LAROES Hans

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The European Broadcasting Union, based in Geneva, is the largest association of national broadcasters in the world. It promotes cooperation between broadcasters and facilitates the exchange of audiovisual content. The EBU works to ensure that the crucial role of public service broadcasters is recognised and taken into consideration by decision-makers. The EBU serves 85 national media organizations in 56 countries in and around Europe. Member broadcasters reach an audience of 650 million weekly.

Hans Laroes (56) was, until the summer of 2011, editor-in-chief of NOS News in the Netherlands. NOS is a totaly crossmedial organization that brings news on all platforms, 24/7, and is seen as one of the most successful public broadcasters in Europe. It aims to be universal: for everybody, at any time. Hans Laroes has been editor-in-chief for 9 years. From 2007 until the end of 2011 he also was president of the News Assembly of the European Broadcasting Union, in which all of the EBU-members participate in exchanging news items and defining journalism in the digital age. At this moment he is an independent media-consultant, teaches, and writes books. He is also chair of EBU's Task Force Pubic Values, aiming to find new words and ways to strengthen the importance of public service media.