



# euronews.

A L L V I E W S

media kit 2016

- our mission 3
- development 4
- inside euronews 5 – 6
- editorial 7
- programming 8 - 10
- euronews.com 11
- euronews online 12
- mobile & tablet applications 13
- euronews radio 14
- Smart tv & Flipboard 15
- out-of-home 16 - 17
- worldwide coverage 18 - 19
- distribution in detail 20 - 21
- audience 22
- contact details 23

**At euronews we believe in people's intelligence and think that our duty is to give you the right amount of information so you can form your own opinion about the world. News is not a matter of having preconceptions. Our role is to broadcast reality and deliver reliable news, real news.**

## **euronews**

Since its launch, euronews has been striving to supply factually-correct information in a non-superficial format. Far from political interests, euronews is already the ultimate TV journalism laboratory. Every day, euronews' team of over 400 journalists of 25 different nationalities work together reporting on relevant stories to serve our global audience, driven by a solid uncompromising journalism.

The concept has proven to be efficient; euronews is the European leader in terms of audience figures in spite of the increasing competition.

### **What is euronews' reason for being?**

An international view over the world, thus from a new and different perspective. A neutral and objective view of the world.

### **What is the main difference between euronews and any other news channel?**

Facts and nothing but facts, in the viewer's language.

### **What does euronews stand for?**

The belief in human intelligence. The audience is able to make its own opinion.

### **What makes euronews popular?**

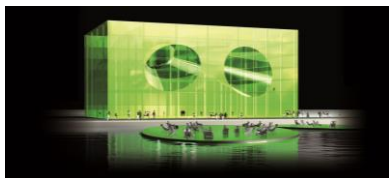
Honesty, integrity and neutrality.





**17<sup>th</sup> May 2016**  
launch of euronews' new visual identity.

**2015**  
euronews moved its HQ to Confluence in the centre of Lyon – France.



**2014**  
Available on Windows Phone 8 & Windows 8, Blackberry 10 & Flipboard first news app connected to Sony Smartwatch 2

**1<sup>st</sup> January 2013**  
20 years of storytelling, euronews' 20<sup>th</sup> anniversary.

**December 2012**  
launch of Greek service.



**2011**  
euronews smart tv application carried by all major TV manufacturers on their equipment.

**August 2011**  
launch of Ukrainian service.

**October 2010**  
launch of Persian service.

**July 2008**  
launch of Arabic service.

**2004**  
launch in Asia. euronews now broadcasts worldwide.

**1999**  
euronews begins digital broadcast.



**December 1998**  
euronews.com launched..

**20<sup>th</sup> April 2016**  
launch of Africanews, 1<sup>st</sup> Pan-African multilingual news channel, in Congo Brazzaville.



**February 2014**  
launch of euronews Campus, live broadcast in prestigious universities worldwide.

**December 2013**  
euronews most watched newschannel on YouTube in the world.

**2013**  
euronews goes Hungarian, 13<sup>th</sup> language service of the channel & website.

**October 2012**  
launch of euronews' multiplatform digital radio.



**Summer 2011**  
launch of Live application for iPhone, iPad and Android mobile devices.



**January 2010**  
launch of Turkish service.

**May 2007**  
launch on YouTube.



**2001**  
launch of Russian service.

**1999**  
launch of Portuguese service.

**1<sup>st</sup> January 1993**  
euronews is launched in 5 language services: English, German, Spanish, French and Italian.

## voice of the people

Europe accounts for 34 official languages, making effective communication from one source an issue. 81% of upmarket Europeans choose to watch news in their own language, therefore a multilingual news service is a necessity.



## impartial

Beyond euronews' own production, the channel has access to uniquely rich and varied information streams through the Eurovision Exchange, its shareholders and major press and TV news agencies. Access to this wide range of sources enables euronews' team of journalists to compare, sort, analyse and report with balance, maintaining impartiality and avoiding any national viewpoint.



## simultaneously in 13 language services

euronews is the first multilingual news channel offering such a service. The channel broadcasts all 13 language services 24/7 in simulcast, everywhere in the world. Today 3.5 billion of the world's population can understand euronews.

**Arabic • English • French • German • Greek • Hungarian • Italian  
Persian • Portuguese • Russian • Spanish • Turkish • Ukrainian**

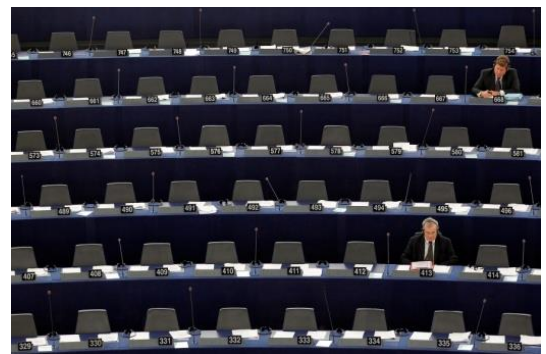


34 languages are spoken within euronews. Its newsroom accounts for 400 journalists organized in multilingual news desks. 25 different nationalities compose a total of 800 staff members, making euronews a truly international company.

