

**EBU**

OPERATING EUROVISION AND EURORADIO

PUBLIC: This document is intended for public distribution

# **EUROVISION SONG CONTEST**

## BRAND IMPACT REPORT 2023

MEDIA INTELLIGENCE SERVICE  
JUNE 2023



# ABOUT THIS REPORT

This report aims to provide an overview of the impact and exposure of the Eurovision Song Contest brand.

It covers various topics such as the audience engagement across TV and Online, the press coverage, the performances of the ESC songs on music streaming platforms, the broader economic direct and indirect impact of the show and its contribution to society.

The insights on the audience engagement across TV and online of the live shows are taken from the “Eurovision Song Contest 2023 Audience Report”. The latter provides a full view on the audience engagement and is available for download for EBU Members [here](#).

Some of the data is focusing on the Eurovision Song Contest 2023 which took place on 9, 11 and 13 May 2023 at 21:00 CET live from the M&S Bank Arena, Liverpool, United Kingdom. Other parts of the report provide insights on the impact of the brand and its contribution to society based on its identity and historical trends.

# SOURCES

This report’s results were produced by the EBU and are based on the aggregation of various sources. The main ones are the following:

- [Glance](#) / Relevant partners and members’ data
- YouTube Analytics
- [Meltwater](#)
- [Luminate](#) and [Billboard](#)
- ESC Accreditation platform
- Various studies lead by stakeholders in tourism
- [Ampere Analysis](#)

# DEFINITIONS AND METHODOLOGY

## YOUTUBE AND SOCIAL MEDIA

**Unique Viewers:** estimated number of different people who came to watch a video. A person counts as one unique viewer even if the video is watched several times or on several devices.

**Engagements:** sum of interactions received for the posts published in the selected timeframe. The type of interactions varies depending on the platform (shares, comments, video views, likes etc.).

## MEDIA EXPOSURE

**Reach (or opportunities to see):** Each online article has a potential reach of viewers based on the number of unique visitors of the online newspaper per month. Reach for online news is based on data from SimilarWeb. Reach of social media posts is based on the number of followers or fans of the profile publishing the post.

**Media Exposure:** The volume of articles and social media posts published between 29.04 - 16.05.2023.

**Advertising Value Equivalency (AVE):** The estimated monetary value of the media exposure in online news. The value is based on reach, a standard error and the alternative advertising cost.

$X (\text{reach}) * 0.025 (\text{standard error}) * € 0.33 (\text{value of 33 ct per visitor}).$

## MUSIC STREAMING PLATFORMS

**Total global streams:** number of streamed songs globally in over 200 countries (duration at least 30 seconds) across streaming on-demand audio and video platforms.

**Platforms included:** 7Digital, Amazon, Apple, Audiomack, Boomplay, Medianet, Napster/Rhapsody, Pandora, Qobuz, Slacker, SoundCloud, Spotify, Tidal and YouTube.

## TV DATA METHODOLOGY

Based on overnight data of the live broadcast. Except for SBS in Australia which is based on the next day repeat due to the live local broadcasts start time (05:00).

Performance is benchmarked on the channels average in primetime of the previous year and, when available, the event's audience of the previous year.

### AUDIENCE TV DATA DEFINITIONS

**Reach ( 000s / % )**  
Everyone that tuned in to the programme for at least 1 consecutive minute.

**Average Audience ( 000s )**  
The average number of viewers watching at any one minute of the programme.

**Viewing Share ( % )**  
% of viewing based on the total TV watching audience.

**Hours viewed**  
Total viewing volume (average audience by duration of the broadcast).

### AGGREGATED TV DATA

Reach 000s across markets are added together to give the **total reach** (people that saw the broadcast).

Average audiences across markets are added together to give the **total average audience**.

Viewing shares across markets are averaged to give the **average viewing share**.

Added together across markets to give **total hours viewed**  
Then divided by total reach to give **hours per viewer**.

# THE IMPACT OF THE 2023 EUROVISION SONG CONTEST

A mass cross-media event appealing to young viewers with a unique economic and cultural impact



UNITED BY MUSIC



## THE BIGGEST LIVE TV AND ONLINE EVENT

**162**  
MILLION PEOPLE

REACHED ON TV over the 3 live shows across 39 markets

**75**  
MILLION UNIQUE VIEWERS

on YouTube across all ESC content in the lead-up and over the event weeks



## A UNIQUE CULTURAL IMPACT ON THE MUSIC INDUSTRY

THE 37 ESC SONGS WERE STREAMED  
**808**  
MILLION TIMES

**5**  
OF THEM RANKED In The Billboard Global Excl. U.S.



## GENERATING ECONOMIC VALUE

**€795**  
MILLION OF AD-VALUE

Generated by 152 196 online articles



**500 000**

ADDITIONAL VISITORS brought to Liverpool by the ESC, **5 TIMES** the amount forecast

## ON LANGUAGE DIVERSITY

**46%**  
OF ESC ENTRIES featured a language other than english

**18**  
DIFFERENT LANGUAGES were heard in ESC entries

OTHERS ENGLISH



Sources: EBU based on Glance / Relevant partners and members' data 9, 11, 13 May 2023, YouTube Analytics ESC channel 28 Feb-28 May 2022, Ad-value Meltwater, The Tourism Observatory of Turin and the Province, Luminata 1 Jan-19 May 2022, Billboard Global 200 excl. U.S. 13-19 May 2022.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# CONTENTS

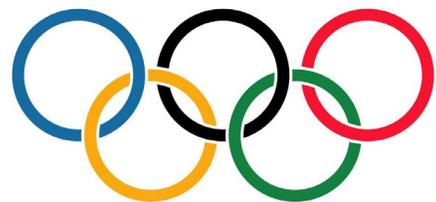
|                                       | Page |
|---------------------------------------|------|
| <b>AWARENESS OF ESC</b>               | 6    |
| <b>ESC 2023 IMPACT ON MEDIA</b>       |      |
| On Television                         | 7    |
| On YouTube and Social media           | 12   |
| Global voting                         | 15   |
| In the media                          | 17   |
| <b>ESC IMPACT ON MUSIC</b>            | 21   |
| ESC 2023 Songs on streaming platforms | 22   |
| ESC 2023 Artists in the charts        | 25   |
| Streaming of ESC songs 2019 - 2023    | 27   |
| <b>ESC ECONOMIC IMPACT</b>            | 29   |
| Creating jobs                         | 30   |
| Benefitting the host cities           | 31   |

|  | Page |
|--|------|
| <b>ESC OVERALL IMPACT ON SOCIETY AND CULTURE</b> | 33   |
| Liverpool celebrating Ukrainian culture          | 34   |
| Showing Europe's linguistic diversity            | 35   |
| Promoting Female Performers                      | 38   |
| Boosting LGBTQI+ acceptance                      | 39   |
| <b>ESC BEYOND THE EVENT</b>                      | 40   |



# AWARENESS OF ESC ON PAR WITH OTHER MAJOR EVENTS

96% OF PEOPLE ARE FAMILIAR WITH THE ESC, IT IS THE HIGHEST NON SPORT EVENT



**99%**  
OLYMPIC  
GAMES



**97%**  
FIFA  
FOOTBALL  
WORLD CUP

**EUROVISION**  
SONG CONTEST

**96%**



**95%**  
THE  
OSCARS



VIDEO MUSIC AWARDS

**86%**  
MTVs  
VMAs

Source: Kantar Mult Country Brand Deep Dive 2023: Germany, France, Spain, Italy, Greece, Norway and Latvia. Based on 500 respondents per country.

Answering: How familiar are you with each of these international television programs?.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

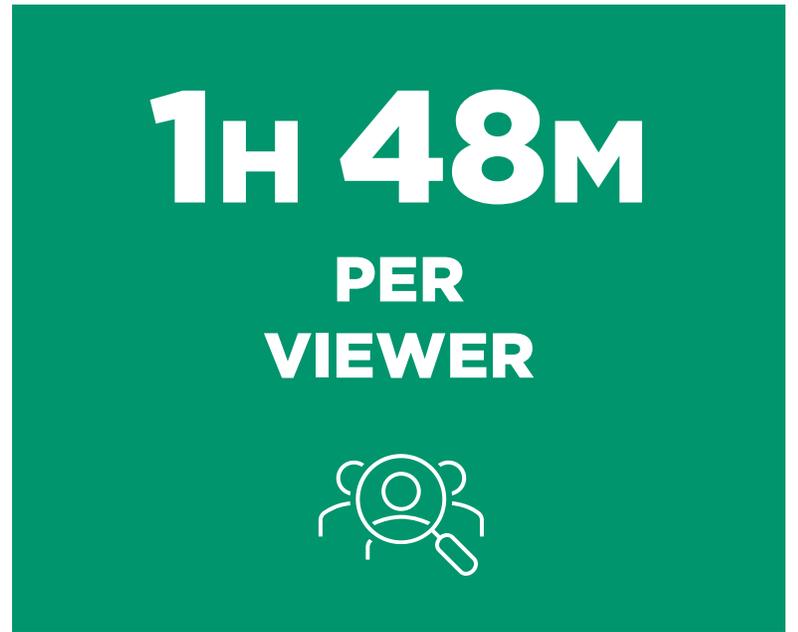
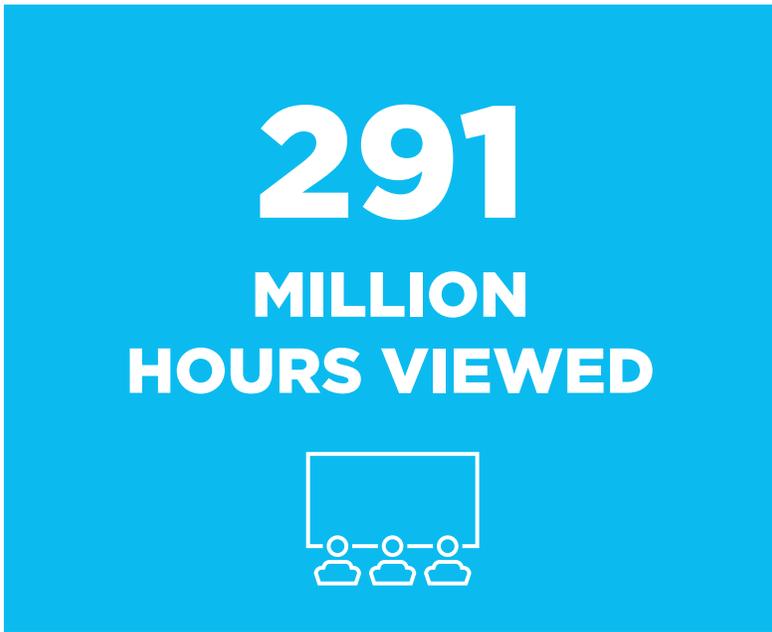
# ESC 2023 ON TELEVISION

