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WBU-Technical Committee Highlights Need to Maintain Resilient Mix of Media Distribution Infrastructures for Times of Crisis

The World Broadcasting Unions' Technical Committee (WBU-TC) calls upon both regulators and public service broadcasters/media to ensure multiple media distribution infrastructures are maintained. This is to ensure service continuity and maximized reach in times of crisis.

The European Broadcasting Unions (EBU) [Recommendation R 156](#) underlines that resilience is a benefit of the co-existence of multiple distribution platforms – including all forms of terrestrial broadcast, wired broadband, mobile and satellite – and that these technologies should be considered for their ability both to work independently from one another and to maximize coverage of a given population.

Robustness and resilience come at some expense, but the likelihood and cost impacts of unexpected events are frequently underestimated. It often takes a crisis to highlight how vulnerable individual distribution systems may be.

There is an abundance of evidence for this in the past two years alone: a global pandemic; natural disasters (such as floods), hacking attacks on critical infrastructures, mass migrations; and war.

Each of these events highlights the critical importance of public institutions' ability to disseminate trusted information and public security warnings – and how the loss of these facilities can escalate a crisis and hamper an effective response. In several cases, one or more media distribution systems had been compromised.

If there's one lesson the recent past holds, it is that in order to avoid the worst, it pays to prepare for it, through the maintenance of media distribution infrastructures.

June 28, 2022