euronews' shareholders: 53% by Media Globe Networks and 47% by: CT (Czech Republic), CyBC (Cyprus), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), France Télévisions (France), NTU (Ukraine), PBS (Malta), RAI (Italy), RTBF (Belgium), RTE (Ireland), RTP (Portugal), RTR (Russia), RTVSLO (Slovenia), SNRT (Morocco), SSR (Switzerland), TRT (Turkey), TVR (Romania), TV4 (Sweden), YLE (Finland) and local authorities.

euronews covers world news with objectivity and neutrality. Its non-national editorial line as well as its multinational structure and staff bring facts and nothing but facts without bias or national view point.

euronews enjoys worldwide distribution and audience offering programmes and interactive services on cable, satellite and terrestrial TV. As a full multilingual, multi-platform news service, euronews is available in hotelrooms, on board major airline networks, via IPTV, on internet, on mobile phones and tablets.



**Arabic • English • French • German • Greek • Hungarian • Italian  
Persian • Portuguese • Russian • Spanish • Turkish • Ukrainian**

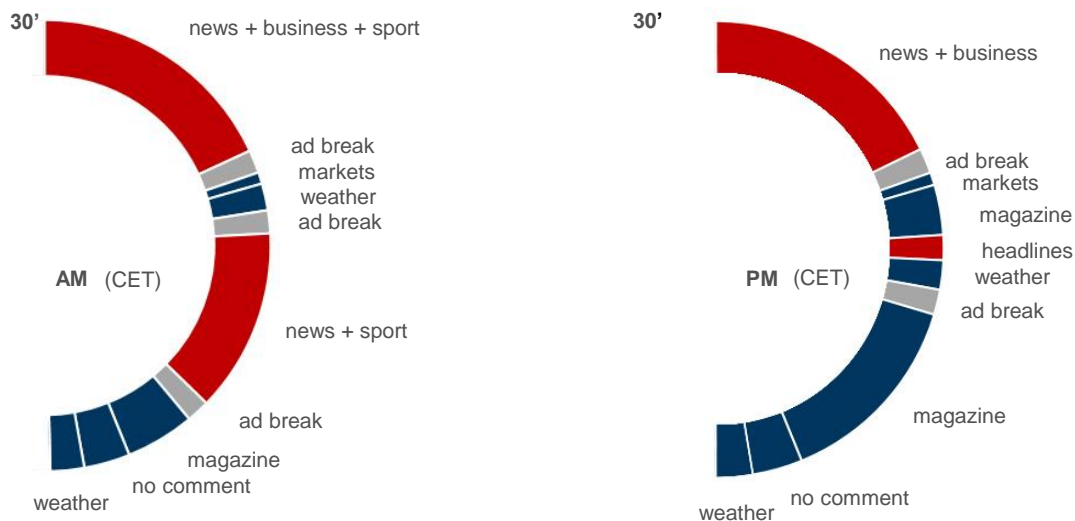
Today's upmarket audience is time-poor. euronews has successfully created a schedule to meet their needs, offering an appointment to view news reports on the half hour, featuring in-depth comment and editorial in the evening with a complementary offering of lifestyle programming during daytime and weekends.

## the line-up

euronews provides up-to-the-minute news bulletins with the latest news, business, finance, sport, current affairs, weather, and live breaking news as it happens.

euronews news bulletins are complete and concise running every 15 minutes from 5 to 10 am CET and every half hour during the rest of the day. Priority is given to the facts and stories. Key issues are presented in brief during daytime and in-depth every morning and evening.

euronews complements core news services with a range of topical current affairs and lifestyle programming, looking into the latest technologies, the arts and entertainment including cinema, fashion, travel and culture.



## editorial bureaux

euronews has largely increased its editorial presence all over the world by opening correspondent and editorial bureaux in many countries.

It allows the channel an even more quicker reaction to news events. The efficient fieldwork done by all the bureaux and correspondents guarantees up-to-the minute and dynamic news coverage on regional stories.



## special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2016 special features will include the World Economic Forum, CeBIT, Roland Garros, the Tour de France, Mobile World Congress, Consumer Electronic Show and many more.



## no comment

An avant garde programme, where unedited videos without any comments are shown. Pictures speak for themselves, allowing the audience to draw its own conclusion and thus to accomplish euronews' vision and mission. Viewers can follow no comment on the No Comment TV channels, via YouTube since 2007 and via Dailymotion since 2009.



## at the heart of Europe

euronews is able to understand and decipher the various political debates and implications of political decisions made within Europe and their effects not only on a global scale but also on the day to day living.



## news

### news

The latest international news updated round the clock.

### insight

An in depth coverage and analysis of the day's main event with duplexes, interviews and local expertise.

### no comment

The most striking images from around the world, unedited, with original sound.

### interview

Face-to-face interviews with leading figures of the news.

### the global conversation

International decision-makers engage with euronews journalists in a frank and constructive exchange of ideas on global affairs.



## sports & weather

### sport

Summaries, highlights and results of major sporting events.

### the corner

The latest results of the European football leagues.

