m

average monthly views of Suspilne's YouTube channels

Suspilne Ukraine increased the number of sessions and page views on **suspilne.media**. Over the year, the website recorded **160 million** sessions and **220 million** page views — a **20%** increase despite a global decline in interest in news websites.

Each month, the site attracted between **4.2** and **5.5 million** users. The five largest audiences outside Ukraine were in the United States, Germany, Poland, the Czech Republic, and Norway. More than 80% of the audience accessed the platform via mobile devices.



Viktorii Murovana and Kyrylo Yesin presented Suspilne Ukraine's digital strategy and showcased the company's portfolio of digital products to colleagues from SVT. 22 October, Kyiv



VIKTORIIA MUROVANA

DIGITAL PLATFORMS CHIEF PRODUCER
AT SUSPILNE UKRAINE

Our task was not only to produce and distribute content across platforms, but also to increase its relevance and competitiveness within the environment of global and national platforms, algorithms, AI assistants, and synthetic content. This year, the range of educational digital-native projects across various genres has significantly expanded. A major achievement was the launch of the children's app Brobaks and the systematic development of the architecture of our own digital product — the suspilne.media platform.

KYRYLO YESIN

HEAD OF THE DIGITAL PRODUCTS
DEVELOPMENT DEPARTMENT AT SUSPILNE

In 2025, alongside launching new products, we built the foundation of a hybrid computing infrastructure. In 2026, we plan to implement a personalized user experience for interaction with the suspilne.media platform.

YouTube Development

YouTube remains one of the priority platforms for Suspilne Ukraine's digital teams. Over the year, total subscriptions across Suspilne's YouTube channels grew by **19%**, reaching more than **7.2 million**. News and regional channels account for **5.8 million** subscriptions, while all other Suspilne YouTube channels — including *Brobaks*, *Collider*, *Slay Show*, and others — have **1.4 million** subscribers. On average, Suspilne's YouTube channels generated more than **118 million** views per month. Among regional teams, the highest number of views over the year was recorded by the YouTube channels of Suspilne Chernihiv, Suspilne Ivano-Frankivsk, and Suspilne Dnipro.



The Suspilne Ukraine team at The Big Digital Meet-Up 2025: Viktoriia Murovana, Dmytro Sholomko, Mariia Balabas. 3 October, Vienna, Austria.

DMYTRO SHOLOMKO

DIGITAL TRANSFORMATION ADVISOR
TO THE HEAD OF THE MANAGING BOARD

I was glad to represent the Ukrainian public broadcaster at the EBU digital summit. I was pleasantly impressed that even during the war, and with significantly fewer resources than colleagues from EU countries, Suspilne stands out for its creative media projects, particularly those developed using modern technologies such as AI.

In 2025, Suspilne Ukraine continued its systematic cooperation with partner company MCN SubSub, enabling geo-blocking of specific videos, ensuring ongoing content compliance, minimizing the risks of complaints and bans for violations of YouTube community guidelines, and effectively promoting and monetizing content.

The number of subscriptions across Suspilne's social media pages increased by 22% in 2025, reaching **16.4 million**.

In 2025, all regional teams established a presence on WhatsApp and TikTok. Verified TikTok channels include Suspilne Novyny, Suspilne Sport, Suspilne Kultura, Eurovision Ukraine, and Suspilne Dnipro. Two WhatsApp channels — Suspilne Kultura and Eurovision Ukraine — were also verified.

International Cooperation

Suspilne Ukraine continues to actively contribute to the EBU Digital Committee on coordinated engagement with Big Tech, as well as to strategies for managing content portfolios across both owned and external platforms. The goal is to develop a set of tools and solutions for creating a personalized and seamless user experience across different platforms.

Throughout the year, representatives of the digital platforms team participated in EBU working groups and expert events of the Own Platforms Group and the Social Media Group, as well as in the conference *The Big Digital Meet-Up 2025*.

ANASTASIIA KORINOVSKA

EDITOR, PRODUCT MANAGER
OF THE SUSPILNE NOVYNY WEBSITE

The development of digital platforms is a priority for Suspilne in engaging audiences. Cooperation with European public broadcasters enables the exchange of experience and provides direct support in developing our own products and approaches to audience engagement, digital audience analytics, the use of AI, and more.