A MASSIVE EVENT APPEALING  
TO YOUNG VIEWERS



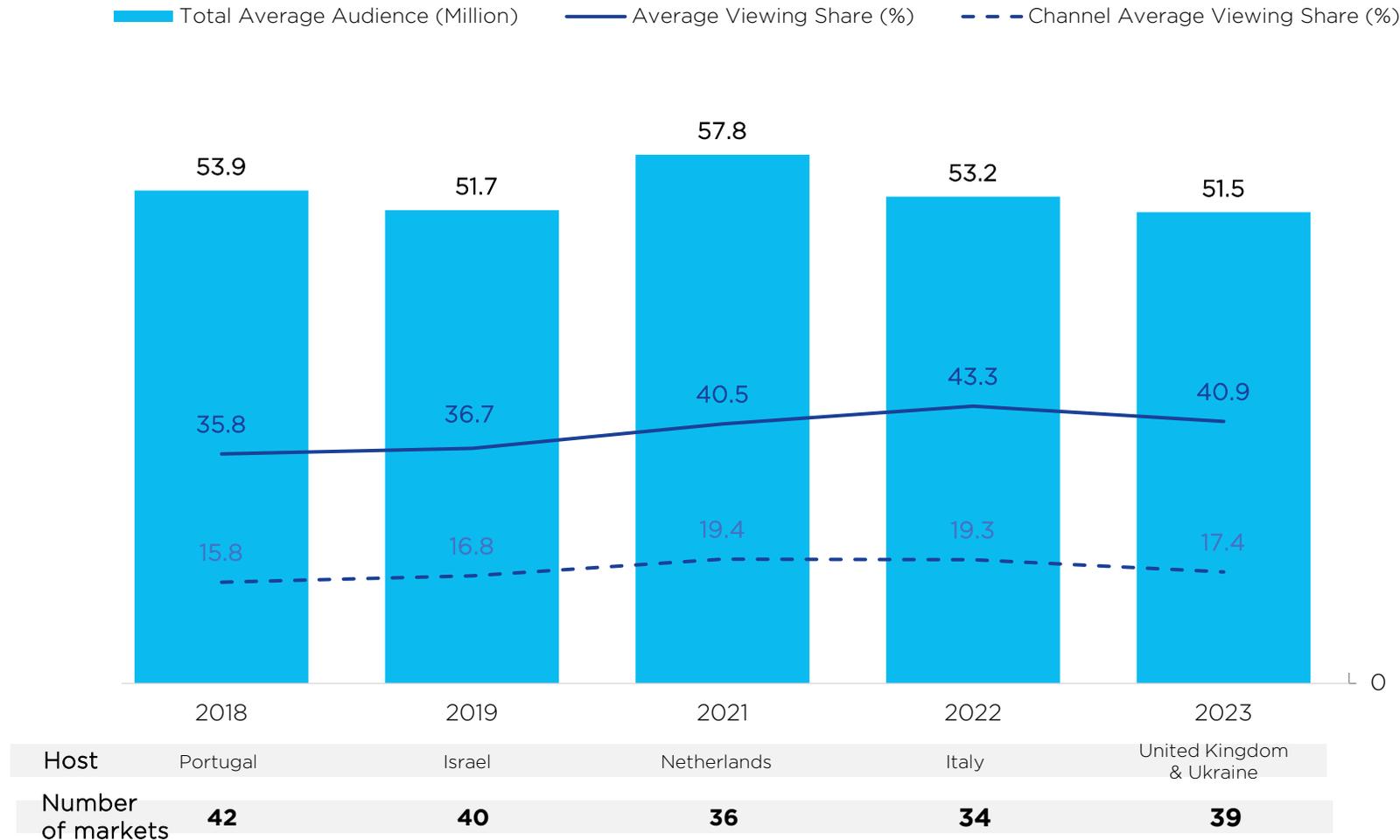
# MASSIVELY REACHING EUROPE'S TV VIEWERS

## ACROSS ALL THREE ESC 2023 LIVE SHOWS



# EVERY YEAR THE ESC GRAND FINAL CONSISTENTLY BRINGS TOGETHER EUROPEAN TV VIEWERS ON PSM CHANNELS

TOTAL AVERAGE AUDIENCE AND VIEWING SHARE EVOLUTION VS. CHANNEL AVERAGE



**51.5**  
MILLION VIEWERS

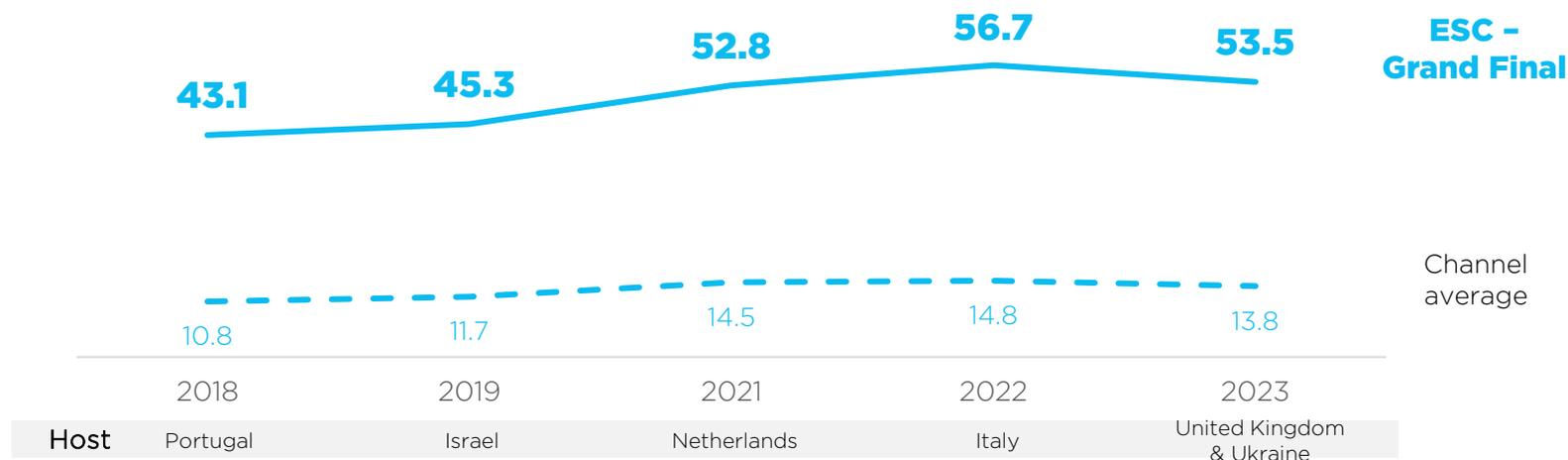
The total average audience for 2023 ESC's Grand Final across Europe. The total audience has been **over 50 million for each of the past 10 finals.**

**40.9%**  
VIEWING SHARE

delivered by 2023 ESC's Grand Final across Europe. This is **two times higher than the group of broadcast channel average in primetime.** This overperformance has remained consistent over time.

# BRINGING YOUNG VIEWERS TO PUBLIC SERVICE CHANNELS

## ESC GRAND FINAL VIEWING SHARE EVOLUTION AMONG YOUTH

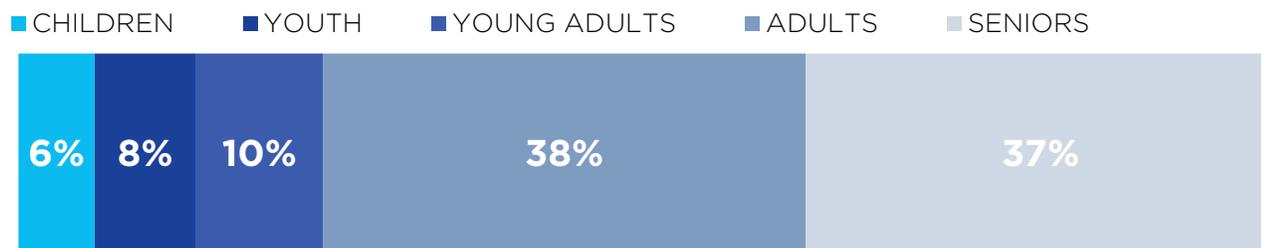


# 53.5%

## VIEWING SHARE

During the ESC 2023 Grand Final, more than 1 out of 2 TV viewers aged 15-24 were watching. **This is 4 times higher than the group of broadcast channel average in primetime.** This overperformance has remained consistent over time.

## ESC 2023 AUDIENCE PROFILE



# 24%

## VIEWERS AGED <35

A quarter of the ESC 2023 Grand Final viewers are aged 4-35. **More than double the proportion usually achieved by the broadcasters.** The balanced audience profile of the event shows that it is relevant to all generations.

24% of viewers under 35-year-olds

Source: EBU based on Glance / Relevant partners and members' data.

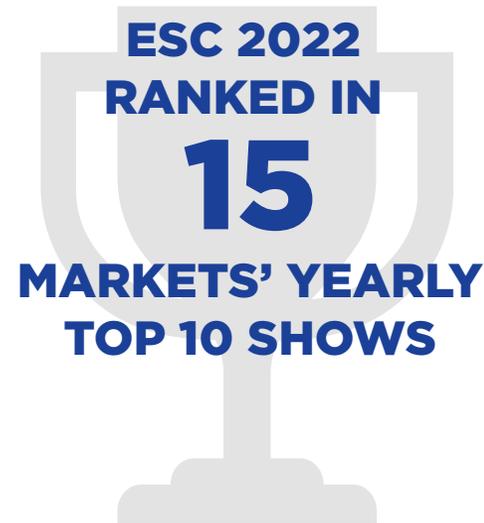
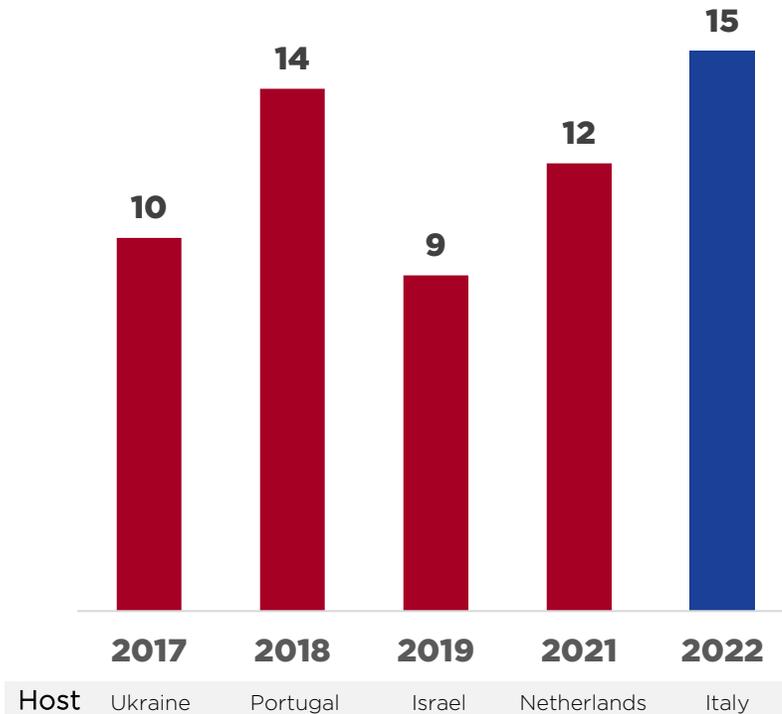
Age definitions: Children 4-14, Youth 15-24, Young Adults 25-34, Adults 35-59, Seniors 60+. Definition may vary slightly by market.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# ESC IS A TOP PERFORMING BROADCAST EVENT ACROSS EUROPE

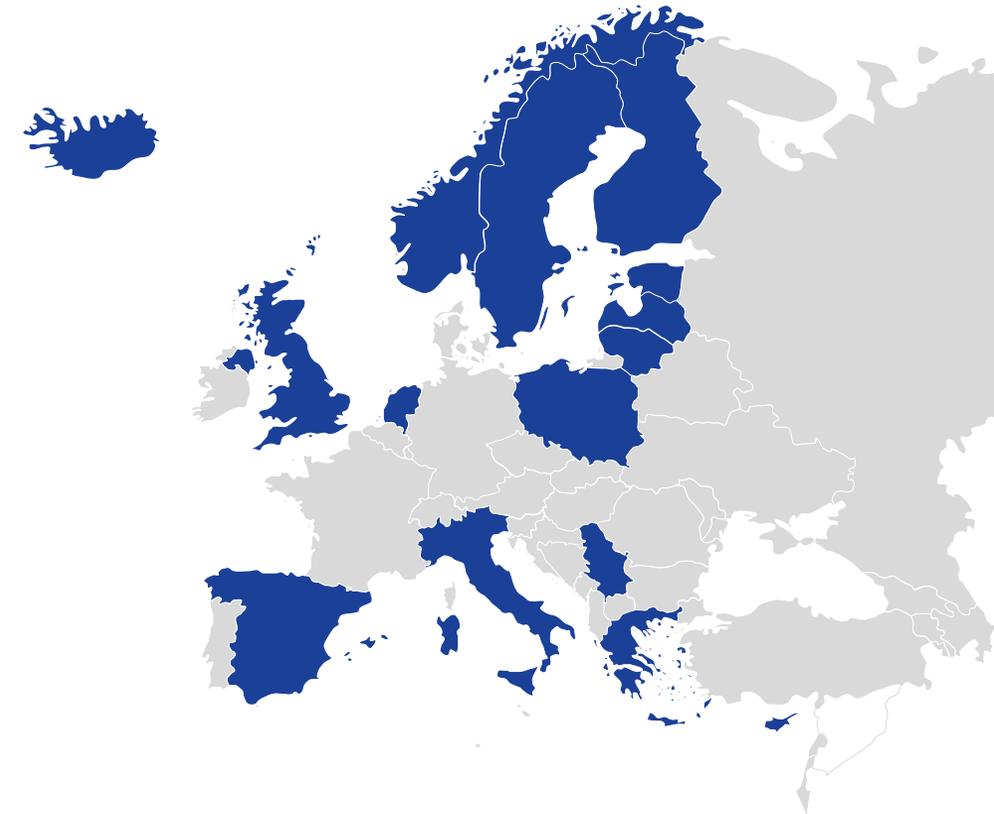
## ESC LIVE SHOWS RANK IN THE TOP 10 PROGRAMMES OF THE YEAR

Number of markets in which ESC live shows ranked in Top 10 programmes of the year



The most markets of all years tracked (since 2010)

Markets in which ESC 2022 live shows ranked in Top 10 programmes



Note: Rank in Top 10 programmes of the year (excluding sports and programmes with a duration under 5 minutes). Count includes all appearances of the ESC live shows: Semi-Finals or Grand Final.