### speed

Highlights of motorsports events around the world.

### gravity

Spotlight on all ski competitions, historical ski moments and striking images.

### meteo world

An overall look at the forecasts across the continents.

### meteo europe

Concise and constantly updated European weather forecasts.

### meteo airport

For viewers on the move, weather forecasts of the major international airports.



## business

### business

The latest business and financial news.

### markets

Stock exchanges, currency rates and commodity prices.

### business line

This week's top stories with wider analysis and a dedicated segment focusing on the digital evolutions.

### business planet

Turning the spotlight on European Small and Medium Enterprises.

### target

Target's aim is unswerving and direct: get to the heart of what matters in business.

## european affairs

### state of the union

Weekly review of the main events, enriched by online users reactions.

### insiders

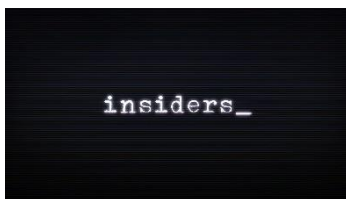
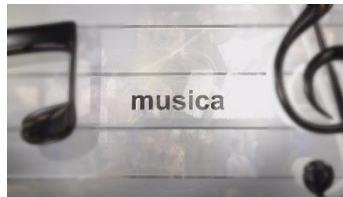
Insiders brings in depth investigations, and exclusive reports from the field.

### focus

An event or current affairs issue under the spotlight for in-depth analysis.

### the brief from brussels

All the latest news, interviews and analysis concerning the EU from the euronews' team in Brussels.



## science & environment

### sci-tech

The latest innovations in technology and science including an extensive coverage of international trade shows.

### space

All space related activities: science, manned flights, launches.

### futuris

Bringing European's leading research advancements to the public.

## reportages & society

### learning world

See and hear a vast range of stories covering the many facets of education.

### smart care

Healthcare innovations, interviews with patients, doctors, specialists and policymakers in Europe and beyond.



## lifestyle

### cult

A daily look at arts, entertainment and the world around us.

### cinema

The latest news about the international film industry.

### cinema box

A look at alternative productions to the Hollywood blockbusters.

### musica

Classical music: concerts, artists and festivals in Europe.

### life

Travelling around a different country offering a new perspective of its culture, heritage or business.

### postcards

Hidden or forgotten attractions of a nation, a fresh look at famous landmarks, fascinating insights and practical tips.

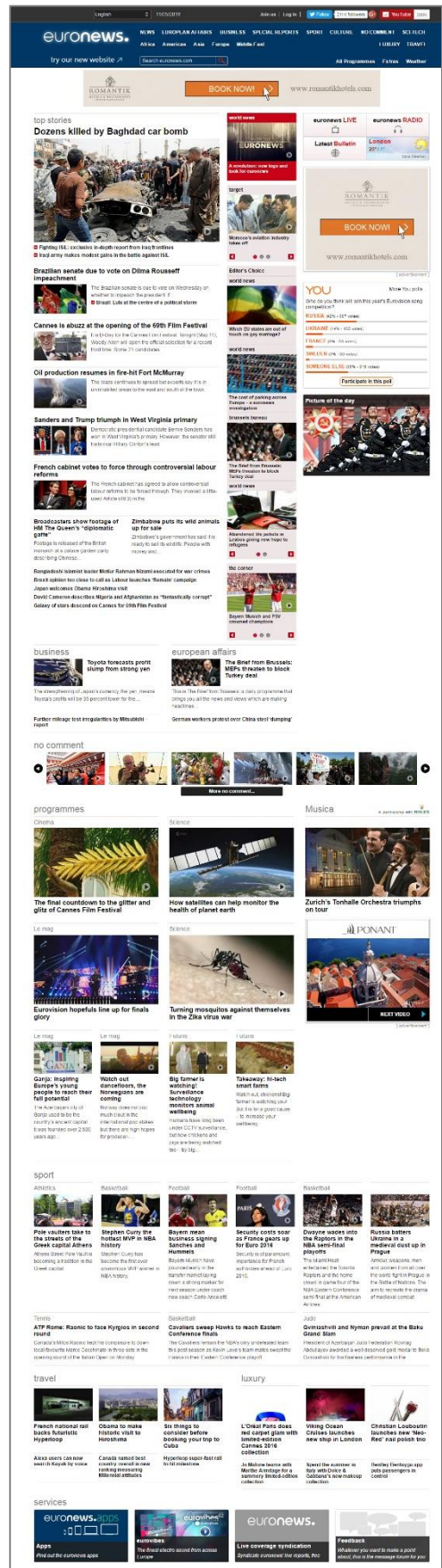
# euronews.com

euronews.com provides around-the-clock coverage of the most up-to-date news, business and current affairs stories as well as lifestyle features including science, culture, high technology, travel and luxury.

euronews.com has the ability to address a worldwide audience, comprising of **13 sites in a choice of 13 language services**: Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish, Turkish, and Ukrainian.

euronews is also available on **Live streaming** in 13 language services.

