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## **Africanews**

**A new dimension for pan-African news  
to be launched January 4<sup>th</sup>, 2016**

**Conceived for the new Africa rising to the challenge of the digital era, the pan-African media will be the voice of those who make the continent move**

**During Discop Africa in Johannesburg, Michael Peters, CEO of Euronews and Africanews, announced the launch in the first days of 2016 of the first pan-African and multilingual media. He presented the unique concept, the vision and the mission of Africanews and also revealed its logo and look & feel.**

Johannesburg, November 5<sup>th</sup>, 2015 – In January 2014, Euronews announced its plans to create a sister channel dedicated to sub-Saharan Africa. Today, a team of 85 professionals of 15 nationalities, based in Congo-Brazzaville, is creating an international news channel to cover African and the world news from a pan-African perspective. Produced 24/7 simultaneously in English, French and partially Swahili. Africanews will meet the challenges and opportunities of a Digital Africa, and will introduce the media service on all digital screens and media platforms.

In response to the question "Why Africanews?" **Michael Peters, CEO of Euronews and Africanews** answered: "Africa is a land of opportunities. It is a continent which is rising. But why can't we hear what the Africans have to say, not only on African affairs, but on world affairs too? The demand for unbiased News is unmet. There is a gap to fill. This is why we are launching Africanews to pioneer independent News from the African perspective.

Africanews is not 'Euronews Africa'. Editorially independent from Euronews and from any political or ideological agenda, Africanews is designed as the first pan-African multilingual news service.

Sharing the same values of independence, reliability and diversity, Africanews and Euronews will have fruitful interactions, enriching each other's content, perspectives, much to the benefit of the audience who will always have insider's views. Interactions between Africa and the world, and each continent like Europe, is growing as Africa rises. The Africanews / Euronews network will be at the center of this phenomenon."

"To become the first ever pan-African, multilingual, and unbiased media in Africa we need to solve the image issue first." added Michael Peters. "We are building an unprecedented network of journalists all across the Sub-Saharan continent, based on the diversity of their nationalities and points of view. Another strong asset will be 'Story Hunters', an exclusive programme that will allow viewers and users to be part of the story. 'Story Hunters' will be based on user generated content, aiming to make 'All African' voices heard.

In addition, it is impossible to set up a news media dedicated to Africans without being associated with talented partners. And that's why, among others, **Monarchy**, the award winning Johannesburg based creative agency, developed the look & feel of the media. Fully adhering to the Africanews project, the famous African composer, singer and DJ **Black Coffee** is an ambassador of the pioneering media. **Jake Odendaal**, South African Music Awards nominated producer with over 60 albums, composed the Africanews music.

Africanews also aims to support local industry initiatives and young talented entrepreneurs to participate in building a dynamic and growth oriented image of a rising Africa. With **VMK**, the first African company to make mobile devices, we are producing **Africanews phone**, a branded smartphone to be distributed in the first weeks of Africanews' launch.

I am proud of the team built around Africanews and pleased to announce that it will be available worldwide thanks to the fully responsive tool **africanews.com**, to all devices from 4 January 2016. A new adventure will start for a fully-fledged Pan-African network whose unique mission is empowering people through independent and reliable news."

On **January 4th, 2016**, Africanews will be launched globally on all screens and media platforms and will be available worldwide via africanews.com, built to fit all devices, whatever the connection available.

A few weeks after, Africanews will be aired on both Ku band satellite SES 4 and 5 providing a global footprint over the whole Sub Saharan Africa.

This will be followed by Africanews Apps available on devices like tablets, mobile phones, and a web radio.

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africanews.com





## Common editorial values & charter: birth of a unique independent media group

Like Euronews, Africanews has no political agenda. It has a total editorial freedom, with no influence from institutions, states, companies, persons. It is made by a team of professional journalists coming from 15 different African countries.

Africanews is easily accessible and made for a Pan-African audience. Starting with English and French, there are many more languages to come.

Africanews adheres to the same editorial charter as its European sister channel, Euronews. The charter is based on freedom of expression and communication and editorial independence limited only by respect for the facts.