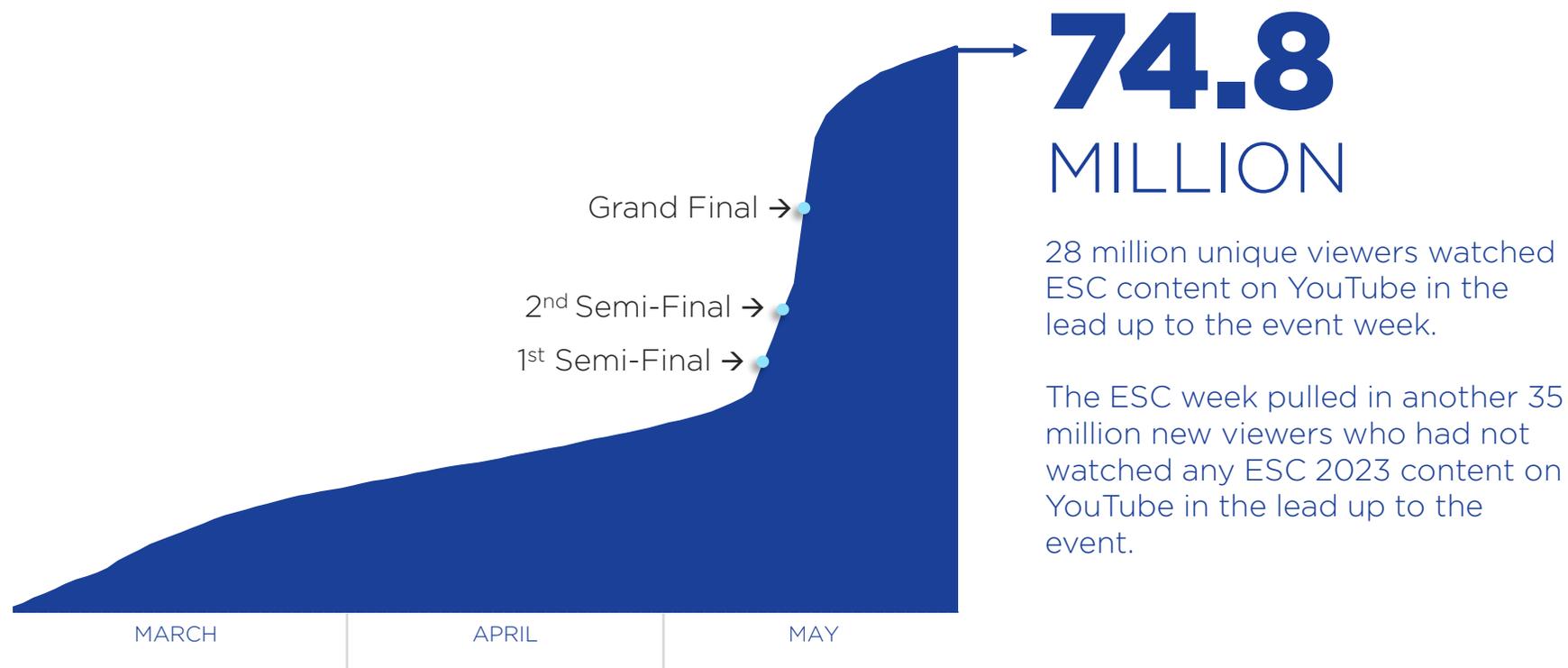
# ESC 2023 ON YOUTUBE AND SOCIAL MEDIA

A CROSS-MEDIA EVENT  
CREATING ONLINE ENGAGEMENT



# UNIQUE VIEWERS BUILD-UP ON ESC YOUTUBE CHANNEL

27 FEBRUARY - 26 MAY 2023



**74.8**  
MILLION

28 million unique viewers watched ESC content on YouTube in the lead up to the event week.

The ESC week pulled in another 35 million new viewers who had not watched any ESC 2023 content on YouTube in the lead up to the event.

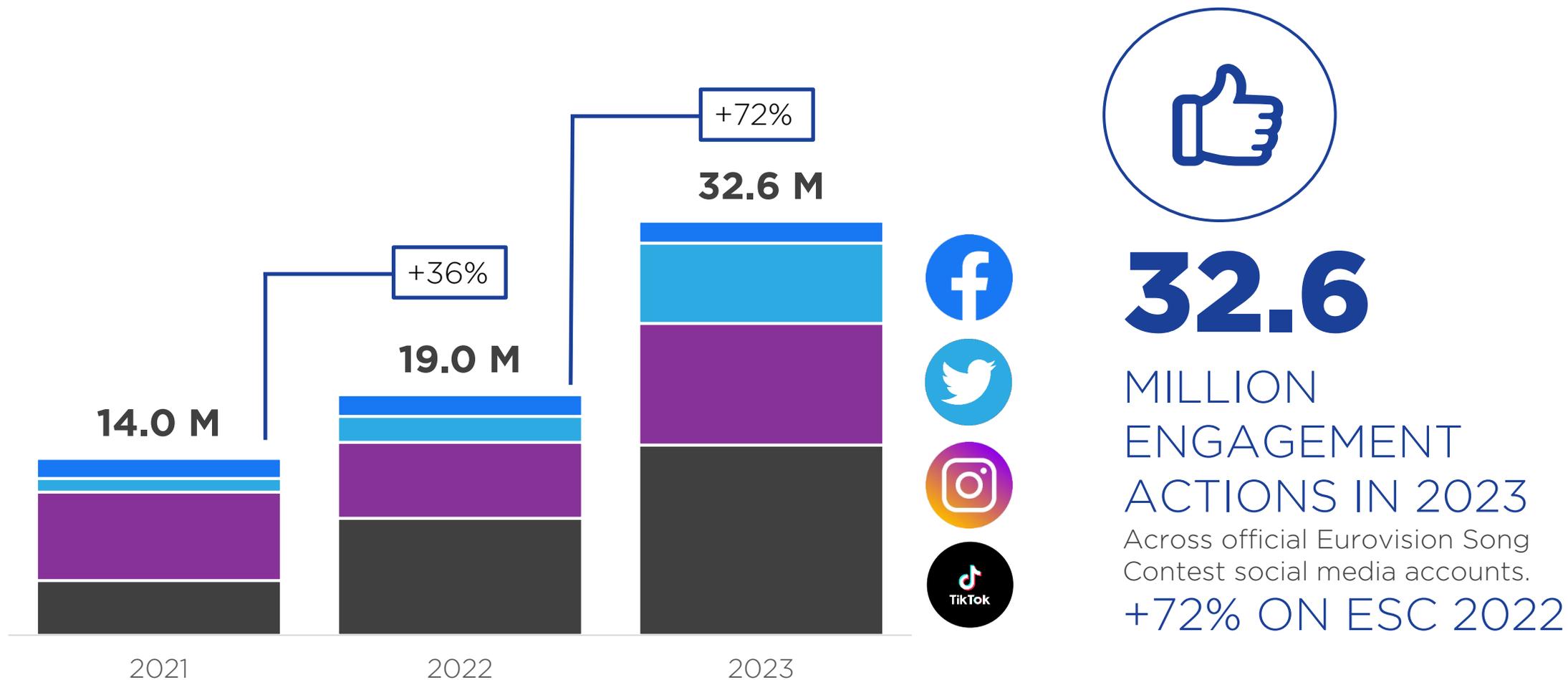
Note: audience build-up displays the number of additional new unique viewers by day to all ESC content.

Source: YouTube Analytics, Eurovision Song Contest channel

EBU Media Intelligence Service - Eurovision Song Contest 2023

# CONTINUED BOOST IN ESC SOCIAL MEDIA ENGAGEMENT ACTIONS

ESC WEEK: ACROSS OFFICIAL ESC SOCIAL MEDIA ACCOUNTS



Engagements: sum of interactions received for the posts published in the selected timeframe, it varies depending on the platform (shares, comments, video views, likes etc.)

Source: Instagram, Facebook, Twitter, Tik Tok official ESC accounts / ESC week 8 - 14 2023, 9 - 15 May 2022, 17 - 23 May 2021

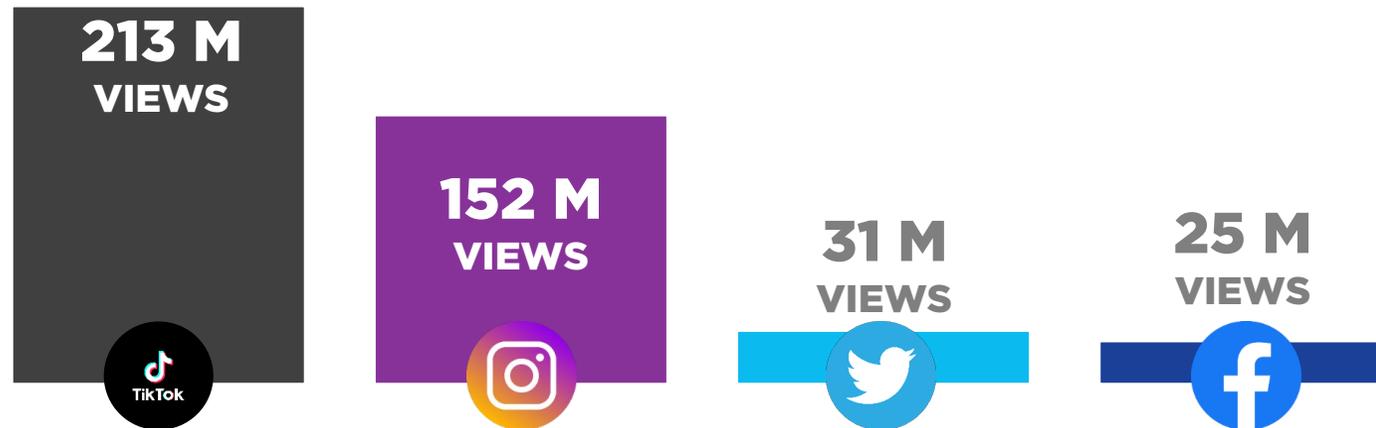
# VIDEO VIEWS ON SOCIAL MEDIA

ESC WEEK: ACROSS OFFICIAL ESC SOCIAL MEDIA ACCOUNTS



# 420.5 MILLION VIDEO VIEWS

Across official Eurovision Song Contest social media accounts



Video views definition varies depending on the platform

Source: Instagram, Facebook, Twitter, Tik Tok official ESC accounts / ESC week: 8 - 14 May 2023