- all programmes free on demand
- 300,000 videos and 807,500 articles archived
- podcasts & RSS feeds
- free language lessons
- opinion polls
- national news wires
- all European football league results
- exclusive online interviews
- interactive maps of cultural events
- 10-day weather forecasts by city
- city business guide worldwide
- euronews community



## video sharing websites & social media

euronews has a strong presence on leading video sharing websites and social media therefore reaching additional audiences to its traditional communication channels. Results show a great interest in euronews' content and its unique and independent perspective on international news.



- Network of 20 channels, including 7 thematic channels
- 1,088,900 subscribers
- 1 555M views



**euronews knowledge** on **YouTube**, an original content channel dedicated to space, science and technology

- 200,000 subscribers and 3,400,000 views
- Fastest growing premium channel in Europe

### Facebook

- 13 euronews pages
- 5 magazines pages
- 1,5M likes



### Twitter

- 13 euronews accounts
- 5 magazines accounts
- 94 journalists accounts
- 340,000 followers

### Google+

- 3,000,000 subscribers



### Vine

- "Euronews Vine of the Day"
- Daily news Vine video on Twitter

### Dailymotion

- 13 euronews channels
- 23,000 subscribers
- 70M views



### Vkontakte

- 424,000 followers

### BBM Channel

- Among the top 3 channels
- 30,000 subscribers



Users can watch euronews on the internet live

24/7 on Livestation

euronews is more than a TV station, it is the first multilingual, multi-platform news hub worldwide. Wherever you are, stay tuned to euronews.



#### euronews universal - for iPhone, iPad, Windows 8 & Blackberry

Access to all euronews' content: news articles, photos and video as well as the euronews channel live and on demand. The experience is enriched with advanced features: test your knowledge with the news quiz, express your opinion, visualize other users' opinions on an interactive map, share articles, search stories easily and receive alerts for breaking news.



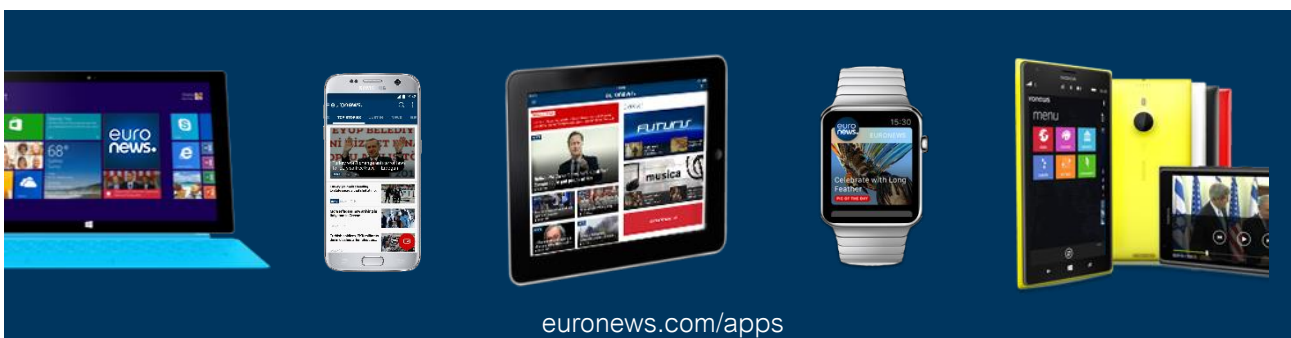
#### euronews Live - for iPhone, iPad & Android devices

The euronews LIVE application allows users to watch the euronews tv channel live 24/7 anytime, anywhere in 13 language services.



#### euronews radio - for iPhone, iPad & Android devices

When you cannot watch tv, you can listen to the radio: news, business, sport, culture, science and a music selection by euronews on digital radio in 6 language services.



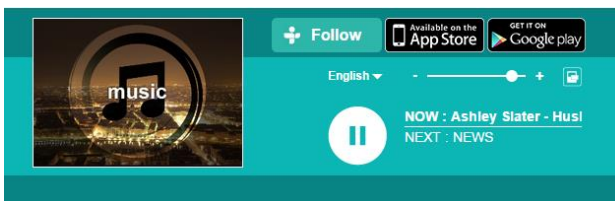
euronews.com/apps

## euronews radio, when watching news is not an option...

- get the latest news every half hour and every 15' from 6 to 10 am CET.
- business, sport, culture, science and a music selection by euronews.
- 6 services: English, French, German, Italian, Spanish and Russian.



### online



[euronews.com/radio](http://euronews.com/radio)

### mobile & tablets



In more than **200 countries** worldwide

**1.4 million** listeners / month

**165,000 downloads** of euronews radio mobile app

### our partners

available to an audience of millions of listeners across the world



## smart tv

euronews is the world's most connected news network. More than 90% of the world manufacturers carry euronews' smart TV application on their equipment (TVs and Blu Rays). With these apps, viewers can watch the latest news (on-demand), No Comment videos and lifestyle magazines.

Leading edge in connected TV, euronews has signed agreements with world-class manufacturers and is fast becoming the most prevalent channel in the connected TV national and international world.

Market estimates show that in 2016, 350 million units will be sold.