**The project is implemented within and with the support from the project Support for Editorial and*

Digital Transformation and the Development of Corporate Culture of the Public Service Media in Ukraine, funded by the Swedish International Development Cooperation Agency (Sida).

Inclusive Office in Khmelnytskyi*

Inclusivity, comfort, versatility, timeless design, transparency and openness — these are the principles that guide the team in fitting out their offices across the country. This summer, a modernised office for the Suspilne team opened in Khmelnytskyi. The refurbishment of the new rented premises was carried out thanks to funding from the Swedish International Development Cooperation Agency (Sida).



The interior of the new Suspilne Khmelnytskyi office

Broadcasting Development

Suspilne Ukraine has registered the *Brobaks* children’s media service, obtained seven new broadcasting licences and renewed 12 temporary ones, thereby expanding its presence in dozens of localities and increasing the radio’s potential audience by **over 1.5 million people**. The team also approved the concept of backup broadcasting and began switching broadcasts from the backup centre in Uzhhorod.

Technological Infrastructure

The team introduced the 4K standard for live broadcasts, set up a broadcast monitoring centre, upgraded the archive infrastructure and developed a hybrid cloud-based IT system.



An Outside Broadcasting van and related equipment received by Suspilne Ukraine as part of a cooperation project with JICA. January, Kyiv

Content Licensing and Monetisation

30 licensing agreements have been signed with Ukrainian and international partners for the use of content in films, television programmes and digital projects.

Media Consumption Research

Together with international partners, Suspilne Ukraine conducted a large-scale study of media consumption and took part in professional discussions on the future of media measurement, particularly with BBC Media Action.