EBU Media Intelligence Service - Eurovision Song Contest 2023

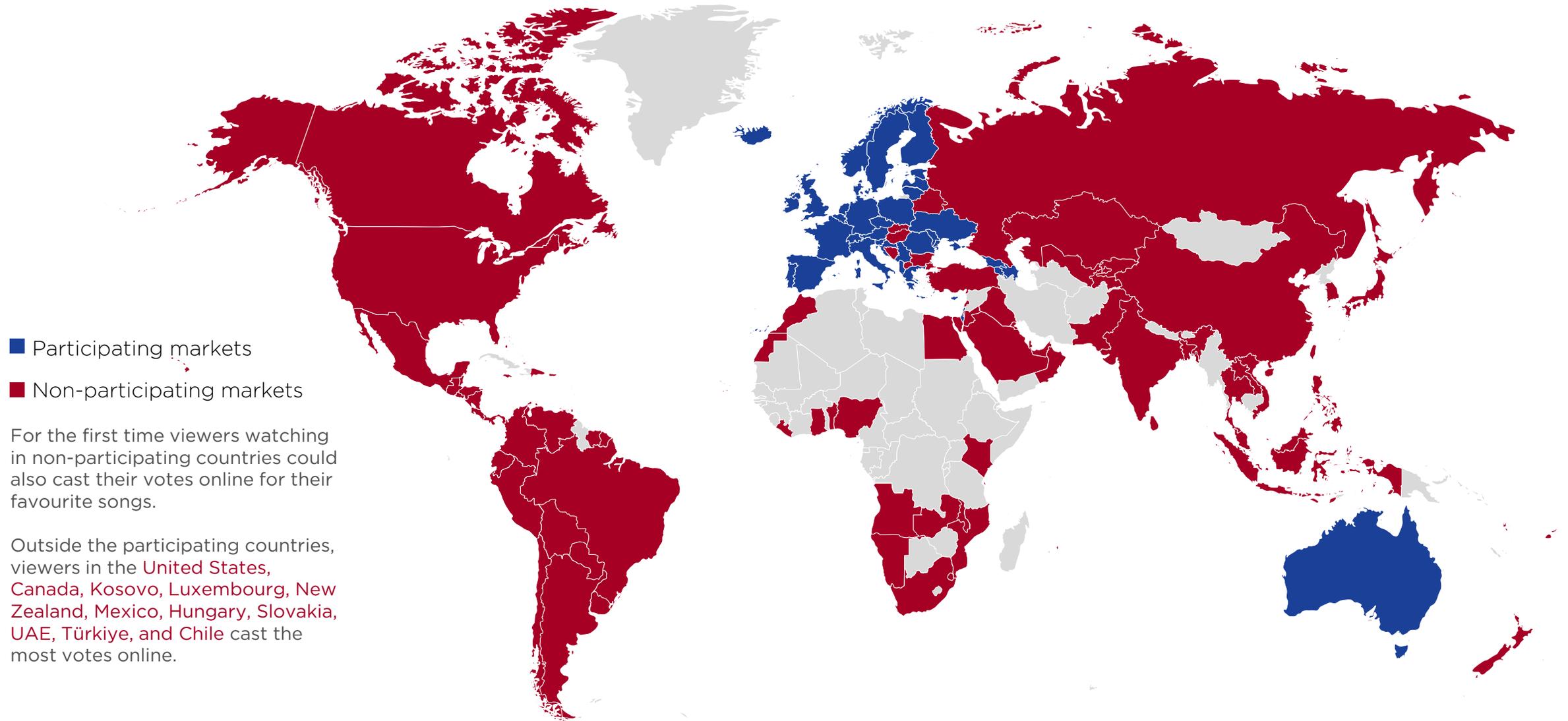
# ESC 2023 GLOBAL VOTING

VIEWERS IN NON-PARTICIPATING  
COUNTRIES CAST THEIR VOTES  
ONLINE FOR THE FIRST TIME



# CREATING HIGH VIEWER ENGAGEMENT ACROSS THE WORLD

VIEWERS OF THE ESC VOTED FROM 144 COUNTRIES



# ESC 2023 IN THE MEDIA

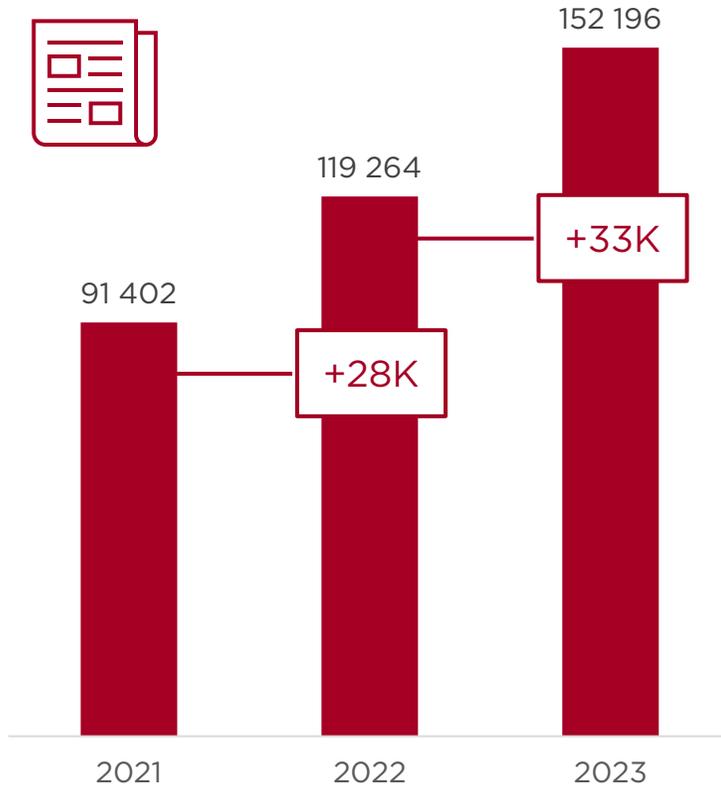
A GLOBAL HOT TOPIC  
GENERATING AD-VALUE



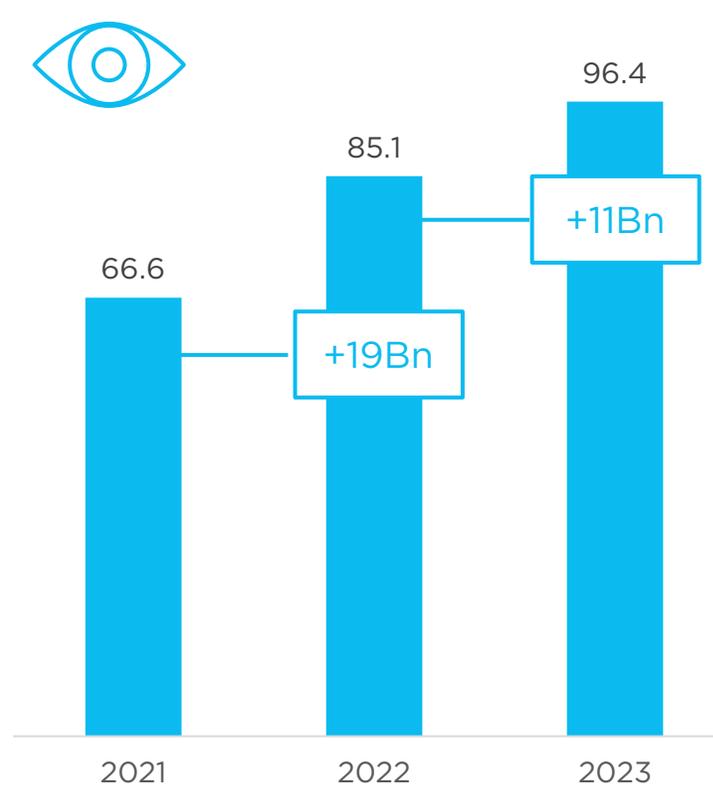
# MEDIA EXPOSURE CONTINUES TO GROW YEAR AFTER YEAR

ESC PERIOD: 1 MAY – 27 MAY 2021, 1 MAY – 18 MAY 2022, 29 APRIL – 16 MAY 2023

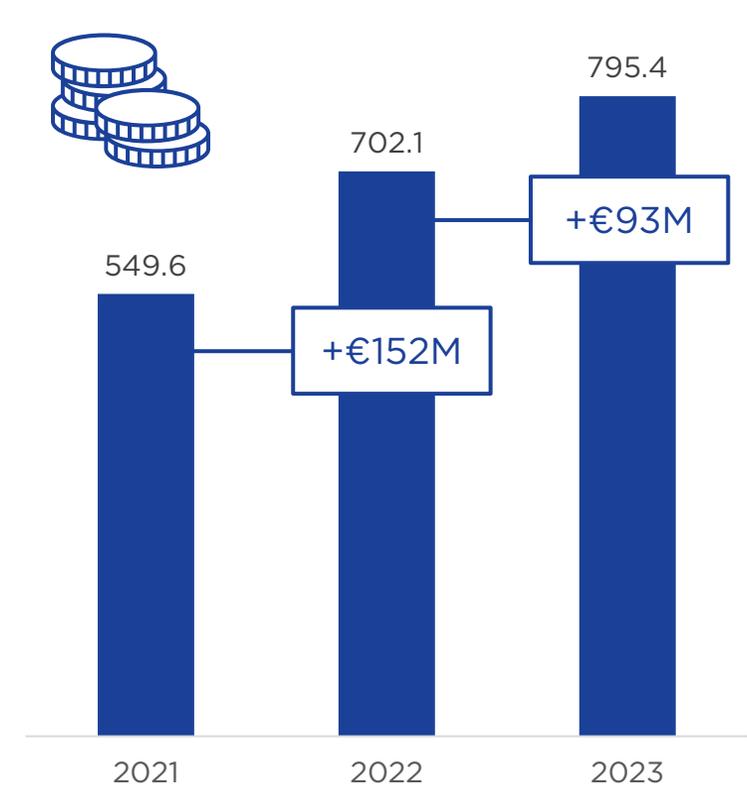
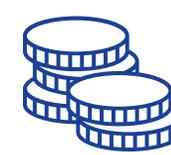
## Articles (in total)



## Opportunities to see (in billion)



## Ad-Value (in Euro million)



Source: Meltwater

Media Exposure: The volume of articles and social media posts published

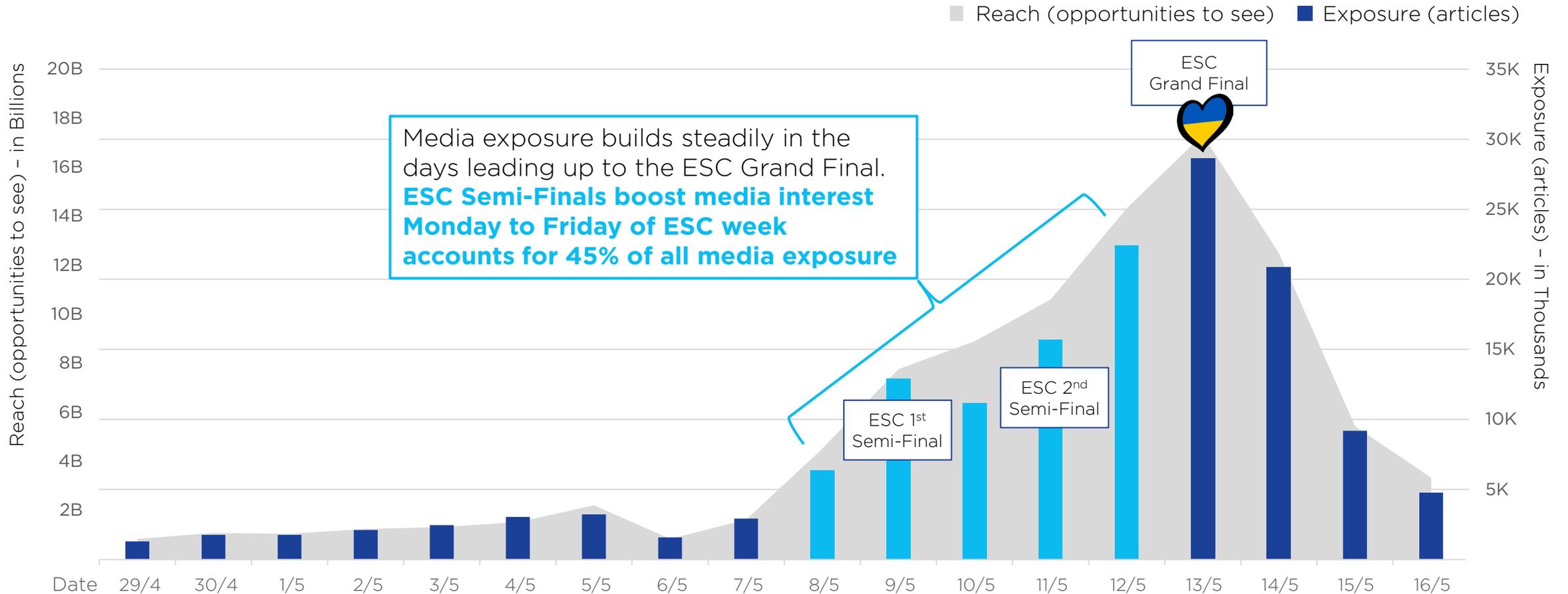
Reach (opportunities to see): Each online article has a potential reach of viewers based on the number of unique visitors of the online newspaper per month. Reach for online news is based on data from SimilarWeb. Reach of social media posts is based on the number of followers or fans of the profile publishing the post.

Advertising Value Equivalency (AVE): The estimated monetary value of the media exposure in online news. The value is based on reach, a standard error and the alternative advertising cost.

EBU Media Intelligence Service – Eurovision Song Contest 2023 – Brand Impact

# MEDIA EXPOSURE INTENSIFIES AROUND THE ESC GRAND FINAL

NUMBER OF ARTICLES AND REACH IN BILLION PER DAY : 29 APRIL - 16 MAY 2023



Source: Meltwater

Media Exposure: The volume of articles and social media posts published

Reach (opportunities to see): Each online article has a potential reach of viewers based on the number of unique visitors of the online newspaper per month. Reach for online news is based on data from SimilarWeb. Reach of social media posts is based on the number of followers or fans of the profile publishing the post.

