



Press release 04.01.2016

Africanews – A new voice

Global digital launch today at 18:00 (West Africa time)

**The first independent pan-African media presents the new face
of news from a continent on the move**

Pointe Noire, 4 January 2016 – **Starting today, from Congo Brazzaville, Africanews launches the first independent pan-African news media, initially through its digital community; website, YouTube channel, Facebook and Twitter and its innovative and interactive app, “Story Hunters”.**

Africanews offers a platform to highlight challenges and opportunities of a Digital Africa: starting at 18:00 (Republic of the Congo time and CET - 17:00 UTC/GMT), the first pan-African news media will be available in French and English on all of the Africanews digital platforms.

Africanews provides news not just on Africa, but also on the rest of the world, **from a purely African perspective**. At our current offices in Pointe Noire, **85 media professionals, of 15 different nationalities** from all over sub-Saharan Africa, work with François **Chignac**, Director of Editorial Development. An extensive network of correspondents in every African country rounds out the team.

Michael Peters, CEO of Euronews and Africanews stated: "This is a milestone in the history of our Group. It all began with the recognition that the rising African continent is an incredible source of news and that there is a great pool of talent that lacks a quality media environment. I want to thank all of the people at Africanews and Euronews who have been working together for months to prepare the launch of this new media whose mission is to ensure the independence and diversity of the news, as a founding principle of Africanews. Africanews is the first organisation to provide news from a pan-African point of view and it will spotlight all the talents of Africa."

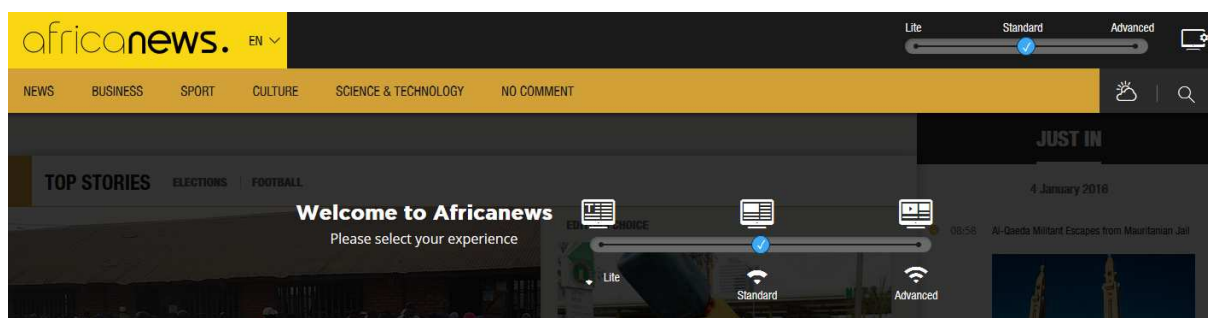
In the news stories, features and magazines, Africanews will reflect the great creative diversity, ideas and perspectives of the evolving sub-Saharan Africa. The news coverage will be immediately available on **africanews.com** and, in a few weeks, the TV channel will start broadcasting across the major distribution networks.

africanews.com

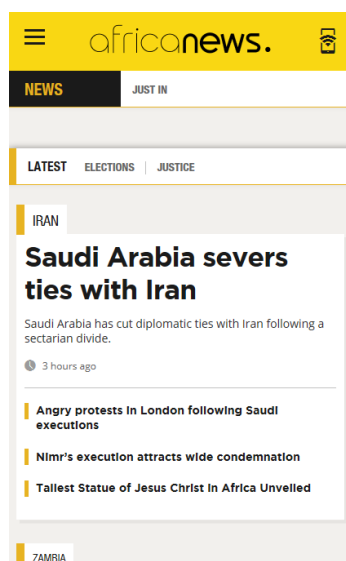
People in Africa and anywhere in the world can now access the africanews.com website.

Presented in four key areas - News / Economy / Sports / Culture – all the essential African and international news will be available in French and English on africanews.com.

With its responsive web design, africanews.com is suited to all mobile, tablet and computer screens and has the added feature of adapting to the quality of the available connection. Viewers may choose from three versions



Lite version



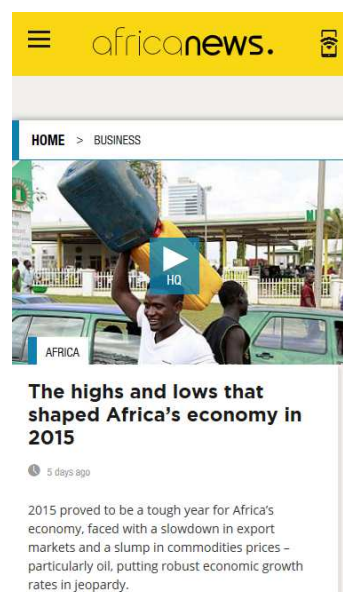
For weak connections, the day's headlines load quickly (text format only). Users can browse the news and magazines of Africanews, check the stock markets, get sports scores or select features in the field that interests them the most.

Standard version



For a normal connection, the articles are illustrated by photos or standard resolution videos.

Advanced version



For high-speed connections, the complete site is displayed with texts, photos and HD videos.

The Africanews media comes with a community app known as “Story Hunters” which invites Africanews TV viewers and website users to play an active role in finding and creating news stories.

The Story Hunters app: contribute, like, share, comment

More than just an app or a social network, **Story Hunters is a news-sharing platform designed to be a forum for expression of all things important for Africa.**

Available for iOS and Android devices, in French and English, the app allows users to watch video content published by Africanews, to comment on the items, rate them, send an emoticon, share or re-post them.

Africanews also invites news hunters to join the community so that they can contribute their own photos and videos, by sending them directly from their mobile phone via the app.

Download the app:

iOS



<https://goo.gl/2BsQ3P>

Android



<https://goo.gl/mtQXzC>

The Africanews team will select the best contributions and include them in the special 'Story Hunters' programme.

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

Click on the icons to view these media:



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, Brussels Airlines, and the hotel chain Accor Africa.

Sales contact for advertisers and ad agencies in Africa
Marianne Michelet,

Senior Account Director Africa

tel. +33 (0)1 53 96 60 49 marianne.michelet@euronews.com

For more information, see the Press section of the Africanews website: [click here](#) or contact:

Press department

Stéphanie Schroeder

Director of External Relations

tel. +33 (0)1 53 96 92 78

stephanie.schroeder@euronews.com

Lydie Bonvallet

Head of Press and Public Relations

tel. +33 (0)4 28 67 05 35

lydie.bonvallet@euronews.com

Editorial

François Chignac

Director of Editorial Development for Africanews

tel. +242 06 996 00 88

francois.chignac@africanews.com

Sales

Olivier **de Montchenu**

Managing Director Euronews Sales / Worldwide
Commercial & Marketing Director
tel. + 33 (0)1 53 96 50 10

olivier.de.montchenu@euronews.com

Marianne **Michelet**

Senior Account Director Africa

tel. +33 (0)1 53 96 60 49

Distribution

Arnaud **Verlhac**

Director Worldwide Distribution
tel. +33 (0)1 53 96 92 79

arnaud.verlhac@euronews.com

Jean-Luc **Maertens**

Head of Distribution Africa and the Middle-East

tel. +33 (0)1 53 96 92 75

jean-luc.maertens@euronews.com