**PHILIPS**  
**Panasonic**

**SAMSUNG**

**LG**

**TOSHIBA**

**LOEWE.**

**B&O**  
BANG & OLUFSEN

**SONY**

**Roku**  
Google TV

## euronews joins Flipboard, the top social magazine as a premium partner

Flipboard allows people to create their own intuitively designed magazine which aggregates news and other content from major media sources and social networks.



As a premium partner, euronews has more visibility, credibility and a stronger presence on the application.

euronews publishes its news feeds in 10 languages on Flipboard, offering the channel's unique perspective, trademark impartiality and independence to the millions of readers of the world's first social magazine.



The euronews headings: "Top Stories", "News", "Business", "Sci-Tech", "Culture", "Europe" and "No Comment".

Flipboard today: 90 million readers worldwide "flipping" 7 billion pages every month.

**euronews.**

smart tv & flipboard

## 1.5 million hotel rooms worldwide

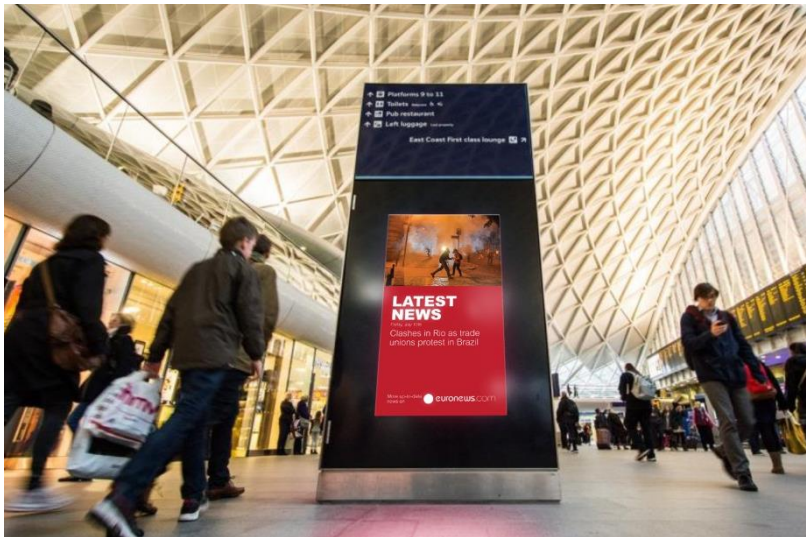


## on board major airlines (on-demand or Live) & cruise ships





euronews is the ideal source of information for viewers on the move, offering content and live streaming on a wide range of platforms. Whatever the place, whatever the way the news is consumed, euronews has a tailor-made solution.



## euronews display

euronews for busy places. When listening to commentary is impossible, you can read the story. Animated dynamic informative screens with a mix of hyper-local and international info. The euronews display service includes: latest news, local weather forecast, the picture of the day, stock market, etc.

## euronews campus

Through its offer Euronews Campus, euronews allows partner universities to live broadcast its international news coverage and the use of euronews' magazines (thanks to VOD), which serve as course material in classes of journalism, communication, business, international relations, politics, science and language studies. Euronews has concluded partnerships with 20 universities all over the world, for more than 900,000 students.



## public places

Many institutions, companies and transport hubs choose euronews to provide up-to-date news and information to their passengers, clients and visitors.

Among many other places, euronews offers the latest news at the NATO, EU and European Commission headquarters in Brussels and Strasbourg, at the Brussels train stations, at the French Parliament in Paris at international airports in Kiev, Tunis, Bucharest, Istanbul and at media companies like Le Figaro Newspaper in France or the OMD media agency in London.