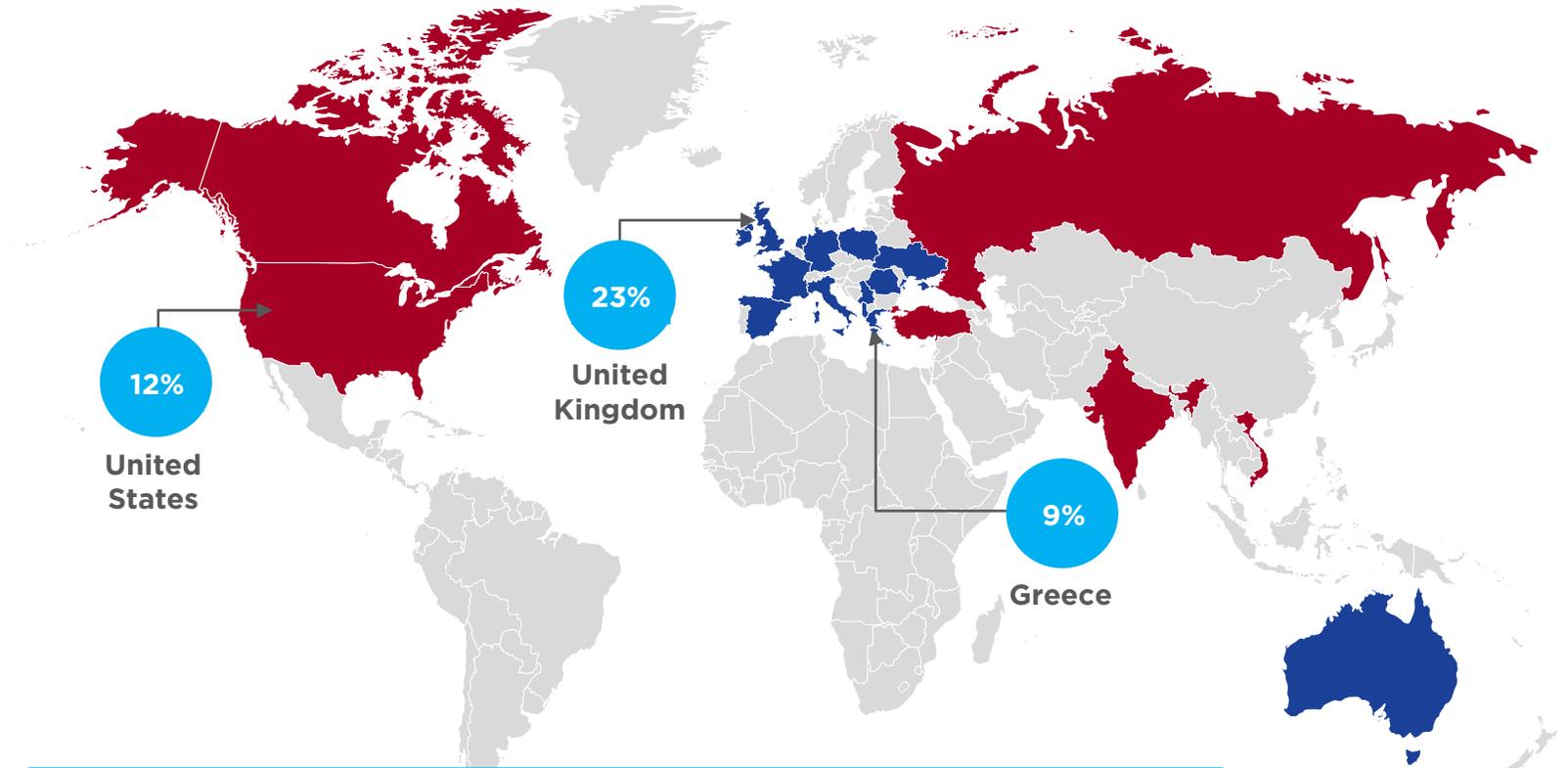
Advertising Value Equivalency (AVE): The estimated monetary value of the media exposure in online news. The value is based on reach, a standard error and the alternative advertising cost.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

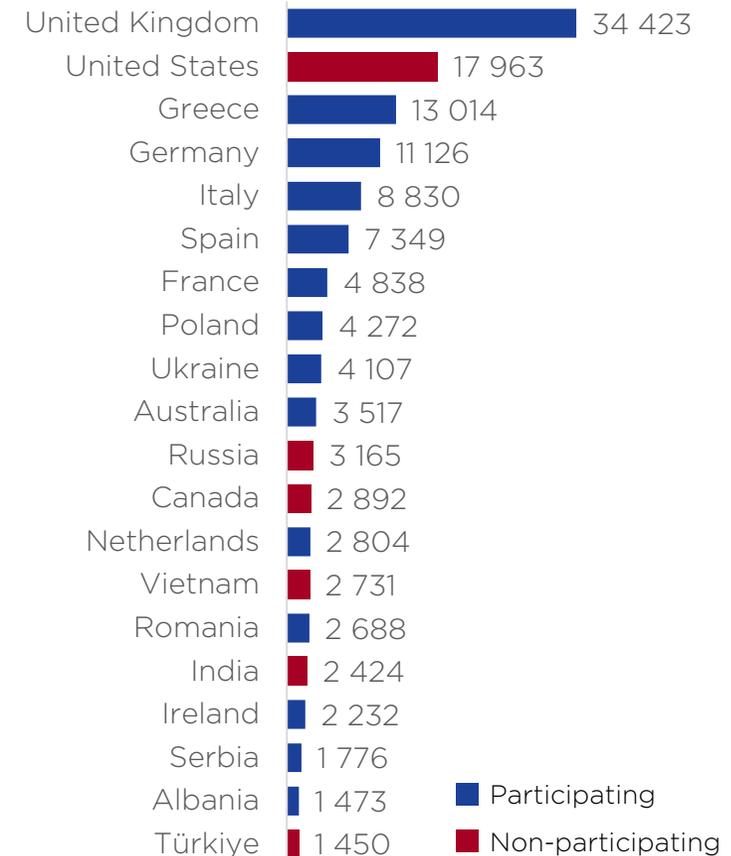
# ESC ATTRACTS GLOBAL MEDIA ATTENTION

TOP 20 MARKETS BY NUMBER OF ARTICLES : 29 APRIL – 16 MAY 2023

**6** of the top 20 countries did not participate in the ESC 2023



**43%** of the total coverage originated from the top 3 countries: United Kingdom, United States, and Greece



The volume of articles and social media posts published per country and share of total coverage per country

Source: Meltwater

EBU Media Intelligence Service – Eurovision Song Contest 2023 – Brand Impact

# ESC IMPACT ON MUSIC

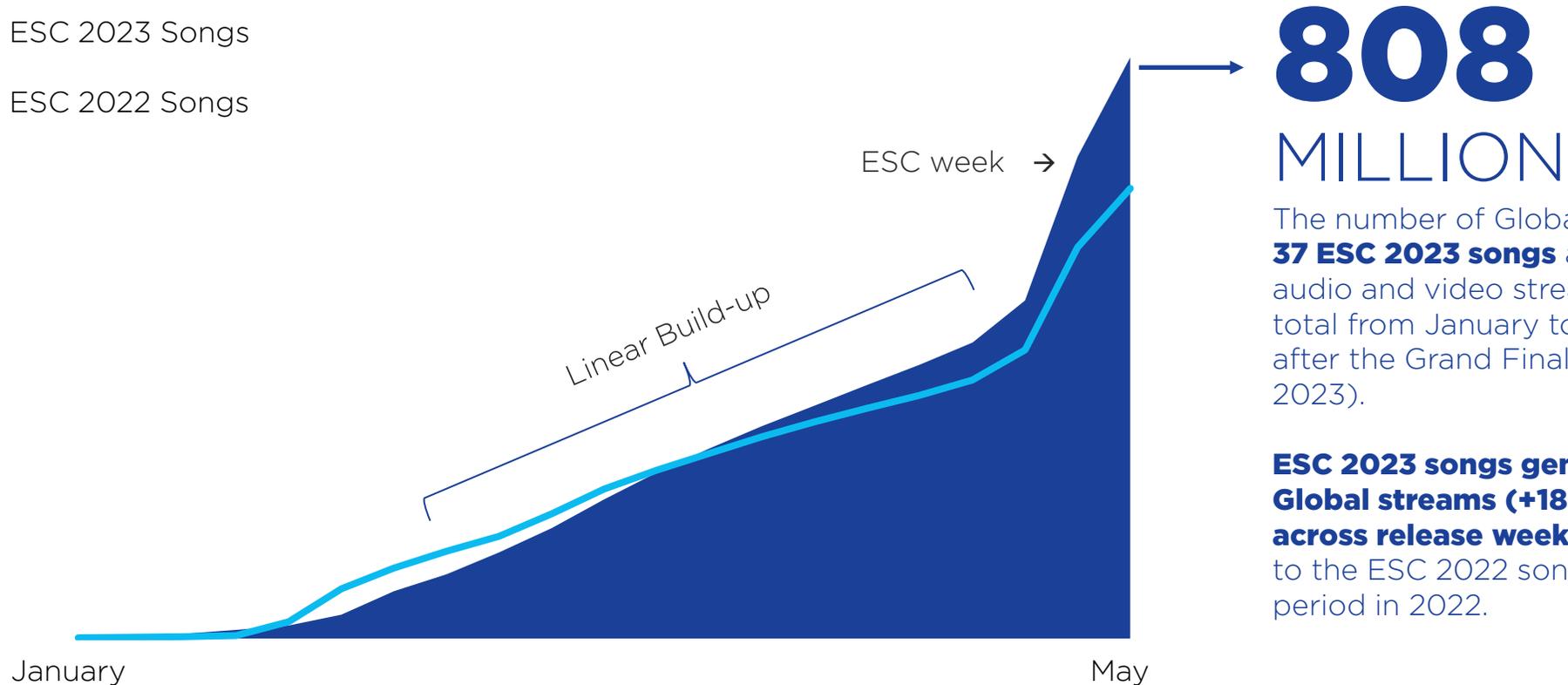
CREATING HIT SONGS



# GLOBAL STREAMING OF ESC SONGS

RELEASE WEEKS 1 -21 : TO 24 MAY 2022 AND 25 MAY 2023

- ESC 2023 Songs
- ESC 2022 Songs



**808**  
MILLION

The number of Global streams of the **37 ESC 2023 songs** across all available audio and video streaming platforms in total from January to one release week after the Grand Final (to the 25 May 2023).

**ESC 2023 songs generated 30% more Global streams (+182 million streams) across release weeks 1 - 21** compared to the ESC 2022 songs in the same period in 2022.

Notes: 14 audio and video platforms covered including Spotify, Tidal, YouTube etc. (cf. definition section on page 3)

Source: EBU based on Luminate Global streams for release weeks 1-21: 30 December 2022 - 25 May 2023 and 31 December 2021 - 26 May 2022.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact



# THE MOST GLOBALLY STREAMED ESC 2023 SONGS ARE FROM ACROSS THE ESC 2023 GRAND FINAL SCORE BOARD

RELEASE WEEKS 1 -21 : TO 25 MAY 2023



**Tattoo**  
Loreen  
Sweden  
ESC 2023  
Winner



**144**  
MILLION



**Solo**  
Blanka  
Poland  
Placed **19th** at  
ESC 2023



**46**  
MILLION



**Due Vite**  
Marco  
Mengoni  
Italy  
Placed **4th** at  
ESC 2023



**139**  
MILLION



**Unicorn**  
Noa Kirel  
Israel  
Placed **3rd** at  
ESC 2023



**31**  
MILLION



**Queen Of  
Kings**  
Alessandra  
Norway  
Placed **5th** at  
ESC 2023



**114**  
MILLION



**I Wrote A  
Song**  
Mae Muller  
United  
Kingdom  
Placed **25th** at  
ESC 2023



**24**  
MILLION



**Cha Cha Cha**  
Kaarija  
Finland  
Placed **2nd** at  
ESC 2023



**79**  
MILLION



**Evidemment**  
La Zarra  
France  
Placed **16th** at  
ESC 2023



**24**  
MILLION

Notes: 14 audio and video platforms covered including Spotify, Tidal, YouTube etc. (cf. definition section on page 3)

Source: EBU based on Luminate Global streams for release weeks 1-21: 30 December 2022 - 25 May 2023

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# ESC 2023 CREATING GLOBAL HITS

5 ESC SONGS RANKED IN THE BILLBOARD GLOBAL EXCL. U.S.

BILLBOARD CHART DATE: 27 MAY 2023 (CHART WEEK : 12 - 18 MAY 2023)



