

africanews.

YOUR VOICE



Africanews

- First pan-African multilingual news and business media
- 24/7 news channel simultaneously in English and French
- Multilingual fully responsive website: africanews.com for mobile, tablet and desktop, available worldwide since January 2016
- Available across Sub-Saharan Africa since April 2016 by satellite, on DTT, by IPTV and via terrestrial windows

- Headquarters in Congo-Brazzaville and an office in Pointe-Noire
- An extensive network of 45 correspondents across the continent
- A full team of more than 50 media professionals: editorial, technical and administrative staff

- Africanews is Euronews' sister-channel, adhering to the same editorial charter: freedom of expression and editorial independence
- Africanews covers African and international news from a pan-African perspective



Africanews – the genesis of a unique media

Michael Peters, CEO of Euronews, initiated the 'Africanews' project in 2013 to respond to people's search for an independent African media, that would not side politically nor have any ideological preference. Euronews subsequently signed, in January 2014, a hosting agreement with Congo.

*Michael Peters, CEO of **Euronews** and President of **Africanews***

"Twenty years after the launch of Euronews, we are breaking new ground in the world of news. Since 1993, Euronews has covered global news from a European perspective, speaking to viewers in their language. The company's multinational shareholder base gives the channel the independence and the means to inform viewers without promoting any particular viewpoint. Its global success in terms of viewer numbers is proof of the media's professionalism and its ability to integrate diversity, respecting the values of different cultures.

Africanews, unlike other existing channel on the African continent, is modelled on the world's only independent news media which has built its success and credibility on reliable information which is not, and shall never be, the expression of a single viewpoint, party or nation.

It is precisely this model of tolerance in a world of diversity that we hope to share with Africa, via Africanews, the first independent and multilingual news channel on the continent. Africanews is different from existing media because it aims to give Africa its rightful place in the world of news and to give the world the latest news from the continent which is itself a news market, in the same way and at the same level as other regions of the world.



Our strategic and highly ambitious project will not be a mere African "window" made by Euronews, as most international news channels do, but rather a fully-fledged Pan-African network, with editorial choices made in Africa by Africans for an African audience".

This is Africanews

Africanews is a new pan-African news broadcaster, unique in its concept and vision. Africanews is pioneering multilingual and independent news telling expertise in Sub-Saharan Africa. On the ground, correspondents report from all corners of the continent on African and Global news and business stories told from an African perspective. Easy to digest, flagship programmes include talks, analysis and user generated content.

Africanews, dedicated 24/7 multi-platform news service, provides Africans with the essential news experience they demand and is available via the Africanews TV Channel and the fully responsive africanews.com website on mobile, tablet and desktop.

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

Our mission

Africanews is a media for all views and voices, ideas and perspectives. Africanews is made by Africans for a rising Africa.

Africanews aims to empower African people by giving access to independent, trustworthy and relevant national, regional and international news and business stories and for giving a platform to African talents.

Africanews delivers factually-correct information in a non-superficial format. Free from political interests, the Africanews team of more than 40 professional journalists and technicians from multiple African countries work together to serve the African audience, driven by an uncompromising journalism.



Programmes

Africanews covers African and international news and business stories 24/7 in French and English languages from an African perspective. Up-to-the-minute news bulletins every 30 minutes with the latest news, business, finance, sports and current affairs.

From Monday to Friday

6 am – 11 am

Good Morning Africa

15 min non-stop news +
the Morning Call

11 am – 6 pm

Daily News

news & magazines

6 pm – 11 pm

Prime edition

30 min. news non-stop

11 pm – 6 am

The night shift

news non-stop & magazines

Saturday & Sunday

The

International

Week-end

30 min news

&

magazines



Programmes - news

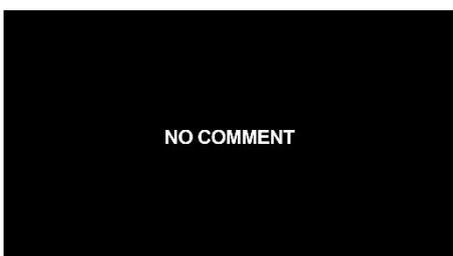
The Morning Call: an interactive daily live programme from the Africanews studios in Congo. Co-hosted by two anchors, the talk-show offers news through various perspectives, brought to the studio from the field by Africanews 45 correspondents, analysts and experts. Focus on easy to digest infotainment with updates on major stories which occurred overnight or the previous day, political news and interviews, reports on business and sport-related headlines, and a press review.