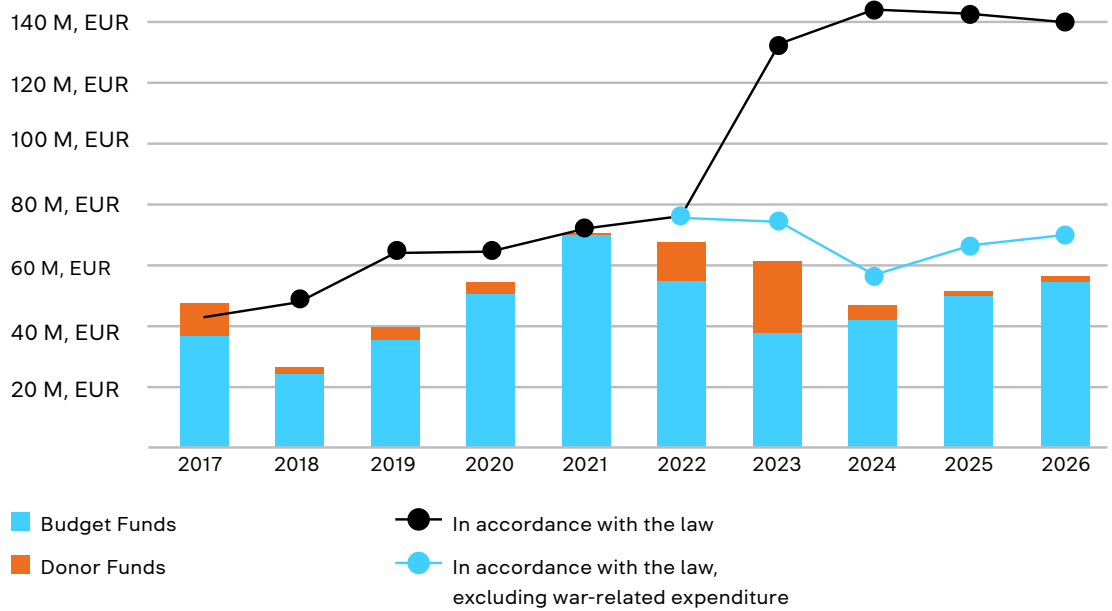
ANDRII KOVAL

HEAD OF SUSPILNE’S RESEARCH DIRECTORATE

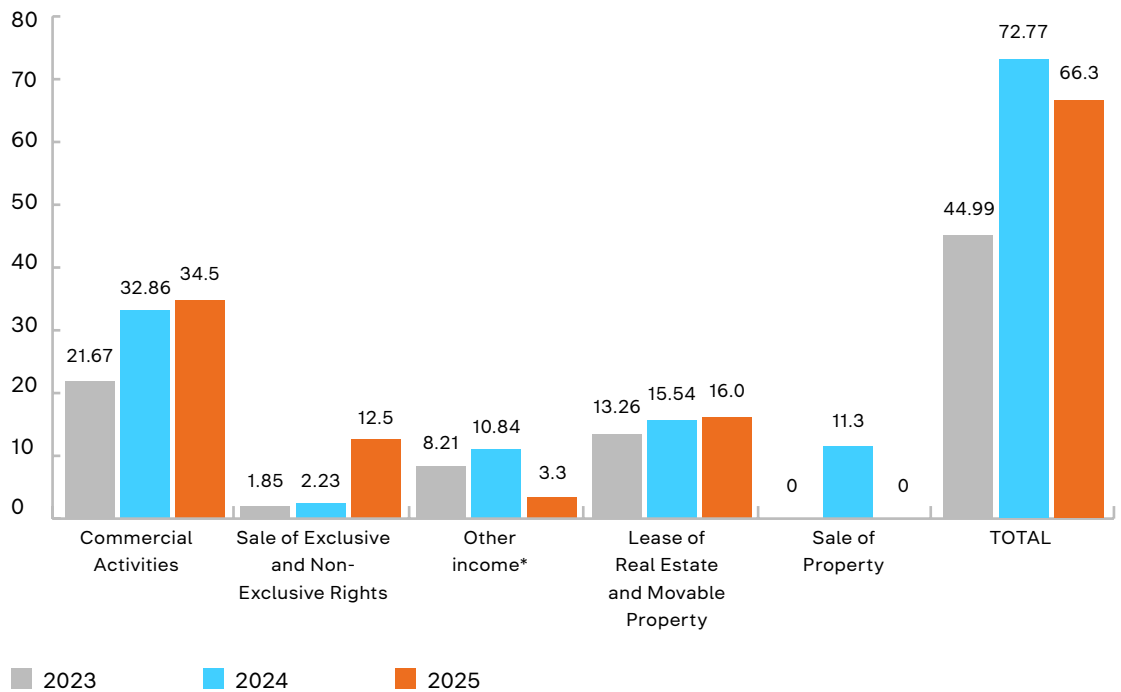
The company does not focus solely on industry research, but seeks to study society more broadly, drawing on special studies — not just sociological ones — to better understand the social dimension of Ukraine and stay in tune with what the country is experiencing. No one else in the media market is doing this, apart from Suspilne — studying society so broadly and deeply.

Actual Budget vs State Obligations as Stipulated by Law

*calculated based on the total value of signed grant agreements



Revenue from Business Operations, million UAH



*Including the services of the Recording House, monetisation, recording and copying video and radio materials

SUPERVISORY BOARD



**Svitlana
Ostapa**

Head of the Supervisory Board, deputy faction of the political party "Holos" (since 2017)



**Oleksandr
Pavlichenko**

Deputy Head of the Supervisory Board, human rights sphere (since 2017)



**Vadym
Miskyi**

Secretary of the Supervisory Board, protection of the interests of children and youth (since 2017)

Members of the Supervisory Board from Deputy Factions and Groups



**Kateryna
Batenko**

Deputy group "Party 'For the Future'" (since 2021)



**Liudmyla
Berezovska**

Deputy faction of the political party "European Solidarity" (since 2021)



**Viacheslav
Kozak**

Deputy faction of the political party "All-Ukrainian Union 'Batkivshchyna'" (from 2017 to 11.09.2025)

13
meetings held

117
issues considered



**Maksym
Krechetov**

Deputy faction of the political party "Servant of the People" (since 2021)



**Lavrentii
Malazoniia**

Deputy faction of the political party "Opposition Platform - For Life" (since 2017)



**Oleksii
Kharchenko**

Deputy group "Dovira" (since 2021)

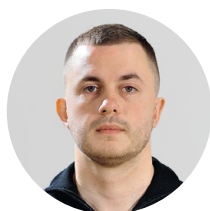
The Supervisory Board of Suspilne Ukraine consists of:

- one representative from each of the deputy factions and groups of the Verkhovna Rada of Ukraine of the current convocation;
- nine members from NGOs and associations whose main activity is in the areas of education and science; ensuring the rights of national minorities; physical education and sports; journalism; protection of the interests of children and youth; local self-government; protection of the rights of persons with special needs; human rights and creative spheres.