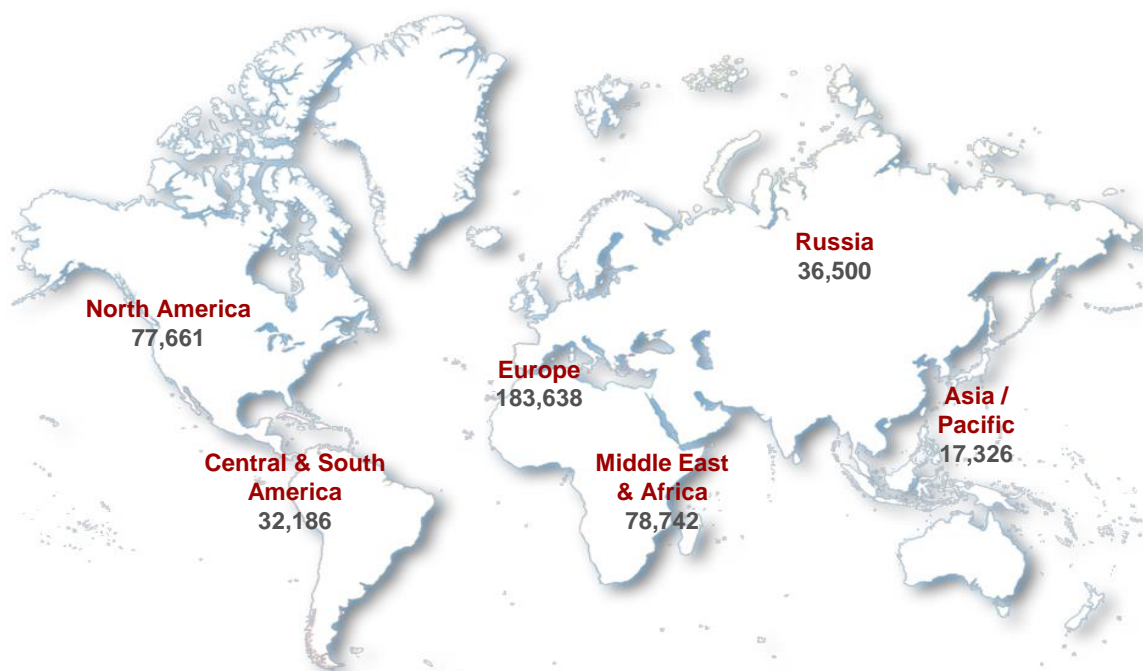


euronews broadcasts to more than 426 million households in 158 countries worldwide via cable, digital satellite and terrestrial channels, making its reach truly global. euronews is also concentrating on securing distribution via multi-media platforms including IPTV, digital media and digital terrestrial TV.

## worldwide coverage

euronews' worldwide distribution has nearly doubled in the last 5 years and the channel continues its global expansion, now covering all 5 continents.

### euronews worldwide coverage (households in '000)

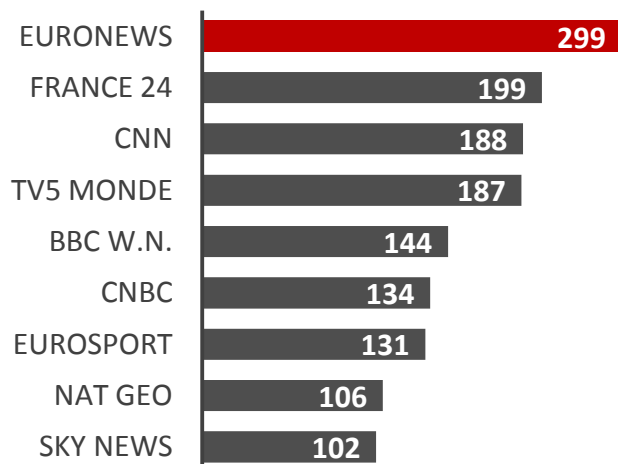


Source: euronews distribution report Q4 2015

## number 1 in Europe

The latest distribution report shows that euronews is the leading international news channel in Europe/Middle-East/Africa.

### euronews, No. 1 in Europe/Middle East/Africa

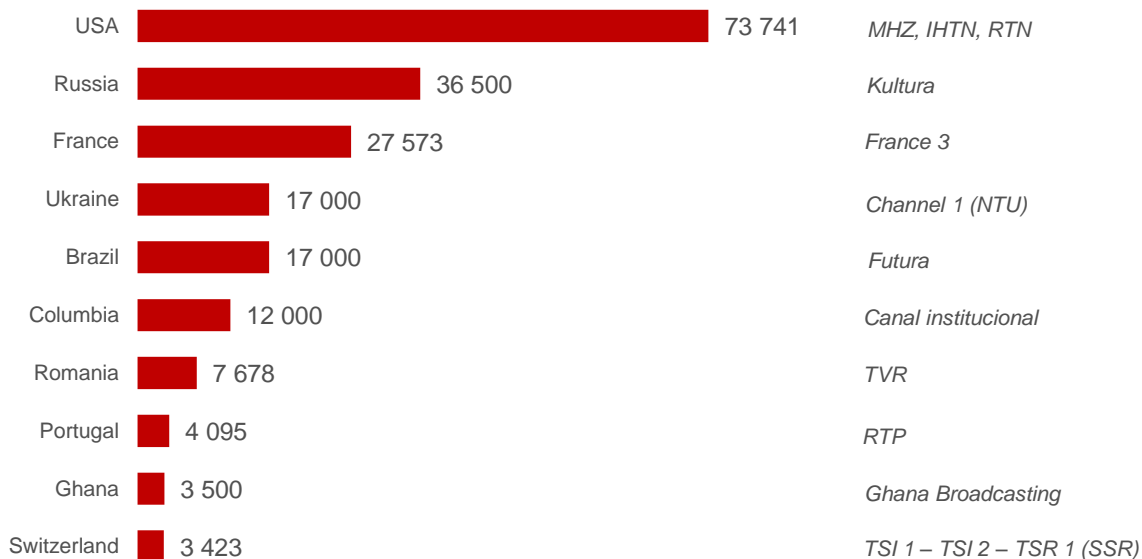


Source: based on inTV distribution Q4 2015

In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 41 countries. 51 national broadcasters take euronews' signal and broadcast it live on their national networks.

## national windows

top 10 countries covered - households in '000 (main broadcasters carrying euronews)



## national coverage

National windows are an efficient way to achieve 100% coverage of the population in countries where cable & satellite is not widespread.

It is also a unique opportunity for viewers who have access to terrestrial channels only to receive international news as part of their daily consumption.