Rank in the Billboard  
Global Excl. U.S.  
12-18 May 2023

#7



**Tattoo**  
Loreen, Sweden  
ESC 2023 Winner

Total Global Streams  
12-18 May 2023

**36**  
MILLION

#13



**Cha Cha Cha**  
Kaarija, Finland  
Placed 2nd at ESC 2023

**30**  
MILLION

#29



**Queen Of Kings**  
Alessandra, Norway  
Placed 5th at ESC 2023

**22**  
MILLION

#153



**Unicorn**  
Noa Kirel, Israel  
Placed 3rd at ESC 2023

**10**  
MILLION

#174



**Due Vite**  
Marco Mengoni, Italy  
Placed 4th at ESC 2023

**10**  
MILLION

**25%** OF ALL ESC 2023  
SONG STREAMS TOOK PLACE  
IN THIS CHART WEEK

A TOTAL

**200 MILLION**

WORLDWIDE STREAMS

between 12-18 May 2023

**These 5 hit songs accounted for  
54% of all ESC 2023 song streams in  
this chart week**

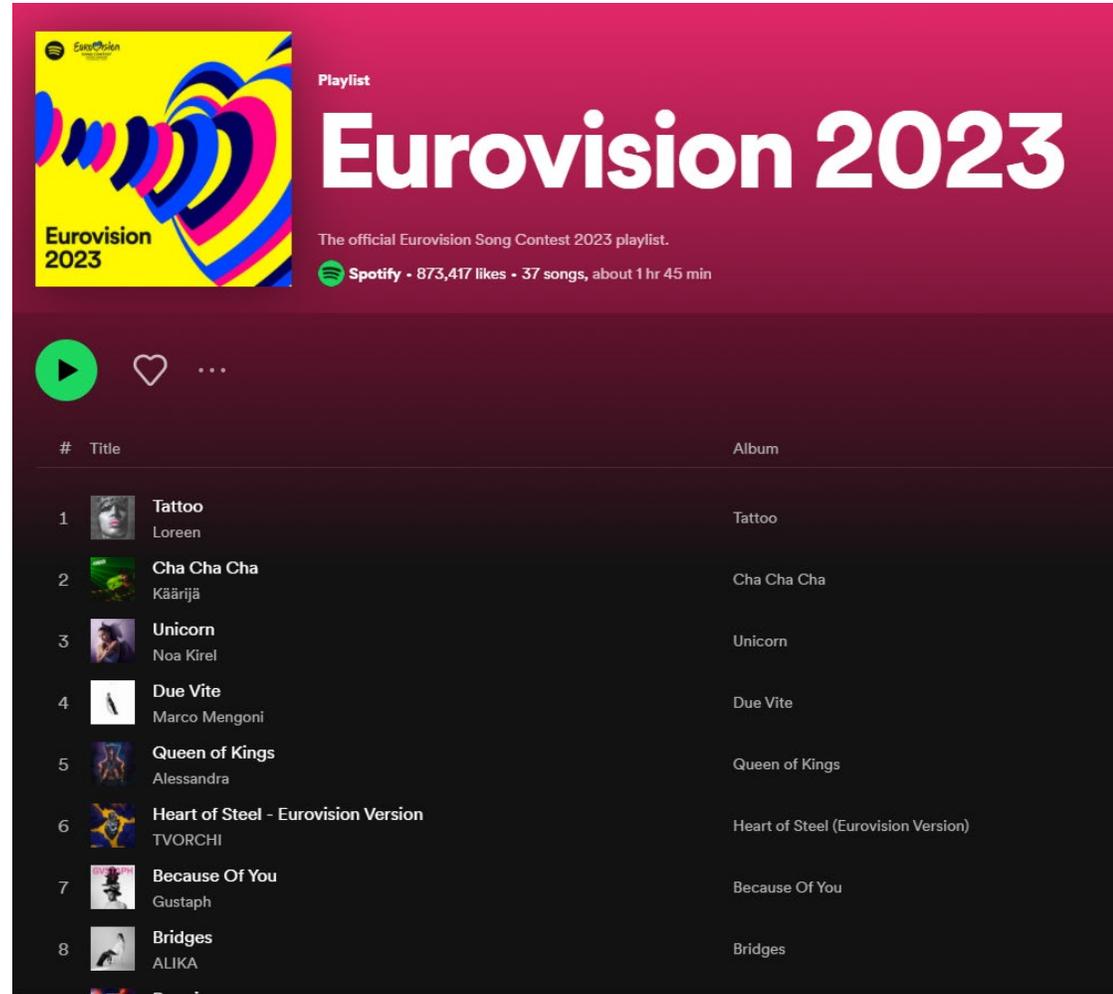
Notes: Billboard Global Excl. U.S. ranks the top songs based on streaming and/or sales activity from more than 200 territories around the world (excluding the U.S.).

Source: EBU based on Luminate and Billboard.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# ESC PLAYLIST ON SPOTIFY

THE OFFICIAL  
**SPOTIFY**  
EUROVISION SONG  
CONTEST 2023  
PLAYLIST WAS THE  
**MOST-STREAMED  
SPOTIFY PLAYLIST  
GLOBALLY**  
THE DAY AFTER  
THE GRAND FINAL  
(SUNDAY 14 MAY)



Playlist  
**Eurovision 2023**  
The official Eurovision Song Contest 2023 playlist.  
Spotify • 873,417 likes • 37 songs, about 1 hr 45 min

| # | Title   | Album                               |
|---|---|-------------------------------------|
| 1 | <b>Tattoo</b><br>Loreen                               | Tattoo                              |
| 2 | <b>Cha Cha Cha</b><br>Käärijä                         | Cha Cha Cha                         |
| 3 | <b>Unicorn</b><br>Noa Kirel                           | Unicorn                             |
| 4 | <b>Due Vite</b><br>Marco Mengoni                      | Due Vite                            |
| 5 | <b>Queen of Kings</b><br>Alessandra                   | Queen of Kings                      |
| 6 | <b>Heart of Steel - Eurovision Version</b><br>TVORCHI | Heart of Steel (Eurovision Version) |
| 7 | <b>Because Of You</b><br>Gustaph                      | Because Of You                      |
| 8 | <b>Bridges</b><br>ALIKA                               | Bridges                             |



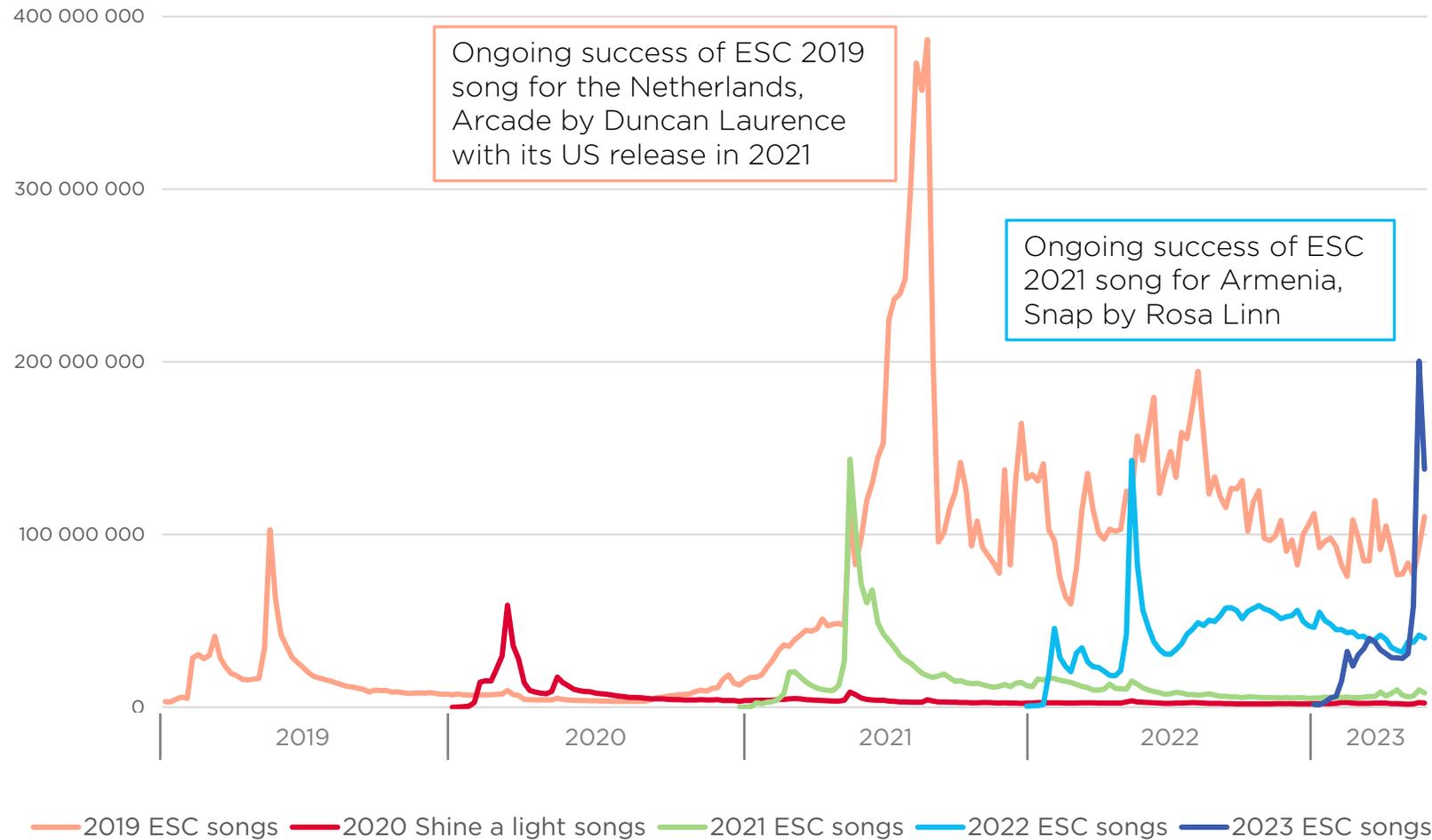
**ESC 2023**  
WINNING SONG  
**Tattoo**



**4.2**  
MILLION STREAMS  
ON SUNDAY 14 MAY  
Highest number of  
streams ever achieved  
in a single day by a  
Swedish female artist  
on Spotify.

# GLOBAL STREAMING OF ESC SONGS CONTINUES LONG AFTER THE GRAND FINAL

## WEEKLY STREAMS BY ESC SONG YEAR



**21.9**  
BILLION

The number of Global streams of **ESC songs since ESC 2019 to ESC 2023** across all available audio and video streaming platforms in total from January 2019 to one release week after the ESC 2023 Grand Final (to the 25 May 2023).

**90%**  
OF STREAMS  
OUTSIDE  
ESC WEEKS

Notes: 14 audio and video platforms covered including Spotify, Tidal, YouTube etc. (cf. definition section on page 3). ESC weeks considered as 3 weeks per year, including the before and after ESC week.

Source: EBU based on Luminate Global streams from release week 1 2019 to release week 21 2023 : 4 January 2019 to 25 May 2023.

# A PLATFORM TO LAUNCH NEW ARTISTS AND SONGS

## TOP STREAMED ESC SONGS FROM 2019 TO 2023

ESC 2019, The Netherlands



**14 200**  
MILLION

streams of **Arcade by Duncan** in total since release 7 March 2019.

Arcade spent **54 weeks** in the Billboard Global Excl. U.S. and peaked at **#29** in the chart.

Arcade holds the title of most streams ESC Song since January 2021.

ESC 2022, Armenia



**1 700**  
MILLION

streams of **Snap by Rosa Linn** in total since release 18 March 2022.

So far Snap has spent **47 weeks** in Billboard Global Excl. U.S. and peaked at **#13** in the chart.

In week-ending 25 May 2023 Snap ranked **#82**.

ESC 2021, Italy



**719**  
MILLION

streams of **Zitti E Buoni by Måneskin** in total since release 3 March 2021.

Zitti E Buoni spent **16 weeks** in the Billboard Global Excl. U.S. and peaked at **#10** in the chart.

ESC 2019, Italy



**506**  
MILLION

streams of **Soldi by Mahmood** in total since release 6 February 2019.

In 2019 Soldi was a top 10 hit in 11 countries music charts.

Soldi held the title of most streamed ESC Song between 2019 and 2020.

Note : across all available audio and video streaming platforms, Number of streams include US.