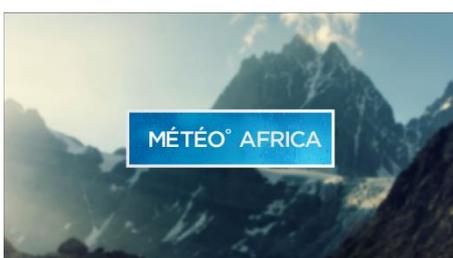
Business Africa: every 30 mn, 5 days a week,, 24 hours a day, 6 minutes on business news based on a African view of African and international business news.



Markets: International and African business news: stock echanges, currency rates and commodity prices.



No Comment Africa: the African version of the successful award-winning daily programme created by Euronews and running for over twenty years. No Comment Africa is the essence of news coming from news agencies and all local Africanews offices, featuring images, understandable by all, unbiased by comments.



Météo Africa: concise and constantly updated African weather forecasts

Météo World: an overall look at the forecasts across all continents.

Programmes - magazines



Football planet: a weekly overview of the football events across Africa and Europe: results, highlights and summaries.

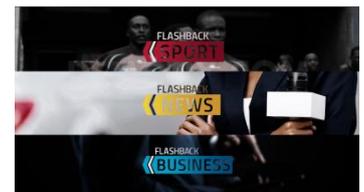
Focus: reports – an event or current affairs issue is put under the spotlight for in-depth analysis.



Sci_tech: latest high-tech news from the world of technology & robotics. Latest computer news & sci-tech information will keep you at the cutting edge of technology issues & developments.



Flashback news – sports – business: an overview of all major events of the last 7 days in the news, the business world and the sports happenings.



This is culture! a daily look at arts and entertainment across the African continent

Editorial Charter

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

The shared charter stipulates, among other things: "programme content must be produced without pressure from any national or international institution, government, political party or political or economic pressure group. This obligation of independence, contained in the channel's internal regulations, dictates the conduct of all those participating in the process of preparing editorial content, from news-gathering to broadcasting".

Africanews will inherit Euronews' prized culture of independence and respect, by sharing the same editorial charter. 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 will become the home of journalists of every African nationality, and will convey a wide diversity of African views. Consequently, each single viewer will be able to form his own opinion.



africanews.com

Africanews is a media demonstrating its passion for the continent via both its linear and non-linear tools. Mobile solutions are at the heart of the ambitious project. Conceived to cover national, regional and international news and to highlight the dynamism of the African continent out of Africa, interactivity and UGC are important parts of the new African media.

africanews.com brings an inspiring and engaging digital news experience which connects with African audiences providing a cohesive user journey which gives a rich mobile centric experience, for all devices. Visual storytelling keeps users engaged, in addition to allowing them to be part of the story or connect with like-minded individuals.

News and information are presented in a clear and usable format adapted to the device and available connection. The user is prompted to select the Lite version of the site to see the headlines at a glance if his or her device does not support rich media content or, on the contrary, is presented with Advanced mode for high-speed connections. The site adapts 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 favorite theme.

The screenshot displays the africanews.com mobile interface. At the top, there is a navigation bar with categories: NEWS, BUSINESS, SPORT, CULTURE, SCIENCE & TECHNOLOGY, and NO COMMENT. Below this is a 'TOP STORIES' section featuring a large image of a cabinet meeting. The main article is titled 'Ouattara chairs extraordinary cabinet meeting in Grand-Bassam' and is categorized under 'TERRORISM'. It includes a sub-headline: 'During the meeting, the accurate death toll of victims of Sunday's terror attack was presented.' Below the main article, there are 'Related Stories' with three items: 'Buhari tweets at "mindless and godless Boko Haram"', 'Algerian man shot dead in apartment linked to Paris attacks', and 'Ivory Coast economy to grow by 8.5% in 2016, inflation to remain...'. The interface also features a 'JUST IN' sidebar on the right with a 'BREAKING NEWS' section and a 'VIEW MORE' button at the bottom.

Video sharing website & social media

To round around its digital presence, Africanews has also created its **first two YouTube channels, and Facebook and Twitter accounts.**



Africanews Phone

Africanews is aimed at mobile digital audiences first. Africanews supports local industry initiatives and young talented entrepreneurs to participate in building a dynamic and growth oriented image of a rising Africa, by partnering with companies such as VMK, the first African company to make mobile devices. Africanews phone will be a branded smartphone with a direct link to the channel's digital content. It will be distributed soon.



Distribution

Simultaneous launch in 33 countries:
more than 7 million homes receive Africanews

Africanews will immediately be available in 7.3 million homes in 33 countries across sub-Saharan Africa.

