

# EBU

OPERATING EUROVISION AND EURORADIO

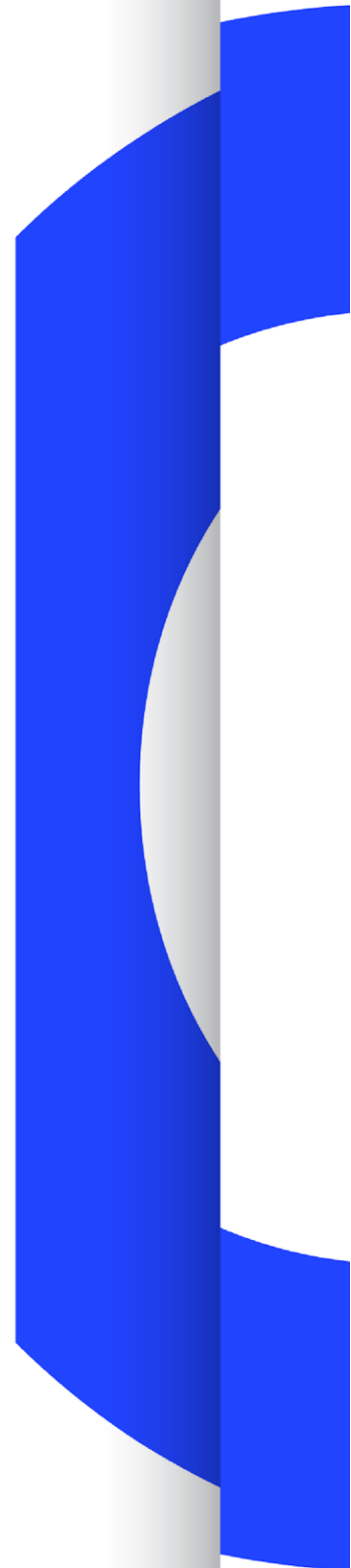
## R 157

### PRINCIPLES FOR THE COMMUNICATION OF INNOVATION AND R&D BY EBU MEMBERS

Recommendation

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## Principles for the Communication of Innovation and R&D by EBU Members

EBU Committee	First Issued	Revised	Re-issued
TC	2023		

**Keywords:** Knowledge, Ideas, Sharing, EBU Member solidarity, Harmonization of effort, Cost saving.

### ***The EBU, considering:***

- Media Innovation and R&D are important demonstrations that a public service media company is fulfilling its public service mission. Innovation can, in appropriate cases, allow PSMs to directly improve viewers' and listeners' experiences.
- Communications are an essential part of Innovation and R&D.
- Communications measures are needed for internal staff, company management, the public, and national opinion formers.
- Communication measures should create an awareness of the importance of Innovation.

### ***And that:***

- Communication arrangements for Innovation need a well organised internal company structure and internal processes.
- Technology-sympathetic communications specialists need to work with, and alongside, technologists, with well-defined arrangements for regular dialogue and interaction.
- Means are needed for weekly/regular reporting of Innovation activities to ensure that everyone at all levels in the organization should know what is going on.
- Websites, publications, open days, and conference participation are important and basic tools for Innovation communications, but though necessary they are insufficient in modern times.
- Mechanisms are needed to provide measures of readerships/views of Innovation stories, together with the monitoring of follow ups.

### ***Recommends the following:***

#### *a) Necessary Tools of Communications*

1. Innovation activities reporting and promotion should be treated as a 'News' operation.
2. The professional (News) communicators should see themselves as the ambassadors of technologists with respect to non-technical management and the wider world.
3. In impact, personal contact via good communicators is the most powerful way to communicate Innovation, both to company managements and to the wider world. (The NHK annual Open House is a most successful example of this.)
4. An effective approach to communications can be to identify annual campaign themes. Individual projects can be referenced to in relation to such themes.

5. Communications should exploit social media<sup>1</sup>, which can serve to inform the organization and the wider world.
    - b) *The Messages of Communication*
      6. Communication using social media ideally needs non-technical clarity and short videos, explaining what the impact of the Innovation may be.
      7. Projects that are being communicated need to be shown to be relevant and relatable - to communicate 'the big ideas' and emphasize the 'public value' of the Innovation.
      8. Projects should be interpreted where relevant in terms of the potential social impact.
    - c) *In-company arrangements to encourage new ideas*
      9. In-company arrangements should allow ideas that could potentially become Innovation Projects to be posted on a company 'App'. The App can show levels of support for the different ideas. (An example of such an App used by YLE is shown in Figure 1, below.)
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## Future developments

It may be valuable to develop new mechanisms to bring together the work of EBU Members, to allow cross fertilisation, and to create stronger ideas. Ideas can be better when built together.

It may be valuable to develop a new app that allows ideas across EBU Members to be posted.

It may be valuable to continuity for those involved in Communications to meet up regularly.

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<sup>1</sup> Currently, the most effective social media platforms for the purpose of communicating Innovation are 'Linked-in' and 'YouTube'. 'TikTok' may also be of growing importance to reach young people. Social media popularity changes and the situation must be monitored and accommodated. All trade names are recognised as belonging to their respective owners.

