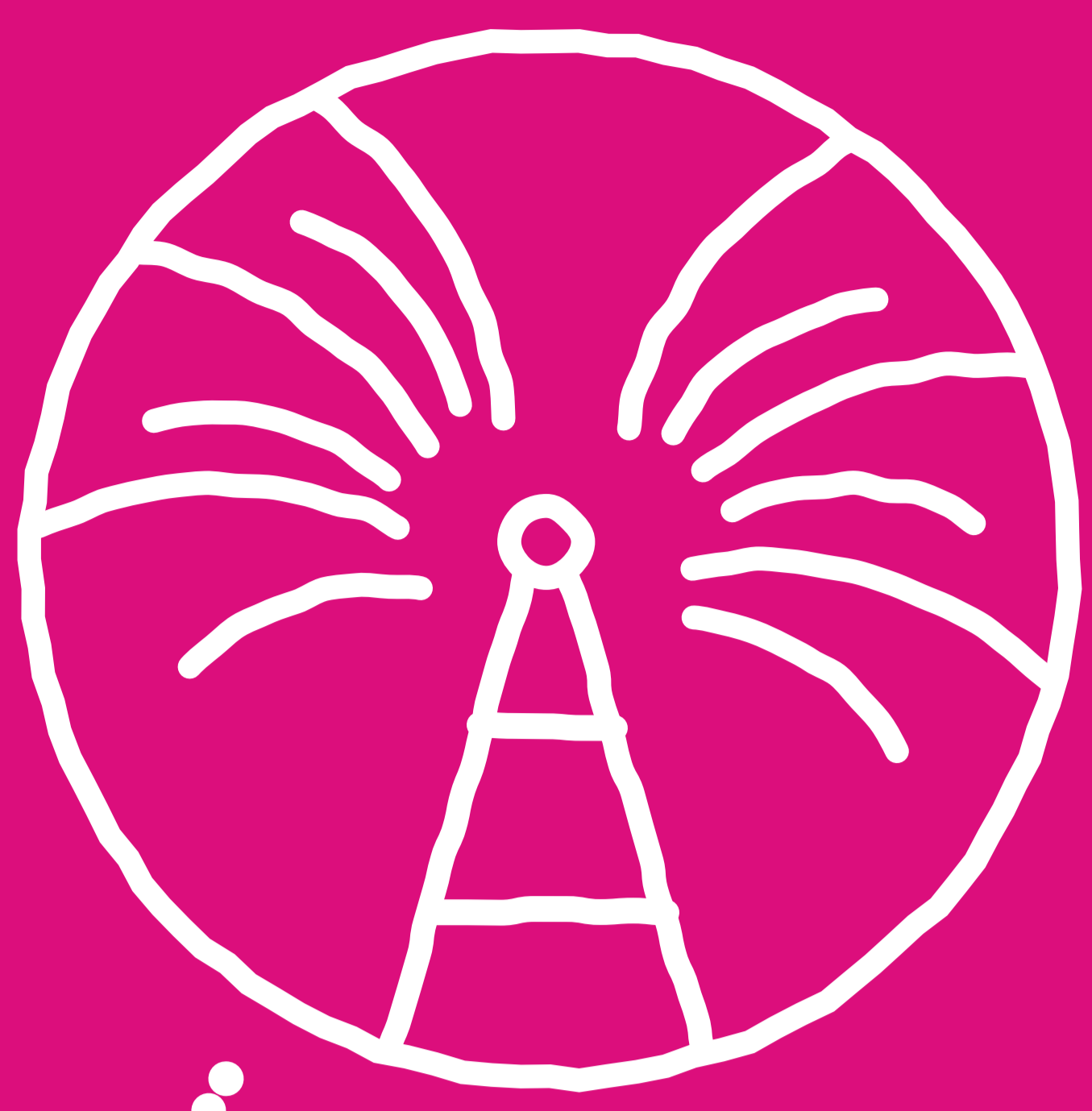


# YOUTH & RADIO

Young people represent a huge proportion of the world's population, yet their voices are often critically absent from the airwaves.

UNESCO calls for greater participation of young people in radio along three levels:

- 1 RADIO FOR YOUTH**  
Treating youth issues, including testimonials and interviews with young people.
- 2 RADIO WITH YOUTH**  
Including young people in the production team.
- 3 RADIO BY YOUTH**  
Young people as producers, hosts and reporters.