This exceptional launch is being conducted in partnership with major pay-TV players in Africa, who believe in this new pan-African media outlet.

Satellite package

CANAL+ AFRIQUE

Canal+ Afrique will distribute Africanews in French and/or English via direct-broadcast satellite and DTT, depending on the country.

zuku

Zuku is adding Africanews to its direct-broadcast satellite and cable offerings in English.

 **StarTimes**

Startimes will carry Africanews in English via its DTT networks or satellite package in English and/or French, depending on the country.

| SUBURBAN

Suburban is including Africanews' English service in its IPTV package throughout Nigeria.

DTT

At launch, Africanews joins 12 DTT networks:

- in Burundi, Central African Republic, Guinea, Kenya, Madagascar, Mozambique, Nigeria, Uganda, Rwanda and Tanzania; and soon in Ivory Coast and Democratic Republic of Congo, with **Startimes**;
- in Pointe-Noire, Republic of the Congo, on channel 52 of **EasyTV**, the French-language DTT network launched by Canal+ Afrique in January 2016;
- in Madagascar, in French, with **Blue Line**.

Terrestrial windows

Several national channels with regional reach have also chosen to team up with Africanews, and will broadcast part of its output (from 30 minutes to several hours a day):



Canal 2 Info in Cameroon



MBC on Mauritius



Ouest TV in Senegal



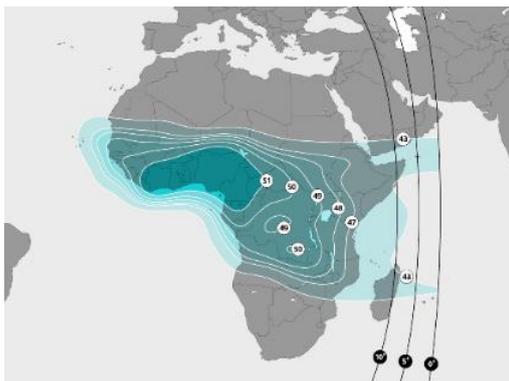
RTA in Madagascar

Satellite coverage

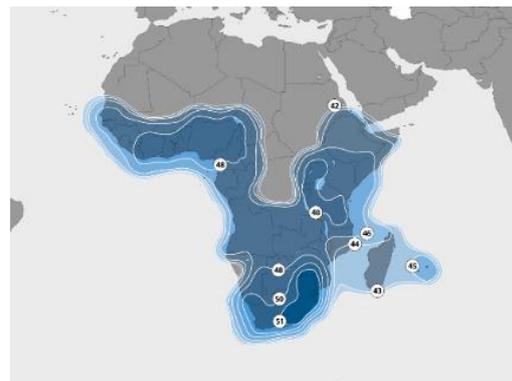
The Africanews signal covers sub-Saharan Africa and the Indian Ocean islands via two satellites: SES 4 and SES 5.

To give the largest possible number of TV viewers access to this new source of African and international news, Africanews will be broadcast unencrypted and offered free of charge, for the first six months, to operators and owners of dishes pointed at one of the two satellites.

SES 4



SES 5



At launch, Africanews will also be distributed by operators in the following countries:

Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Democratic Republic of Congo, Djibouti, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Madagascar, Mali, Mauritania, Mauritius, Mozambique, Niger, Nigeria, Republic of the Congo, Rwanda, Sao Tome, Senegal, Sierra Leone, South Africa, Tanzania, Togo, Uganda.

Africanews – made in Africa by africans

Recruitment

From the start, the guiding principle for Africanews was to create this pan-continental media in Africa. All decisions are taken by its local teams from various African countries, independent from national and political agendas but also independent from its sister-channel Euronews.

As a consequence, the team of 26 African professional journalists, has been hired by local recruiting agencies.

On-screen presentation

Monarchy, the award winning Johannesburg (SA) based creative agency, developed the look & feel of the media. The only guidance given was to translate the essence of the African dynamism, the incredible rhythm of African life and the African diversity and intensity into Africanews programmes.



Music

The music for Africanews was composed by Jake Odendaal, a South African Music Awards nominated producer with a top flight experience of over 60 albums. His label, Maven, has produced and co-written with artists like Niemand, Elvis Blue, Joe Foster, Graeme Watkins Project and Ashlinn Gray. Sharing one of Africanews core beliefs to help young talents rise, Jake puts an emphasis on the value of the development of young artists, musicians and producers.



Advertising sales

Sales of advertising space start today on digital media and on TV in a few weeks. The first advertisers are the mobile phone company MTN Congo, the airline company Brussels Airlines and the hotel group Accor Africa, International Fair of Madagascar.

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