

The EBU logo is displayed in a bold, white, sans-serif font. The background of the slide is a photograph of a modern building with a glass facade and several satellite dishes on the roof, set against a clear blue sky. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the main title and speaker information. On the right side, there are three overlapping semi-transparent white circles of varying sizes, creating a decorative graphic element.

**EBU**

OPERATING EUROVISION AND EURORADIO

# CONNECTING WITH YOUNG AUDIENCES: WHAT WORKS?

DR. DAVID FERNÁNDEZ QUIJADA

13 DE JULIOL DE 2021

QUI SÓN LA  
GENERACIÓ Z?



You'll die of



OLD AGE

We'll die of  
CLIMATE CHANGE



## VALORS Z

- Autenticitat
- Creativitat
- Propòsit
- Diversitat i tolerància
- Responsabilitat





## INTERESSOS Z

- Educació i carrera
- Amistat i amor
- Salut
- Medi ambient
- Globalització





Fifty Shades  
Darker

12 January







CONTINGUTS



# DISTRIBUCIÓ



MARCA





**MNM**  
**live**

**rapha**

**idontwannabeyouanymore**



A large orchestra is performing on a stage. In the background, a DJ booth is visible with a DJ performing. The stage is lit with blue and red lights. The text "HIP HOP" is overlaid in large white letters, and "Symphonique" is overlaid in a white cursive font. There are also some decorative elements like snowflakes and a house-like shape above the text.

# HIP HOP

*Symphonique*



MNM  
marathon  
radio

MNM  
marathon  
radio



triple j's

# Hottest 100





WDR **1** LIVE

**DUMM  
GEFRAGT**

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# **MEDIA INTELLIGENCE SERVICE**

**Providing reliable market data, trustworthy  
analysis and relevant arguments**

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