To serve this purpose of independence, Africanews will dedicate its antennas and platforms to the promotion of diversity. Africanews believes diversity is the cornerstone of credibility. Its newsroom is the home of journalists of every African nationality, and conveys a wide diversity of African views. Consequently, each single viewer will be able to form his own opinion.

## The people behind Africanews

**85 media professionals of 15 nationalities are now based in the newsroom at Pointe Noire,** creating a brand new media service for all views and voices, ideas and perspectives. The future Africanews HQ will be built in Brazzaville in the next years.

Africanews is made by Africans for a rising Africa, coming from different countries. This diversity is a guarantee for the first independent and multilingual news channel on the continent.

The main newsroom in Congo-Brazzaville will work closely with an extensive **network of correspondents across the continent.**



Africanews in Pointe Noire

The Africanews project is supported since the beginning by **Stephen Smith**, adviser of Euronews CEO. Recognised around the world for his expertise in African affairs, he worked with Euronews' management team in all phases of building the project. He was joined by **François Chignac**, Africanews Project manager and former Euronews United Arab Emirates Correspondent.

## Africanews: 24/7 to cover African and international news, business, culture and sport from an African perspective

Africanews journalists will produce simultaneously in English and French up-to-the-minute news bulletins every 30 minutes and a wide range of magazines: from *The Morning Call*, an interactive daily live programme co-hosted from the Africanews studios in Congo, to *The Night Shift*, or Live Breaking News.



## Africanews: digital first!

On 4 January 2016, Africanews will be launched on all screens and will be available worldwide via **africanews.com built to fit all devices** (mobile, tablet and desktop).

The multilingual fully responsive website will propose different versions to follow national, regional and international news and the Africanews' coverage which will highlight the dynamism of the African continent.

From the Lite version to see the headlines at a glance, on the contrary, Advanced mode for the high-speed connections, the site will adapt to the user's mood and appetite to watch an event Live, check on the Markets Indexes or sports features and results, or select the top stories of his favourite theme.

## Distribution

A few weeks after its first introduction, Africanews on TV will be **broadcast throughout sub-Saharan Africa on two SES satellites** – SES 4 covers West and Central Africa, SES 5 covers Eastern, Austral and Indian Africa.

During the first six months, the channel will be made available to all operators who will be able to offer this new information source dedicated to African and international news, for free to their subscribers.

And for viewers on the move, Africanews offers content and live streaming on a wide range of platforms to be available in hotels, airports, railway stations, on board major airlines.

## Africanews: a business model based on commercial revenues

**Africanews is a 100% Euronews subsidiary** financed through advertising, distribution, production and partnerships revenues. Partnerships for content co-production and development of regional offices are of major importance to ensure Africanews' growth and independence.

Africanews also believes that partnerships are the key to enter the pan-African market. As Euronews brings its unique know-how in broadcasting and management of an international, multicultural, multilingual news media, the media group will conclude agreements with national media which bring their own knowledge of Africa.

Primary partner, **Tele Congo** was the first to believe in Africanews' success two years ago and welcomes the new media service in its country.

Africanews also creates a pan-African news exchange network and is pleased to announce that the private Cameroon channel **Canal 2 International** is the first member of **Africanews Network**, a concept of tailored-made cooperation designed for any media group that wants to benefit from Africanews' experience, content and brand, in terms of credibility, programming and resources.

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### \*About Euronews

Euronews, the most-watched news channel in Europe, is an independent and multi-platform media hub. Euronews covers news worldwide, offering a unique perspective on events through factual analysis. Four hundred journalists, from more than 30 countries, report round-the-clock in 13 editions (Arabic, English, Persian, French, German, Greek, Hungarian, Italian, Portuguese, Russian, Spanish, Turkish and Ukrainian). Established in 1993 in Lyon, France, the channel is received by 420 million homes in 156 countries, and offers a complete range of products: websites, smart TV, radio, on-board technology (for cars), and portable technology (mobile apps, smartwatch). [www.euronews.com](http://www.euronews.com)