## presence of a window carrying euronews



Source: euronews distribution report Q4 2015

	in '000 households	full time	partial time	total
<b>WESTERN EUROPE</b>	Austria	3,032		3,032
	Belgium	4,581		4,581
	Denmark	311		311
	Finland	362		362
	France	24,248	27,573	27,573
	Germany	32,512	853	33,365
	Greece	1,629		1,629
	Ireland	1,088	1,607	1,607
	Italy	7,820		7,820
	Luxembourg	172		172
	Netherlands	7,630		7,630
	Norway	1,036		1,036
	Portugal	3,170	4,095	4,095
	Spain	6,080	500	6,580
	Sweden	617		617
	Switzerland	4,003	3,423	4,003
	UK	16,348	1	16,349
<b>total</b>	<b>114,631</b>	<b>38,052</b>	<b>120,762</b>	

<b>CENTRAL EASTERN EUROPE</b>	Albania	473		473
	Armenia	26		26
	Belarus	2,040		2,040
	Bosnia-Herzegovina	441		441
	Bulgaria	1,169		1,169
	Croatia	577		577
	Czech Republic	1,288		1,288
	Estonia	342	559	901
	Georgia	192		192
	Hungary	1,265		1,265
	Latvia	603	583	1,186
	Lithuania	508	414	922
	Macedonia	73		73
	Moldova	47		47
	Poland	9,002		9,002
	Romania	3,776	7,678	7,678
	Russia	17,495	36,500	36,500
	Serbia & Monten. & Kos.	934		934
	Slovak Republic	792		792
Slovenia	156	272	428	
Ukraine	3,766	17,000	17,000	
<b>total</b>	<b>44,965</b>	<b>63,006</b>	<b>82,934</b>	

<b>OTHER</b>	Cyprus	200	200	200
	Malta	126	200	200
	Turkey	10,082		10,082
	Other Europe	3,920	2,040	5,960
	<b>total</b>	<b>14,328</b>	<b>2,440</b>	<b>16,442</b>

<b>total Europe</b>	<b>173,924</b>	<b>103,498</b>	<b>220,138</b>
---------------------	----------------	----------------	----------------

Source: euronews distribution report Q4 2015

	in '000 households	full time	partial time	total	
<b>M. EAST</b>	Iran	6,600		6,600	
	Israel	1,111		1,111	
	Lebanon	871		871	
	Saudi Arabia	3,994		3,994	
	Syria	2,086		2,086	
	United Arab Emirates	1,328		1,328	
	Other Middle East	10,724		10,724	
	<b>total</b>	<b>26,714</b>		<b>26,714</b>	
<b>AFRICA</b>	Algeria	6,194		6,194	
	Egypt	14,946		14,946	
	Morocco	5,805		5,805	
	Tunisia	2,480		2,480	
	Other North Africa	3,238		3,238	
	<b>total</b>	<b>32,663</b>		<b>32,663</b>	
	Other S. African	813	2,123	2,936	
	East Africa	54		54	
	West Africa		7,840	7,840	
	Central Africa	2,000	5,500	5,500	
	Other Africa	3,035		3,035	
	<b>total</b>	<b>5,902</b>	<b>15,463</b>	<b>19,365</b>	
	<b>AMERICAS</b>	Argentina	1,006		1,006
		Bolivia	20		20
		Brazil		17,000	17,000
		Canada	909		909
		Caribbean	297	420	717
Chile		10		10	
Colombia		124	12,000	12,000	
Costa Rica		25		25	
Honduras			1,000	1,000	
Mexico		200	1,000	1,000	
Nicaragua		43		43	
Peru		63		63	
Uruguay		1		1	
USA		2,294	73,741	76,035	
Venezuela		18		18	
<b>total</b>	<b>5,010</b>	<b>105,161</b>	<b>109,847</b>		
<b>ASIA - PACIFIC</b>	Australia	195		195	
	Cambodgia	2	1	2	
	Hong Kong	43		43	
	India	2,011		2,011	
	Indonesia	3,300		3,300	
	Japan	3,000		3,000	
	Korea	659		659	
	Malaysia	813		813	
	Mongolia	3	1,813	1,813	
	New Caledonia	4		4	
	New Zealand		1,015	1,015	
	Papua New Guinea	12		12	
	Philippines	235		235	
	Taiwan	1,500	800	2,300	
	Thailand	1,924		1,924	
	<b>total</b>	<b>13,701</b>	<b>3,629</b>	<b>17,326</b>	
	<b>total world</b>	<b>257,914</b>	<b>227,751</b>	<b>426,053</b>	

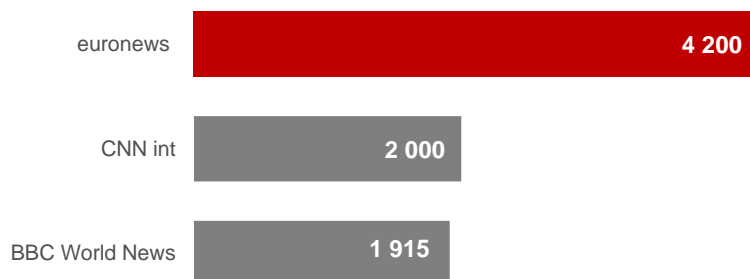
Source: euronews distribution report Q4 2015

euronews subscribes to peplemeters, a recognized standard in TV audience measurement, which provide accurate viewing figures from the major European countries.