## CELEBRATING RADIO...

1  
51,000  
RADIO STATIONS WORLDWIDE

### 2 GLOBAL ONLINE RADIO REVENUE

\$827M

2

GROWTH IN 10 YEARS:  
2850%



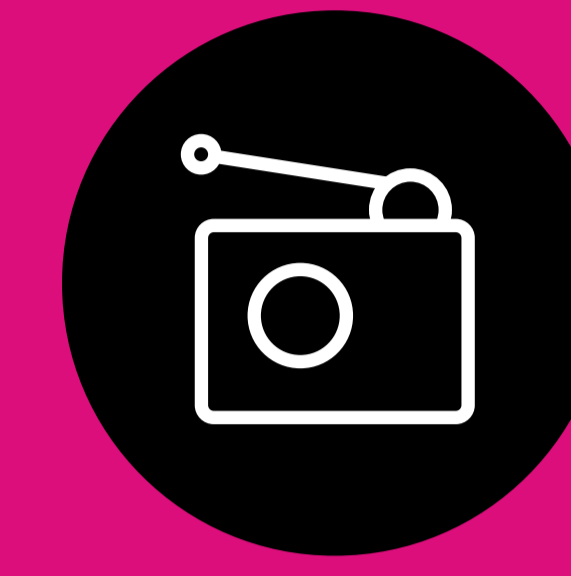
3 IN A STUDY OF 35 COUNTRIES, MORE THAN HALF OF PEOPLE SAID THEY LISTEN TO THE RADIO EVERY DAY

## RADIO IS THE MOST ACCESSIBLE MEDIUM

INCLUDING AMONGST DISADVANTAGED GROUPS



MEDIA ACCESS FOR FARMERS IN AFRICA:



4 76%



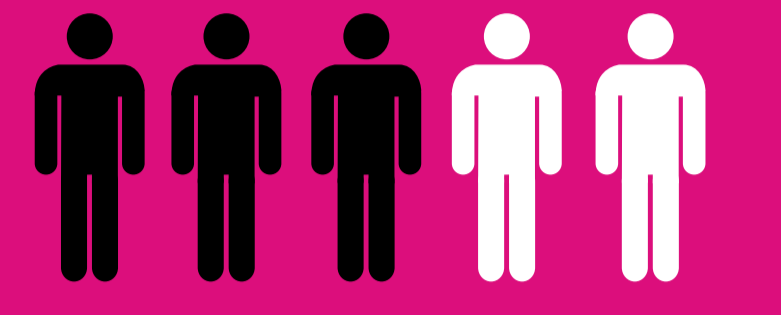
18%



3%



2%



5 2 IN 5

PEOPLE IN LEAST-DEVELOPED COUNTRIES ARE ILLITERATE



## BY YOUTH, FOR YOUTH...

7 YOUNG PEOPLE ARE

26% MORE LIKELY TO LISTEN TO THE RADIO ONLINE.