The Supervisory Board of Suspilne Ukraine has two Committees:

- Committee on Appointment and Remuneration of Officials of the Supervisory Board of Suspilne Ukraine: 12 meetings were held, 39 issues were considered;
- Audit Committee of the Supervisory Board of Suspilne Ukraine: 11 meetings were held, 46 issues were considered.

Members of the Supervisory Board from NGOs and Associations



Dmytro Ananiev

Ensuring the rights of national minorities (from 2021 to 01.08.2025)



Viktor Bobyrenko

Local self-government (from 2020 to 29.10.2025)



Nataliia Harach

Protection of people with special needs (since 2021)



Yevhen Hlibovytskyi

Creative sector (since 2017)



Roman Horban

Physical education and sports (since 2021)



Oksana Romaniuk

Journalism (since 2020)



Halyna Tytysh

Education and science (since 2021)



Oleksandr Solontai

Local self-government (since 30.10.2025)

MANAGING BOARD



Mykola
Chernotytskyi

Head of the
Managing Board
of Suspilne Ukraine

61

meetings held

59

key documents
adopted



Dmytro
Kozlov

Member of the
Managing Board
in charge of talent
development,
organisation, and
corporate culture



Rodion
Kochubey

Member of the
Managing Board in
charge of operating
activities and finances



Andriy
Taranov

Member of the Managing
Board in charge
of marketing, research,
and international relations



Dmytro
Khilchenko

Member of the
Managing Board
in charge of production
and technology



Mariya
Frey

Member of the
Managing Board
in charge of news
and regional content



Dmytro
Khorkin

Member of the
Managing Board
in charge of content,
licensing, and
programming

MANAGEMENT



Yurii
Boichuk

Technical Director



Viktoriia
Sydorenko

HR Director



Liliya
Styrenko

Financial Director



Kateryna
Polyvach

Corporate Secretary

CHIEF PRODUCERS



Khrystyna
Havryliuk

Information
Broadcasting
Chief Producer



Viktoriia
Murovana

Digital Platforms
Chief Producer



Hryhorii
Tychyna

TV Directorate
Chief Producer



Yevhen
Chyzh

Ukrainske Radio
Chief Producer

HEADS OF CREATIVE DIVISIONS

Television



Iryna
Bubnova

Executive Producer
of the Directorate



Nataliia
Zahumenna

Executive Producer
of the Directorate



Yuliia
Isakova

Suspilne Kultura
Executive Producer



Olena
Tovstenko

Head of the
Programme Department



Hlib
Honcharenko

Head of the Rights
Licensing Department



Oleksandr
Kariakin

Head of Television
Production Department



Yuliia
Kosata

Head of the Broadcasts
Promotion Department



Viktor
Selezen

Head of the Technical
Support of Television
Production and
Broadcasting
Department

Sport



Oleksii
Mandzii

Suspilne Sport
Executive Producer

Socially Influential Content



**Volodymyr
Ladyzhets**

Head of the In-house
Production Department



**Oleksandr
Opanasiuk**

Head of the In-house
Production Section



**Kateryna
Opanasenko**

Head of the Project
Coordination Section



**Anastasiia
Hudyma**

Head of the Diversity,
Inclusion and Equal
Opportunities Department



**Oksana
Skybinska**

Head of the Special
Projects Department



**Tetiana
Troshchynska**

Head of the Strategic
Analysis and Socially
Influential Content
Development
Department



**Myroslava
Barchuk**

Lead Programme
Presenter



**Oleksandr
Zinchenko**

Creative Projects
Development Manager



**Yurii
Makarov**

Executive Producer
of the Strategic Analysis
and Socially Influential
Content Development
Department



