

## **AER Celebrates UNESCO World Radio Day 2026 - “Radio and AI: Innovation, Ethics, Trust”**

The Association of European Radios (AER) warmly celebrates **UNESCO’s World Radio Day 2026**, observed every year on **13 February** to honour the enduring importance of radio and its contribution to society worldwide. This year’s theme *“Radio and AI: Innovation that empowers. Ethics that inspire. Trust that endures.”* underscores the transformative potential of artificial intelligence as a tool to support radio’s evolution, while reaffirming that trust, credibility and the human voice remain at the heart of the medium. World Radio Day is an opportunity to recognise how radio continues to inform citizens, strengthen communities and support democratic life. Every day, radio delivers trusted news, cultural programming and companionship to millions. In times of crisis and emergency, it remains a vital lifeline, resilient, accessible and free at the point of use. As technology evolves, radio evolves with it, embracing innovation responsibly while safeguarding its core values: trust, accessibility and public service.

On the occasion of World Radio Day 2026, **President of the European Parliament Roberta Metsola shared a powerful message** emphasising the importance of maintaining radio’s accessibility and presence in all listening environments - particularly in connected cars and on digital platforms - and safeguarding universal access to reliable information in an era of rapid technological change.

***“I start my day with the radio. Most mornings it is the first voice I hear before the emails, before the headlines, before everything speeds up. And I know I’m not the only one.***

***Radio is part of everyday life for millions of people across Europe, at home, in the car and at work. It is familiar, accessible and present at the moments that shape our day.***

***At a time when it is harder and harder to know which sources we can trust, people know that they can always turn to radio for clear and reliable information. In fact, a recent study shows radio is Europe’s most trusted medium.***

***So, on World Radio Day, that trust is worth recognising and celebrating.***

***As digital technologies and AI evolve, they bring new opportunities for radio — from how content is created to how it reaches people. Innovation has always been part of radio, but people still come back for the human voice, the relationship with presenters and that sense of connection and belonging.***

***For that to continue, radio needs to remain easy to find and easy to listen to on smart devices, in connected cars and across the platforms that people use every day.***

***That is why the Digital Networks Act is so important for the future of radio in Europe.***

***Radio is something we should all care about and look after - not out of nostalgia, but because it plays a real role in people’s lives.***

***If we want the next generation to grow up with the same sense of trust and connection, we need to make sure radio continues to have its place.***

***Because, as we know, video did not kill the radio star. Thank you.”***

AER warmly thanks President Metsola for her clear support and recognition of radio's democratic value. Her message reflects the shared commitment to ensuring that radio remains universally accessible, easy to find and free to use - today and for future generations.

As technology and AI continue to transform the media landscape, AER reaffirms its commitment to protecting radio's unique role in strengthening democratic life, media pluralism and crisis preparedness across Europe.

## About AER

The Association of European Radios (AER) represents commercial radio broadcasters across Europe and advocates for a vibrant, resilient and plural media landscape. AER works to ensure that radio remains a trusted, accessible source of news, culture and public service value in all listening environments.

For more information on World Radio Day 2026 and how radio and AI intersect, visit [UNESCO's World Radio Day website](#).

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