Source: EBU based on Luminate and Billboard.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

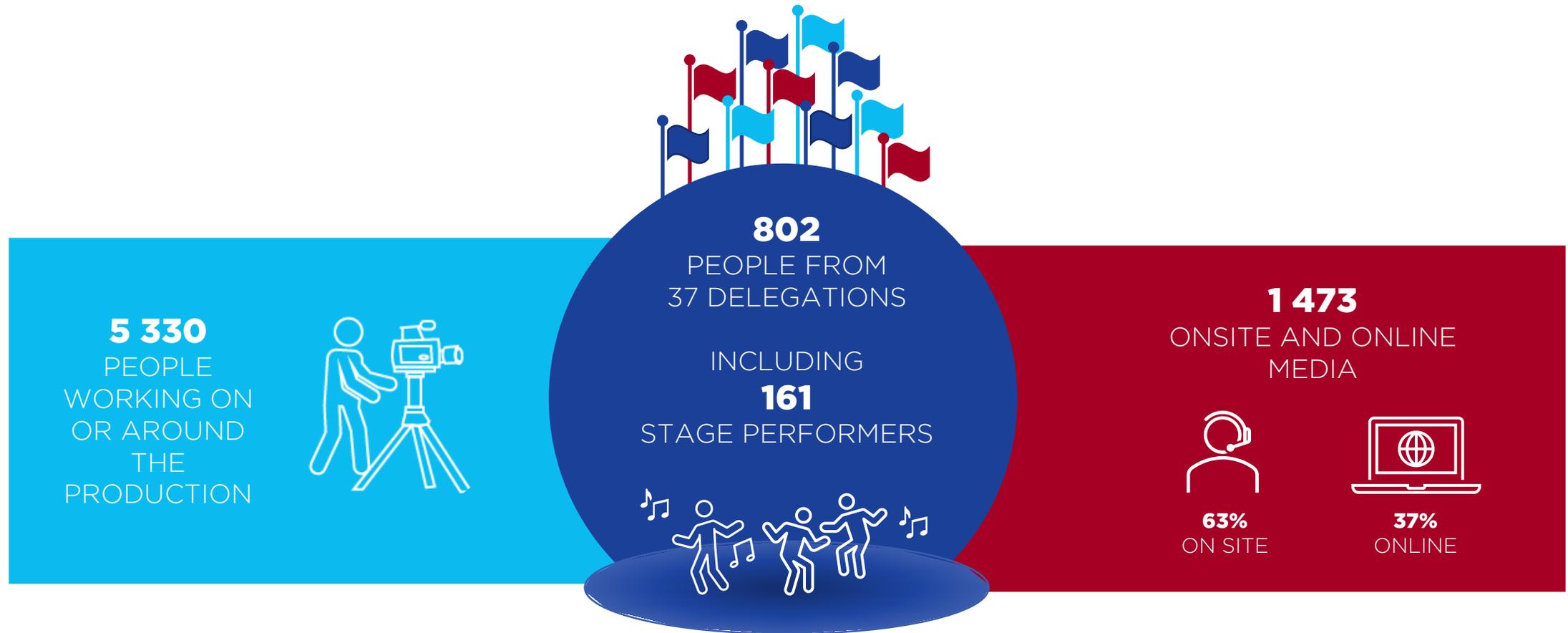
# ESC ON THE ECONOMY

CREATING JOBS AND  
BENEFITTING HOST CITIES



# CREATING JOBS AND ACTIVITIES

IN TOTAL 7 605 PEOPLE WORKED AT THE ESC 2023



# ESC IS A BOOST TO THE LOCAL ECONOMY OF THE HOST CITIES

LIVERPOOL CITY HAS PROJECTED THE ESC WILL HAVE AN ECONOMIC IMPACT OF £250M OVER THE NEXT THREE YEARS

Estimates at the end of May 2023 put visitors to Liverpool over the two-week ESC period at **500 000 PEOPLE**

Visitor numbers by far exceeded expectations at almost **5 TIMES** the pre-event estimate of 100 000 people.



**64%** of people that visited the M&S Bank Arena, which hosted the ESC, also visited **LIVERPOOL ONE Shopping complex** during ESC week, making it the busiest week of the year so far.

Across the ESC week LIVERPOOL ONE Shopping complex saw:



**+32%** visitors compared to the same week in 2022



**+£20m** spend as direct result of ESC visitors



**+78%** Restaurant sales



Source: <https://www.liverpooecho.co.uk/news/liverpool-news/liverpool-smashes-eurovision-song-contest-26920092>,  
<https://www.liverpool-one.com/eurovision-impact/>

# ESC BENEFITING HOST CITIES BY BOOSTING TOURISM

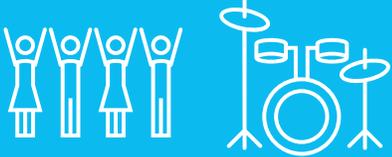
**EUROVISION**  
SONG CONTEST  
STOCKHOLM 2016



**1.5M**  
VISITS TO EUROVISION  
VILLAGE

HOST CITIES OFFER MORE THAN 3 GREAT LIVE SHOWS IN A VENUE. A "VILLAGE" IS CREATED WITH VARIOUS ACTIVITIES, CONCERTS, SHOPS AND CATERING, ATTRACTING MANY AND BENEFITTING THE LOCAL ECONOMY

**EUROVISION**  
SONG CONTEST  
KYIV 2017



**60 000**  
ATTENDING  
THE EVENTS

HOSTING THE EUROVISION SONG CONTEST IS GUARANTEED TO ATTRACT MANY TOURISTS FROM YOUR COUNTRY AND FROM ABROAD

**EUROVISION**  
SONG CONTEST  
LISBON 2018



**UP 37%**  
LISBON TOURISTS  
VS. 2017

THE CITY OF LISBON SAW THE NUMBER OF TOURISTS JUMP DURING THE ESC WEEK

**EUROVISION**  
SONG CONTEST  
TEL AVIV 2019



**76%**  
OF FOREIGN TOURISTS  
SAID IT WAS THEIR  
FIRST TIME IN ISRAEL

HOSTING THE ESC IS A UNIQUE OPPORTUNITY TO ATTRACT NEW TOURISTS AND IMPROVE THE VISIBILITY OF A CITY AND A COUNTRY

**EUROVISION**  
SONG CONTEST  
TURIN 2022



**57%**  
OF TOURISTS  
CAME FOR ESC

TURIN HAS MANY ATTRACTIONS, HOWEVER, THE ESC WAS STILL THE MAIN REASON FOR VISITORS TO COME DURING ESC WEEK.

Sources: 2016 Mynewsdesk; Office of Tourism and Promotions of the KCSA, <http://kiev.ukrstat.gov.ua>; <https://www.tourism-review.com/portuguese-tourism-benefited-greatly-from-eurovision-news10589>; Tel Aviv Global & Tourism, August 2019; The Tourism Observatory of Turin and the Province

# ESC ON SOCIETY AND CULTURE

SHOWING EUROPE'S DIVERSITY  
AND BOOSTING ACCEPTANCE

# 2023 HOST CITY LIVERPOOL CELEBRATED UKRAINIAN CULTURE

WITH A 2-WEEK CULTURAL FESTIVAL FEATURING COLLABORATIONS BETWEEN UK AND UKRAINIAN ARTISTS THROUGHOUT THE CITY

## The Soloveiko Songbird Trail



A walking trail to find 12 giant national birds of Ukraine (known as nightingales in England), representing regions of Ukraine and decorated with traditional designs, with visitors "invited to listen as they share the stories and songs of their homeland"

## Protect the Beats



2,500 sandbags will protect the Nelson Monument to reflect how statues in Ukraine are being protected from bombardment, while a short film will show "how music remains at the beating heart of Ukrainian culture".

## With Fire and Rage



Audio walking trail around the Liverpool, in which Ukrainian artists recount their experiences, "from music concerts in metro stations during air raids, to smuggling artworks out of cities as rockets fall, to creating subversive street art under Russian occupation"

## The People's Flag



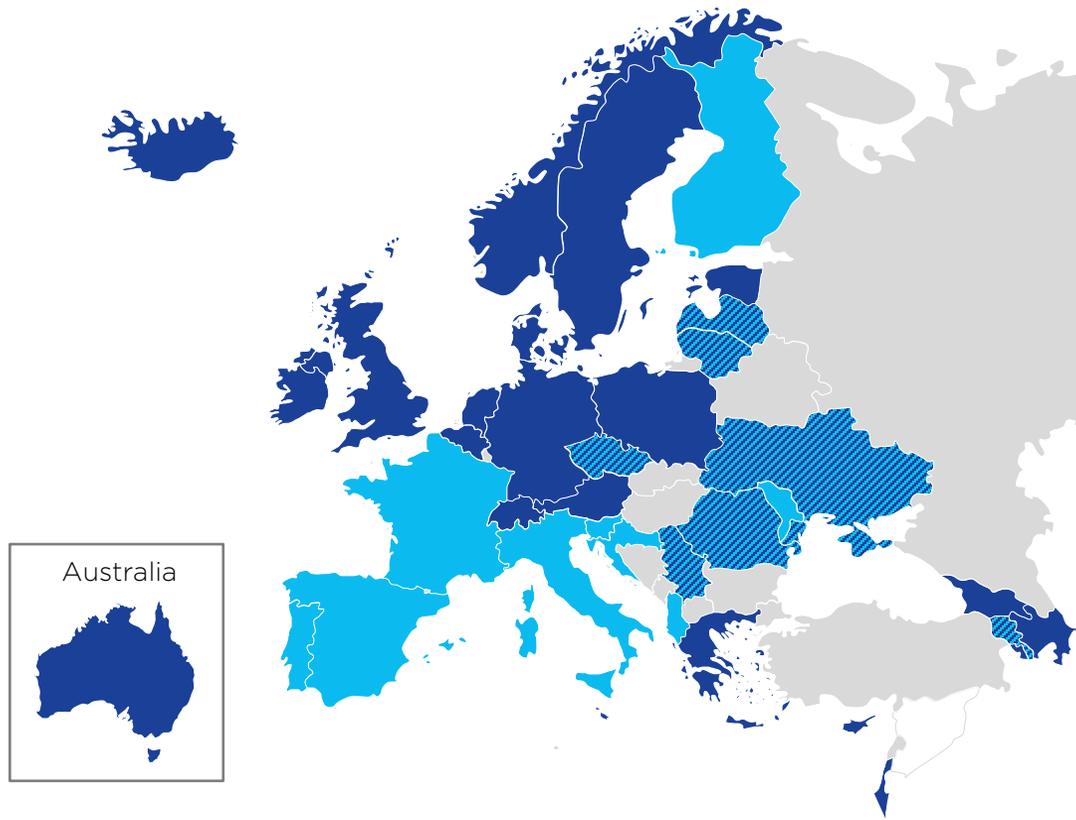
1000 volunteers came together in Liverpool to dance and create The People's Flag, a brand new, mass participation film. Mass Movement Director Jeanfer Jean-Charles MBE and local choreographers Lisi Perry and Grace Goulding invited the public to be part of this exciting film project, designed to create a unique, warm welcome to all Eurovision-comers.

Source: EuroFestival Liverpool 2023 took place 1 - 14 may: <https://www.soloveikosongbird.com/>, <https://www.visitliverpool.com/event/protect-the-beats/54352101/>, <https://www.withfireandrage.com/>, Youtube: [The people's flag](#),

# ESC CELEBRATES EUROPE'S LANGUAGE DIVERSITY

18 DIFFERENT LANGUAGES WERE HEARD ACROSS THE ESC 2023 ENTRIES

**17 SONGS** among the 37 ESC 2023 entries  
**USED A LANGUAGE OTHER THAN ENGLISH**



■ English only    ■ Used a mix of English and another language    ■ Used only a language other than English

**8 SONGS** USED A MIX OF ENGLISH AND ANOTHER LANGUAGE



**9 SONGS** WERE ENTIRELY IN A LANGUAGE OTHER THAN ENGLISH



# ESC CELEBRATES EUROPE'S LANGUAGE DIVERSITY



In 2023 Czechia's entry showcased three languages other than English: **Ukrainian, Czech, Bulgarian**. Vesna with their song My Sister's Crown **finished 10th** overall.



**Finnish** language made a strong impact at the ESC 2023 with Käärijä who **finished 2nd** with Cha Cha Cha and was **1st in the public vote**.



**Spanish** music popularity in non-Spanish speaking nations is evident in the recent success of Chanel who **finished 3rd** in ESC 2022 and is the **11th** most streamed ESC song of the past 5 years with **148 million streams**.



**Portuguese** was given huge international exposure in 2017 thanks to Salvador Sobral's win. Maro's song for 2022's edition was a mix of Portuguese and English and helped her to finish **9th overall in the ESC 2022**.



**Italian music** continued its global success thanks to ESC in 2023 **Due Vite** finished 4th overall and was 2nd most streamed ESC 2023 with **139 million streams**. The previous three ESC songs for Italy are all **in the top 5 most streamed ESC song of the past 5 years**: ESC 2021 winner Zitti E Buoni is 3rd with 718 million streams, ESC 2019 Soldi 4th with 506 million streams and ESC 2022 Brividi 5th with 244 million streams. **Zitti E Buoni** became the **1st Song in Italian** to enter the **official UK charts in 30 years**.