**Lukian
Halkin**

Creative Producer
of the Socially Influential
Content Outsourcing
and Co-Production
Department



**Serhii
Nedzelskyi**

Head of the Socially
Influential Content
Outsourcing and Co-
Production Department



**Kateryna
Feleniuk**

Executive Producer
of the Socially Influential
Content Outsourcing
and Co-Production
Department

HEADS OF CREATIVE DIVISIONS

Radio



Iryna
Slavinska

Radio Kultura Executive
Producer



Yurii
Tabachenko

Ukrainske Radio
Executive Producer



Yuliia
Sheludko

Executive Producer
of the Ukrainske Radio
Directorate



Maksym
Yakovenko

Radio Promin Executive
Producer



Olena
Brailova

Head of the Ukrainske
Radio Broadcasts
Promotion Department



Oksana
Malovichko

Executive Producer
of the Ukrainske Radio
Directorate



Andrii
Khodos

Head of the Radio
Production Department



Volodymyr
Sheiko

Artistic Director of the
Music Creative Division,
Chief Conductor of the
Symphony Orchestra



Mykhailo
Pikulskyi

Artistic Director
of the Folk and Popular
Music Orchestra,
Chief Conductor



Yuliia
Tkach

Artistic Director
of the Academic Choir,
Chief Conductor

News



Alla
Skoryk

Head of the Regional
Content Department



Serhii
Kysil

Head of the News
Production Department



Roman
Tanets

Head of the News
Production Technical
Support Department



Vadym
Sokoliuk

Head of the
Administration
Department



Artem
Shelkovyi

Head of the Linear
Information
Broadcasting
Department



Iryna
Malykhina

Executive Producer
of the Linear Information
Broadcasting
Department



Inna
Biletska

Investigations Editorial
Office Editor-in-Chief



Liudmyla
Pavlenko

Radio News
Managing Editor



Olena
Duniak

Suspilne Novyny
YouTube Channel
Editor-in-Chief



Daria
Fedenko

TV News
Editor-in-Chief



Anzhelika
Zaritska

Managing Editor
of suspilne.media



Anastasiia
Safandula

Social Media News
Managing Editor

HEADS OF CREATIVE DIVISIONS

News



Olesia
Tytarenko

Suspilne Novyny
Deputy Editor-in-Chief



Dmytro
Hrinchenko

Suspilne Novyny
Deputy Editor-in-Chief



Anastasiia
Isaienkova

Suspilne Novyny
Producer



Viktoriia
Kurchynska

Suspilne Novyny
Photo Editor

Digital



Yuliia
Dychuk

Head of the Children's
and Teenage
Programming
Editorial Office



Kyrilo
Yesin

Chief Manager
of suspilne.media



Oleksandra
Chernova

Head of the Digital
Content and Social
Media Department



Anna
Pohrebna

Social Media
Managing Editor



Inna
Filipchuk

Head of the Digital
Products and Platforms
Development
Department



Kateryna
Yakovlenko

Suspilne Kultura
Website Editor-in-Chief

HEADS OF INDEPENDENT STRUCTURAL UNITS



