

Press release 05.04.2016

**africanews.**

[Press conference at MIPTV](#)

## **Euronews – Africanews: a group serving news diversity is born**

At a press conference held today at MIPTV in Cannes, Michael Peters, CEO of Euronews and Africanews, presented the positioning of a new group founded on one vision: promoting a diversity of viewpoints.

Cannes, 5 April 2016 – After the arrival nine months ago of a new majority shareholder, and the official opening last October of a new world HQ, Michael Peters unveiled the first elements that flow from the new positioning of the group, which now consists of two international news sources: Euronews and Africanews.

**Michael Peters, CEO of Euronews and Africanews, said:**

*“We are engaged in a fight against disinformation and the negative aspects of what we call ‘infobesity’ – an excess of news entirely lacking in perspective. These new phenomena, amplified by the digital revolution, provide daily fuel for our raison d’être: the urgent need to put pluralism back at the centre of the international debate.*

*With the arrival of Naguib Sawiris last July; the willingness of all our shareholders to support Euronews in its sweeping changes; and having settled into a new HQ at the cutting edge of technology, we now have the resources to match our ambitions.*

*Euronews is entering a phase of deep transformation. A renaissance that draws its strength from the identity of Euronews and from the unrivalled assets that determine its clear mission: making diversity central to news.”*

Both media outlets make a claim: whatever the platform, our editorial teams will be driven by a diversity of viewpoints and by giving users a say. Euronews and Africanews want to give everyone the chance to form their own opinion, without imposing one of our own and without pretence.

## **Euronews, All Views**

Euronews will officially launch its new look on 17 May at 22:00 CET. At this exact moment, Euronews will unveil a new logo and a complete graphic overhaul, designed in conjunction with UK agency Lambie Nairn; and its new brand claim: “**Euronews, All Views**”.

Also on 17 May, the beta version of the new euronews.com website will be launched in order to further build the loyalty of our multiple digital audiences worldwide. The new euronews.com has been designed as part of a whole new ecosystem of non-linear services. This new digital offer, in full responsive design, positions Euronews perfectly to cater for new consumer habits. On our platforms and those of our partners, of social networks and of OTT services, the type of screen no longer matters.

This 17 May launch will kick off a complete overhaul of the way we produce news. This transformation is the bedrock of the “Euronews NEXT” plan, our strategic response to a globalised news world that is becoming increasingly uniform. Our response aims to break away from the market’s usual way of doing things. It stems from Euronews’ constant ambition to offer differentiating, disruptive products.

Euronews NEXT, once approved by the supervisory board, will take effect in May this year, and will lead to the completion of Euronews’ transformation in spring 2017.

We will harness the fresh opportunities offered by technology to build a Euronews that is more meaningful to its audiences in each language, and thus more impactful. This will be a decisive step in the development of a more iconic Euronews.

In an ultra-competitive sector, all of our actions are geared to strengthening Euronews, which today is distributed in nearly 200 countries and 430 million homes. Euronews has established itself in Europe, where it is the most-watched international news channel; and worldwide, where it is consumed by nearly 40 million people daily, more than 130 million weekly, and more than 240 million monthly.\*

## **Africanews, Your Voice**

After its online launch on 4 January last, Africanews will launch its TV channel on 20 April 2016 in 33 countries in sub-Saharan Africa simultaneously, and in more than 7 million homes via the main satellite packages, the main DTT offers, IPTV and also via our partners’ free-to-air windows in Africa.

Euronews’ sister channel, which covers African and world news from a pan-African perspective, shares its mission of meeting objectives of independence and the promotion of

diversity. Produced in Pointe-Noire, Africanews has chosen a participatory format that will let it bring the pan-African perspective into the international debate. Africanews will be the voice of Africans, in Africa and worldwide. This ambition is reflected by a strong claim: **“Africa, Your Voice”**.

With a team of journalists from all over the continent, Africanews is fully aligned with the group’s new positioning.

