

## Public service media's role to meet audience demands in times of crisis (COVID-19)

*In the new reality of the Coronavirus crisis, with millions of people retreating to the safety of the media world for their news, entertainment and education, there is an insatiable demand for content. Public broadcasters' evening news bulletins have doubled their audience when major breaking news are announced and online news services have tripled their reach in key markets. As the COVID-19 outbreak has escalated across Europe, people have turned to public service media in record numbers. The role of public service media has never been more important, as the emphasis is put on trusted information, informed analysis, educational content and high quality entertainment.*

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