6 ALMOST NO ORGANISATIONS COLLECT DATA ON RADIO PRODUCTION BY YOUNG PEOPLE

8 YOUTH UNEMPLOYMENT IS

2.8x



HIGHER THAN THAT OF THE GENERAL POPULATION



9 52%

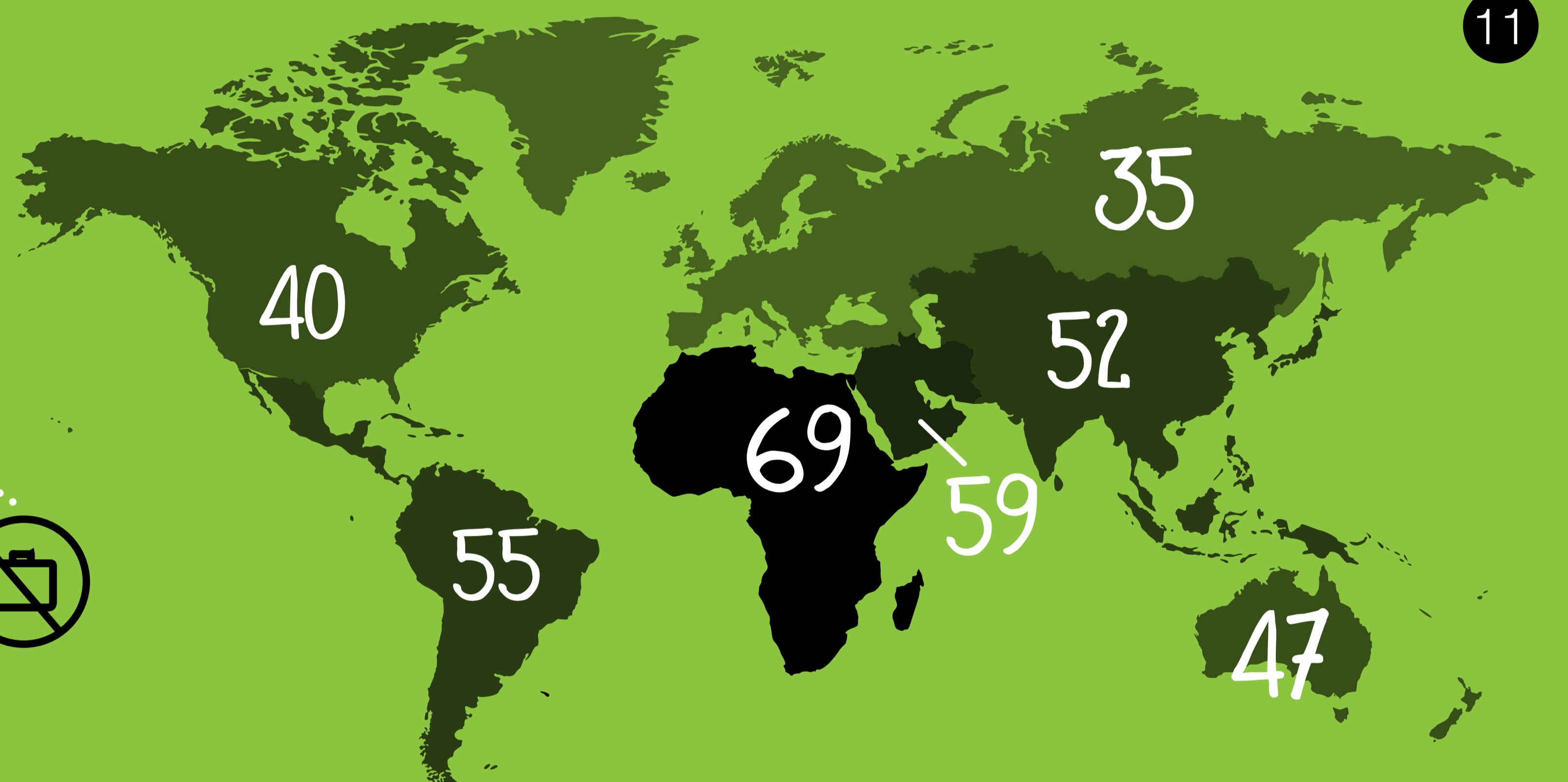
OF THE WORLD IS UNDER 30

10 90%

LIVE IN DEVELOPING COUNTRIES



11 PERCENTAGE OF PEOPLE UNDER 30 IN EACH REGION



## IN SAFETY & SECURITY.

12 BETWEEN 2006 & 2013

593

KILLINGS OF MEDIA WORKERS HAVE BEEN

CONDEMNED

BY THE UNESCO DIRECTOR-GENERAL



13 7%

OF THESE CASES HAVE BEEN

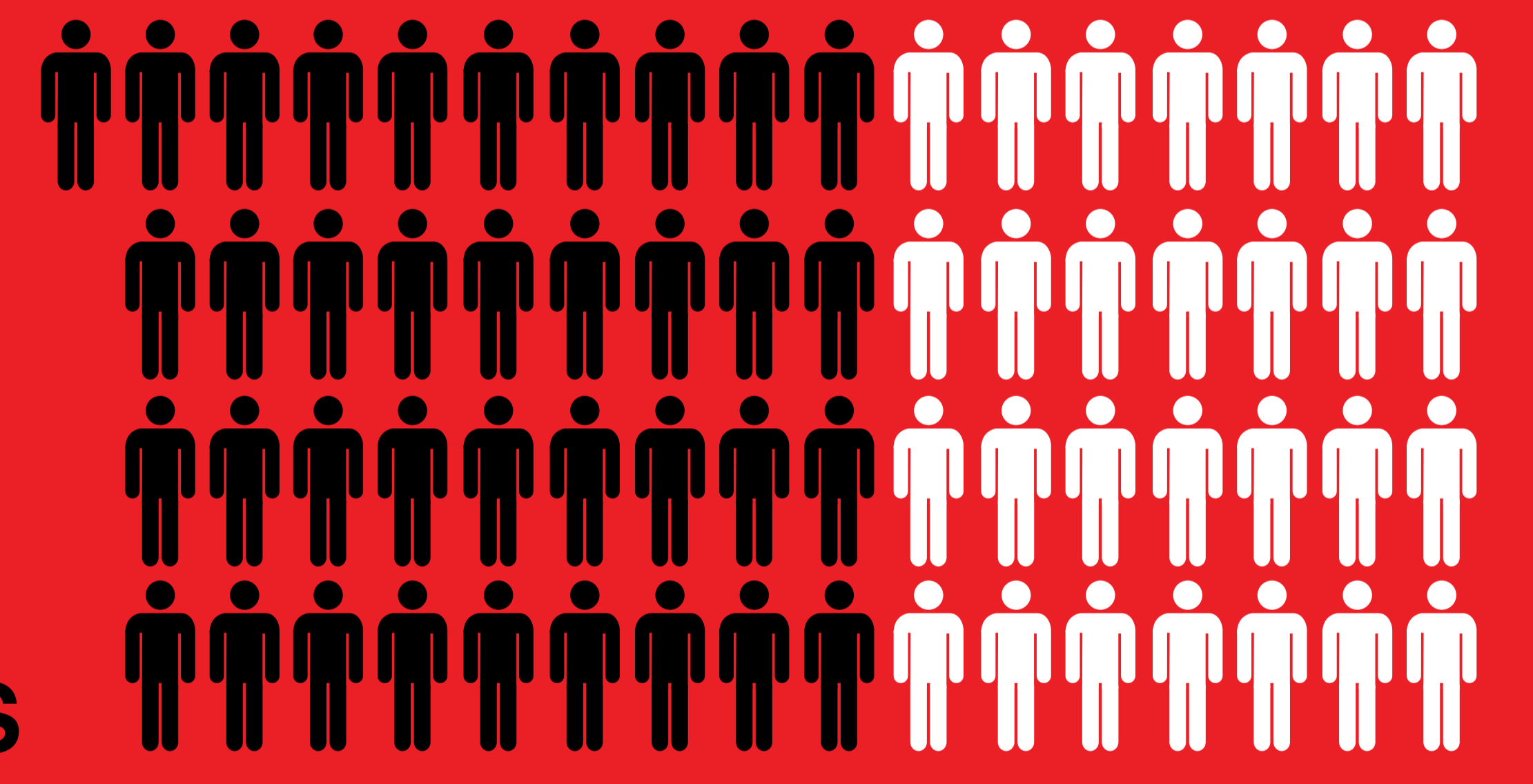
SOLVED

14 IN THE LAST TWO YEARS ALONE

65

RADIO JOURNALISTS WERE

MURDERED



15 ALMOST HALF

OF THESE WERE

UNDER 30

15



WORLD RADIO DAY

13 FEBRUARY



worldradioday.org

1 - CIA World Factbook, 2014

2 - Statista, 2015. Figures in USD.

3 - Mindshare, 2014. Based on daily reach across a sample of 35 countries worldwide.

4 - Farm Radios International, 2011.

5 - UNESCO, 2013.

6 - UNESCO, 2015. Based on a sample of 30 organisations contacted.

7 - Mindshare, 2014

8 - International Labor Organization, 2014. Based on youth unemployment of 12.8% & overall unemployment of 4.6%.

9, 10, 11 - United Nations Population Fund, 2014

12, 13 - The Safety of Journalists and the Danger of Impunity. UNESCO, 2014.

14 - Committee to Protect Journalists, 2014. Includes journalists working in radio along with other media.

15 - Committee to Protect Journalists, 2014. Estimate based on cases with verifiable ages, applied proportionately across all other cases.