*\* Global Web Index has been measuring media audiences since 2009, using 200,000 internet users a year aged 15-64, a panel that represented 1.6 billion people in 34 countries in 2015. The TV audience covers all devices (TV, computers, mobile phones, tablets).*

**For further information, please contact:**

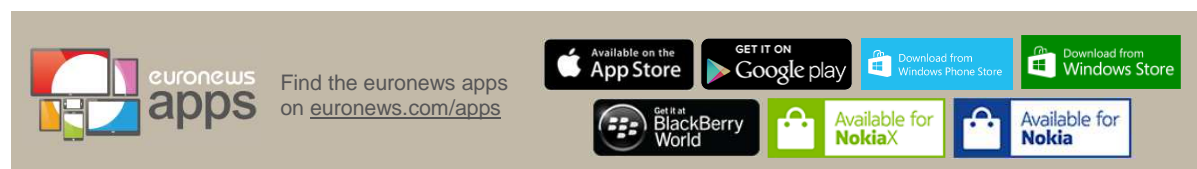
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**About Euronews**

Euronews, the most-watched international 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. 500 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 425 million homes in 158 countries, and offers a complete range of products: websites, smart TV, radio, on-board technology (for cars), and portable technology (mobile apps, smartwatches).

Find Euronews in your country: [click here](#)



# africanews.

Launching on **Wednesday 20 April 2016**

in **33 sub-Saharan countries\*** and more than **7 million homes**

**Africanews is the first independent and multilingual pan-African news outlet to show the new face of news coverage from a fast-moving continent.**

From Pointe-Noire in the Republic of the Congo, a team of **85 media professionals from 15 countries** across sub-Saharan Africa has since 4 January 2016 been providing coverage, on africanews.com, of Africa and the rest of the world **from a purely pan-African perspective**. They are supported by an extensive network of correspondents all over Africa, operating in conjunction with Africanews' French-speaking and English-speaking editorial teams.

From 20 April, the TV viewers of sub-Saharan Africa will join the existing Africanews community on its website, its YouTube channels, and its Facebook and Twitter accounts.



**A pan-Africa media outlet for all viewpoints, all voices, all ideas**



Africanews is an independent African media outlet of no political or ideological colour. Unlike the continent's other channels, Africanews, modelled on its sister operation Euronews, will never be the mouthpiece of a single viewpoint, party or nation.

Its purpose – displaying diversity – aims to give Africa its rightful place in the world of news. Much more than a mere “window” on Africa, Africanews has created a fully-fledged pan-

African network, with editorial decisions taken in Africa for an African audience.

Participatory by design, it will give its audience a say in its programmes and its digital platforms. These will also be open to local media-industry initiatives and to talented young entrepreneurs who are building an image emphatically focused on the continent's development.

**When it launches on TV, 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 packages

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

This Canal+ Overseas subsidiary has operated in Africa since 2001 and is now present in 25 countries via its five "Bouquets de CANAL+" packages.

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

Present in Africa since 2007, Startimes operates in 9 countries, soon in 11, and is experiencing the fastest growth on the African DTT market.

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

Zuku distributes more than 100 channels across East Africa via its satellite package, and in Nairobi and Mombasa by cable.

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

## DTT

In June 2015, the continent started to move over to digital, enabling a new offering through the creation of digital terrestrial TV networks.

### 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**.

## Partial free-to-air broadcast

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**

This partner-channel network already totals more than 3 million homes.

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## 6 months free

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.

**\* 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.**

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# euronews.

**17 May at 22:00 CET**

new visual identity and new tagline

**'ALL VIEWS'**



Produced in conjunction with prestigious UK agency **Lambie Nairn** (BBC, Euro 2012...), the new visual identity of Euronews is designed for the digital age and entails a complete graphic overhaul of its news segments, main programmes, and all digital products.

Set to music by composer **David Lowe** (BBC, ITV, Premier League...), the identity aims to inject rhythm, power and greater intensity into Euronews' news flow and all its content.

In a sense, this identity marks a return to essentials in support of **the new claim: promoting a wealth of viewpoints, as only a powerful and independent media outlet like Euronews can do.**

# euronews.com

The new [euronews.com](http://euronews.com) will bring the 'All Views' orientation to life in digital. It will bring together original reporting, analysis and reaction in a rich media format optimised for mobile and social sharing, in a world where our audience is as important to our journalism as the newsmakers.

With every sprint after the Beta launch we will add new interactive modules reflecting the diversity of perspectives central to our journalism. The site will launch fully in the summer, and will continue to evolve as we listen to our users.