Ukraine's ESC 2022 winner *Kalush Orchestra* was performed fully in **Ukrainian**. It **won** the competition and is 9th most **streamed ESC song** of the past 5 years with **180 million streams**. ESC 2023 entry for Ukraine Tvorchi for his song Heart of Steel used both English and Ukrainian and finished 6th



In 2022 Moldova's *Zdob și Zdub & Advahov Brothers* **mixed Romanian** with a few **English phrases** to make people dance, earn their votes and finish **7th overall**.



In 2023 Croatia qualified for the first ESC Grand Final for time since 2017, their song *Mama ŠĆ!* by Let 3 was performed fully in **Croatian**. This energetic song captured the public ranking 7th in the public vote and finished **13th overall**.

# ESC SHOWING EUROPE'S LANGUAGE DIVERSITY

## Bringing regional languages to light



Jamala, Ukraine, 2016



Alvan & Ahez, France, 2022

Regional and minority languages have often featured in ESC songs.

In recent times, 2016's winner, Jamala, included some lyrics in Crimean Tatar, a language spoken in Crimea and outside of Ukraine, among the diaspora.

At ESC 2021, the Surinamese singer Jeangu Macrooy, represented the Netherlands with a song containing some lyrics in Sranan Tongo, a regional language from Suriname.

In the 2022 competition, France's chosen act, Alvan & Ahez, sang entirely in Breton, a Celtic language spoken in Brittany. France's entry was last sung in Breton in 1996.

## Performances using sign language



Valters & Kaža, Latvia, 2005



Bilal Hassani, France, 2019

Latvian Duo Valters & Kaža were the first artists to feature sign language in 2005.

3 other competitors have used the Eurovision stage to offer the language more visibility in creative ways. Evelina Sašenko (Lithuania, 2011) used sign language during the second verse of her song.

Differences and inclusivity were also at the core of the performances by Bojana Stamenov (Serbia, 2015) who signed "Yes, I'm different and it's ok" and Bilal Hasani (France, 2019) who performed alongside a deaf backing dancer and included signing on screens.

# EUROVISION SONG CONTEST PROMOTING FEMALE ARTISTS

WHILE THE WHOLE MUSIC INDUSTRY IS STILL CLEARLY MALE-DOMINATED, THE ESC HAS HISTORICALLY PROMOTED FEMALE-ARTISTS

## MUSIC INDUSTRY

Gender ratio in charts:



(US, 2022)

30%

billboard

of artists on the U.S. 2022 Billboard Hot 100 Year-End Charts were **female artists**. An improvement over 2021's 23% and a significant increase since 2012. Across an 11-year span the overall percentage is 22%.

Gender ratio on streaming platforms:



(Worldwide, June 2023)

22%



of all Spotify streams were from **female or mixed gender artists**

## EUROVISION SONG CONTEST

Gender ratio of ESC 2023 Entrants: 



(2023)

41% – 51% – 8%

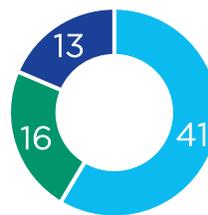
All Female acts

All Male acts

Mixed acts

At the Eurovision Song Contest 2023 the gender ratio of the entrants was slightly male skewed. Among 37 acts, **15 were all female acts**, **19 all male** and **3 were mixed acts**.

Gender ratio of all ESC Winners:



(1956 - 2023)

Female acts

Male acts

Mixed group acts

At the Eurovision Song Contest, between 1956 and 2023, the juries and the audience overwhelmingly supported **female talent** as **most of the winners were women**.

Source: USC Annenberg Inclusion Initiative for Billboard Hot 100 U.S. Charts [article](#), Every noise. Data 12 June 2023 for Spotify,

EBU-MIS desk research for gender breakdown of ESC 2022, 2023 entrants and 1956-2023 winners.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# EUROVISION SONG CONTEST BOOSTING ACCEPTANCE

## THE ESC EMPHASIZES VALUES OF UNIVERSALITY, INCLUSIVENESS AND DIVERSITY THROUGH POPULAR MUSIC

The ESC stands as a symbol of an open, tolerant and united Europe. Some momentous and widely popular acts have contributed to boost LGBTQI+ acceptance across Europe.



### **Dana international, winner, Israel, 1998**

Israeli singer Dana International was the first transgender person to take part to the Contest. Her victory made a strong impact on the world, and she became a cultural icon.

Her triumph is all the more notable since that year the results from 22 of the 25 participating countries were entirely based on televoting, illustrating audiences' tolerance.



### **Conchita Wurst, winner, Austria, 2014**

Austrian singer Tom Neuwirth started to perform as Conchita Wurst in 2011. Since then, Conchita has been a symbol for tolerance and artistic freedom in Austria and beyond.

Conchita's song "Rise like a Phoenix" was ranked first by both the professional juries and televoters.

Source: EBU Media Intelligence Service - "Diversity & PSM" report

EBU based on ESC material, Gomillion & Giuliano (2011) The Influence of Media Role Models on Gay, Lesbian, and Bisexual Identity, Fricker & Gluhovic (2013) Performing the 'New' Europe - Identities, Feelings and Politics in the Eurovision Song Contest, Motschenbacher (2016) Language, Normativity and Europeanisation - Discursive Evidence from the Eurovision Song Contest, Dhoest et al. (2017) LGBTQs, Media and Culture in Europe.

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact

# BEYOND THE ESC

CREATING A GLOBAL  
SUPER BRAND

**EBU**

OPERATING EUROVISION AND EURORADIO

EBU Media Intelligence Service - Eurovision Song Contest 2023 - Brand Impact



# UBISOFT 'JUST DANCE' FEATURING ESC SONGS



Just Dance the popular worldwide interactive dancing video game by Ubisoft, featured for first-time ever, songs from the Eurovision Song Contest in its 2023 Edition Season 2 entitled "Showdown" which launched 9 May 2023.

Thanks to the collaboration with the Eurovision Song Contest, Just Dance was able to launch songs from the day of ESC 2023 Semi-Final 1 (9 May). They launched a mix of songs from ESC 2022 and from previous years entrants.

Eurovision Song Contest playlist was available on Just Dance+ from 15 June until the end of the season (2 July).

## SOME OF THE ESC SONGS FEATURED



**SloMo**  
Chanel  
Spain  
ESC 2022



**Toy**  
Netta  
Israel  
ESC 2018



**Trenulețul**  
Advahov Brothers  
and Zdob și Zdob  
Moldova  
ESC 2022



**Euphoria**  
Loreen  
Sweden  
ESC 2012



**Give That Wolf  
a Banana**  
Subwoolfer  
Norway  
ESC 2022



**Satellite**  
Lena Meyer-  
Landrut  
Germany  
ESC 2010



**Think About  
Things**  
Daði Freyr  
Iceland  
ESC 2020



**Waterloo**  
ABBA  
Sweden  
ESC 1974

# ESC FORMAT SALE – FRANCHISING THE ESC BRAND

## A PROMISING TRAVELLING FORMAT



### ONGOING DEVELOPMENT



Format option agreements are in place for the following territories:

- Canada
- South / Latin America
- Asia

These promising global expansions show the brand awareness of the ESC and the attractiveness of the format.

### AMERICAN SONG CONTEST



#### BROADCAST TOOK PLACE IN 2022

56 entries, with artists from all 50 states, five overseas territories and Washington D.C. the nation's capital, performed original songs in different genres.

Competing for America's votes in an eight-week live event between 21 March – 9 May 2022.

The competition was won by Oklahoma with the song "Wonderland" performed by AleXa.

Source: <https://eurovision.tv/story/eurovision-canada-2023>, <https://www.ebu.ch/news/2022/07/eurovision-song-contest-to-be-launched-in-latin-america>, <https://eurovision.tv/story/eurovision-is-coming-to-asia>

# DEBUTING THE ESC AS A POP CULTURE HIT

“THE STORY OF FIRE SAGA” MOVIE PREMIERED JUNE 2020



## Broadcast on 24 public service channels in 2021

Reaching over 7 million people in Europe, across 8 markets with data

## Top-streamed item on Netflix in the US

Release week: ranked 5<sup>th</sup> globally and 2<sup>nd</sup> among movies  
Release month: ranked 27<sup>th</sup> globally and 4<sup>th</sup> among movies

## Nominated for 9 awards in 2021 including;

Best Original Song – Academy Awards  
Best Compilation Soundtrack for Visual Media – Grammy Awards

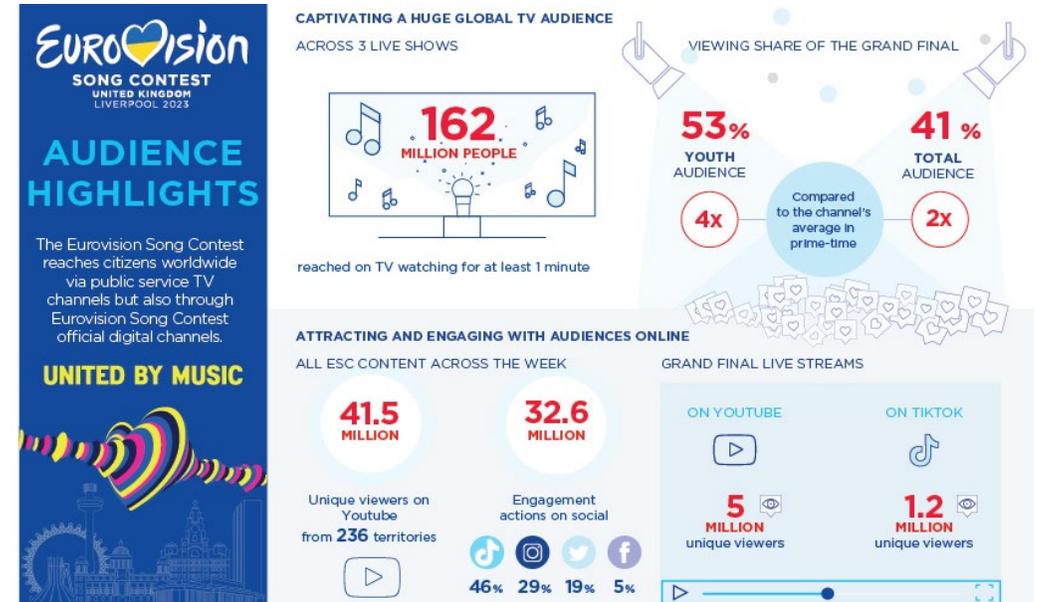
# WHAT SHOULD I READ NEXT?



## EUROVISION SONG CONTEST 2023 Audience Report

Read this in-depth analysis of the TV and online audience figures for the 2023 Eurovision Song Contest.

[Download the report](#) (Member exclusive)



## EUROVISION SONG CONTEST 2023 Infographic

Take a look at the 2023 Eurovision Song Contest infographic which gives you a snapshot of the key stats from the event.

[Download the infographic](#) (Public distribution)

Visit [www.ebu.ch/mis](http://www.ebu.ch/mis) for more Media Intelligence publications.

# MEDIA INTELLIGENCE SERVICE

This report is published by the European Broadcasting Union's Media Intelligence Service (MIS).

MIS provides Member broadcasting organizations with the latest market data, research and analysis needed to plan their future strategies and stay ahead of the game.

Our experts cover a broad range of topics, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.

[mis@ebu.ch](mailto:mis@ebu.ch)

## PUBLICATION

Produced by:

Matthieu Rawolle  
[Rawolle@ebu.ch](mailto:Rawolle@ebu.ch)

Francesca Cimino  
[cimino@ebu.ch](mailto:cimino@ebu.ch)

June 2023

## DISTRIBUTION / CONFIDENTIALITY

**This publication is intended for public distribution. The information may be freely quoted if the source is clearly stated.**

For detailed guidelines about how you may use this document and the data contained in it, please refer to our EBU-MIS [Data Use Policy](https://www.ebu.ch/mis) (available at [www.ebu.ch/mis](https://www.ebu.ch/mis)).

### DISCLAIMER:

Please note that the EBU is not liable for any errors or inaccuracies in data provided by third parties

### Photo credits:

Cover, pages 5, 7: EBU Chloe Hashemi / page 12: Shutterstock / Nicolas Maderna / page 16: Shutterstock, microstock3D / page 18: terovesalainen stock.adobe.com / page 22: Istock, tiber13 / page 27: Spotify / page 30: Fotolia, phive2015 / page 34: European Broadcasting union / page 35: Soloveiko Songbird, Protect the Beats Parade-Fest & Artists on the Frontline, Culture Liverpool / page 40: EBU, ORF / page 41: Fotolia / page 42: Ubisoft, JustDance and EBU / page 43: NBC, EBU / page 44: Netflix

This publication is available to download at [www.ebu.ch/mis](https://www.ebu.ch/mis)