## the first choice news channel in Europe

euronews reaches 3 million cable and satellite viewers every day, more than CNN International and BBC World News combined.

The channel also delivers a further 1,3 million daily viewers through its national windows broadcast.



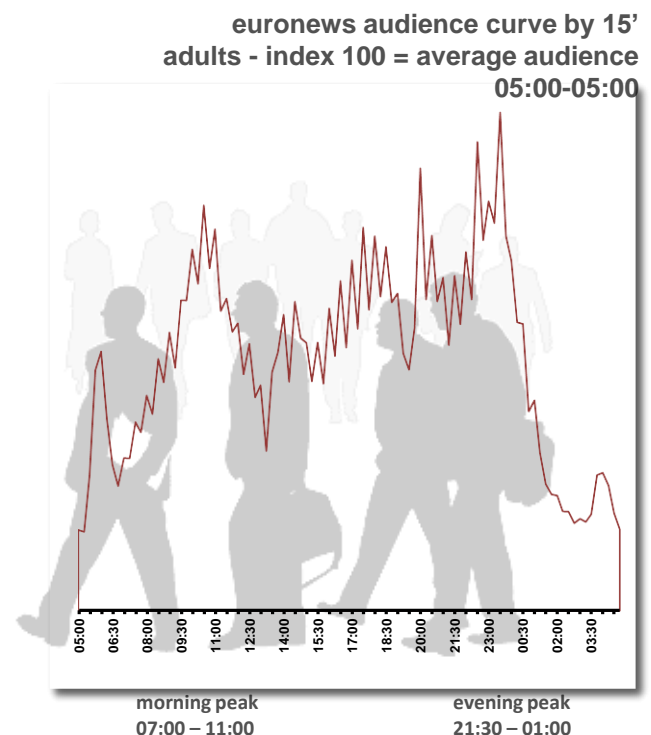
source TelmarPeaktime / Eurodata TV / peplemeters Q1 2015 from Armenia, Cyprus, France, Ireland, Italy, Ukraine, Austria, Belgium, Belarus, Moldova, Norway, Poland, Romania, Russia, Serbia, Slovenia, Spain, Switzerland, UK and Portugal.

## viewing habits

euronews enjoys distinct peaks in audience during morning and evening day parts, along with a higher volume of audience on weekends.

euronews' investment in people meters enables advertisers to target audiences accurately, resulting in improved efficiency and effectiveness.

It also allows the editorial team to create a schedule meeting viewers' needs and consumption habits; such attention to detail ensures euronews to maintain a loyal audience.



Sources: Eureka - audience  
Cable & satellite curve - Q4 2012

## euronews

**Michael Peters**  
CEO

**Lucian Sârb**  
Chief Content Officer  
Member of the Executive Board  
lucian.sarb@euronews.com

**Olivier de Montchenu**  
Chief Commercial Officer  
Managing Director, euronews sales  
Member of the Executive Board  
olivier.de.montchenu@euronews.com

**François Schmitt**  
Chief Operating Officer  
francois.schmitt@euronews.com

**David Cipel**  
Chief Financial Officer  
david.cipel@euronews.com

**Gregory Samak**  
Creative Director  
gregory.samak@euronews.com

**Arnaud Verlhac**  
Director of Worldwide Distribution  
arnaud.verlhac@euronews.com

**Natalie Lefevre**  
Director of Corporate Affairs  
natalie.lefevre@euronews.com

**Christophe des Arcis**  
Director of Human Resources  
christophe.desarcis@euronews.com

**Lydie Bonvallet**  
Head of Press & Public Relations  
lydie.bonvallet@euronews.com

**Sonia Marguin**  
Head of Research  
sonia.marguin@euronews.com

## euronews sales offices

sales@euronews.com

Paris  
44, avenue des Champs Elysées  
75008 Paris - France  
t. +33 (0)1 53 96 50 11

**Catherine Candau** – catherine.candau@euronews.com

London  
114, St Martin's Lane  
WC2N 4BE London - UK  
t. +44 (0)207 240 87 17

**Martin Deloche** - martin.deloche@euronews.com

Berlin  
c/o "MindSpace"  
Friedrich Str. 68  
10117 Berlin  
t. +49-30-577 012 840

**Anna Mertsalova** - anna.mertsalova@euronews.com  
**Kjell Stein** - kjell.stein@euronews.com

Agent Network  
50, avenue des Champs-Elysées  
75008 Paris - France  
t. +33 1 53 96 92 73

**Sabine Troccaz** – sabine.troccaz@euronews.com

euronews  
56 quai Rambaud - 69002 Lyon - France  
tel.: +33 (0)4 28 67 00 00  
euronews.com

# euronews.

A L L V I E W S