Nataliia Stepanova

Head of the Internal Audit Service



Kateryna Tymchuk

Chief Accountant,
Head of the Accounting Department



Ella Yarosh

Head of the Budget Management Department



Ihor But

Head of the Tender Procedures Department



Dmytro Hruzynskyi

Head of the Organisation and Development of Broadcasting Networks Department



Mykhailo Shmatov

Head of the Branches Coordination Department



Vadym Semenets

Head of the Asset Management Department



Iryna Danish

Head of the Legal Department



Anton Tulin

Head of the Personnel Administration Department



Andrii Konoplianyk

Head of the Talent Management Department



Volodymyr Markus

Head of the Organisational Work Department

HEADS OF INDEPENDENT STRUCTURAL UNITS



**Olena
Bondaruk**

Head of the Marketing
and Communications
Directorate



**Iryna
Demisheva**

Head of the
Communications with
Media and Public
Department



**Maksym
Lesniak**

Head of the Promo
and Design Department



**Andrii
Bezruchenko**

Head of the Marketing
Department



**Olha
Chervakova**

Head of the Government
Relations Department



**Valeriia
Bezpala**

Head of the Foreign
Cooperation Department



**Andrii
Shuran**

Head of the Risks and
Compliance Department



**Volodymyr
Savchuk**

Head of the Civil
Protection and
Mobilisation Work
Section



**Andrii
Brusnikin**

Head of the Technical
Standards and Services
Department



**Andrii
Koval**

Head of the Research
Directorate



**Vitalii
Datsenko**

Head of the Security
Department



**Ivan
Halamasiuk**

Head of the Service
Department



**Fedir
Skrypnyk**

Head of the Content
Monitoring and
Broadcasting Standards
Department



**Maryna
Popatenko**

Head of the
Organisational
Development
Department



**Volodymyr
Protsenko**

Head of the Anti-
Corruption Department



**Serhii
Dontsov**

Head of the Information
Technologies
Department



**Larysa
Koval**

Deputy Head of the
Commercial Department



**Yurii
Davydiuk**

Head of the Labour
Protection Section



**Anna
Skrypka**

Head of the Audiovisual
Projects Administration
Department



**Taisiia
Turchyn**

Head of the Mediateka
Department



**Anna
Zavatska**

Head of the Fundraising
and Grants Department



FULL 2025 ANNUAL REPORT APPROVED
BY THE SUPERVISORY BOARD
OF SUSPILNE UKRAINE
AS OF 20 FEBRUARY 2026

Discover the news about
Suspilne Ukraine here:



corp.suspilne.media



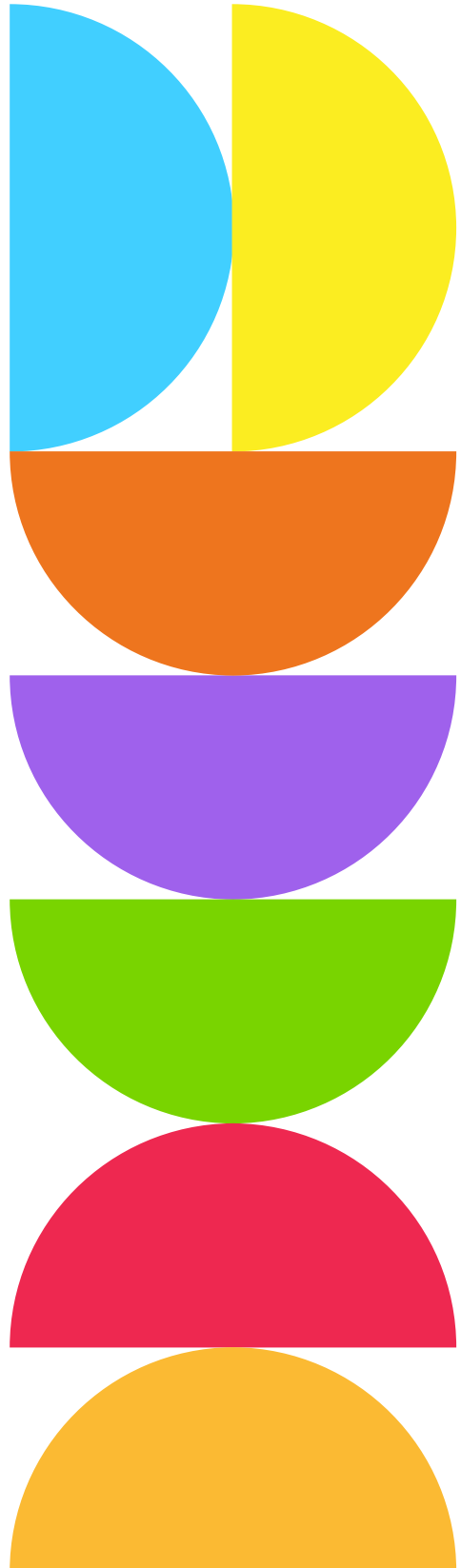
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**DEFENDING
FREEDOMS
IN UKRAINE**

DEFENDING FREEDOMS IN UKRAINE. SERVING UKRAINIAN SOCIETY. ACCOUNTABLE TO THE PUBLIC