# A L L V I E W S

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# euronews.

# content

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.



# euronews.

# our mission

17th May 2016 launch of euronews' new visual identity.

of Lyon - France.

Blackberry 10 & Flipboard

1<sup>st</sup> January 2013

December 2012

launch of Greek service.

2015

2014



euronews moved its HQ to Confluence in the centre

Available on Windows Phone 8 & Windows 8,

first news app connected to Sony Smartwatch 2

20 years of storytelling, euronews' 20th anniversary.

### 20th April 2016

launch of Africanews, 1st 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.

# euronews.

# euronews development

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..

2011 euronews smart tv application

### 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.

inside euronews

## simultaneously in 13 language services

euronews.

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, multiplatform 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

# euronews.

# inside euronews

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 correspondant and editorial bureaux in many countries.

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



# editorial

## 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.

# euronews.

# programming

### 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.















### 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.

#### real economy

How does Europe move from crisis to growth? Real Economy hones in on the macroeconomic issues that impact our everyday lives, looking for solutions that work.

# 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.







# euronews.

# programming

## 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.















### 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.







# reportages & society

#### aid zone

With millions of people forced out of their homes around the world due to conflicts or natural disasters, Aid Zone looks at the plight of some of these refugees and migrants and the people and organisations who are trying to help them.

# euronews.

# programming

### 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
- major international football league results
- exclusive online interviews
- 10-day weather forecasts by city
- euronews community



# euronews.com

# 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.



# euronews online

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.

# applications

### 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.





euronews.com/radio

mobile & tablets



Google play

Available on the App Store



### our partners

available to an audience of millions of listeners across the world



# euronews radio

### 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 (ondemand), No Comment videos and lifestyle magazines.

Leading edge in connected TV, euronews has signed agreements with worldclass 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.





## 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.



euronews.

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.

# smart tv & flipboard

# 1.5 million hotel rooms worldwide



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



euronews.



# out-of-home

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 commentary listening to 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 upto-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.

# out-of-home

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

# worldwide coverage

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





### 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

# worldwide coverage

	in '000 households	full time	partial time	total
	Austria	3,032		3,032
	Belgium	4,581		4,581
	Denmark	311		311
	Finland	362		362
ш	France	24,248	27,573	27,573
EUROPE	Germany	32,512	853	33,365
<b>M</b>	Greece	1,629		1,629
$\Box$	Ireland	1,088	1,607	1,607
	Italy	7,820		7,820
R	Luxembourg	172		172
WESTERN	Netherlands	7,630		7,630
S	Norway	1,036		1,036
Ī₹	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
	total	114,631	38,052	120,762

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

200
10,082
5,960
16,442
220,138

Source: euronews distribution report Q4 2015

# distribution in detail

	in '000 households	full time	partial time	total
	Iran	6,600		6,600
	Israel	1,111		1,111
51	Lebanon	871		871
EAST	Saudi Arabia	3,994		3,994
	Syria	2,086		2,086
Σ	United Arab Emirates	1,328		1,328
	Other Middle East	10,724		10,724
	total	26,714		26,714

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
total Other S. African	32,663		32,663
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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
total	5,902	15,463	19,365

	Argentina	1,006		1,006
	Bolivia	20		20
	Brazil		17,000	17,000
	Canada	909		909
	Caribbean	297	420	717
S	Chile	10		10
A	Colombia	124	12,000	12,000
AMERICAS	Costa Rica	25		25
	Honduras		1,000	1,000
	Mexico	200	1,000	1,000
4	Nicaragua	43		43
	Peru	63		63
	Uruguay	1		1
	USA	2,294	73,741	76,035
	Venezuela	18		18
	total	5.010	105,161	109,847

	total world	257,914	227,751	426,053
	total	13,701	3,629	17,326
	Thailand	1,924	0.000	1,924
	Taiwan	1,500	800	2,300
	Philippines	235		235
	Papua New Guinea	12		12
ASIA	New Zealand		1,015	1,015
M	New Caledonia	4		4
	Mongolia	3	1,813	1,813
PACIFIC	Malaysia	813		813
J	Korea	659		659
Ĕ	Japan	3,000		3,000
	Indonesia	3,300		3,300
	India	2,011		2,011
	Hong Kong	43		43
	Cambodgia	2	1	2
	Australia	195		195

Source: euronews distribution report Q4 2015

# euronews.

# distribution in detail

euronews subscribes to peoplemeters, 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 / peoplemeters 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.



# **EUronews.** the n°1 news channel in Europe

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# contact details

# **OULONEWS**

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