

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 located in Pointe-Noire, Republic of Congo and an office
- An extensive network of 70 correspondents across the continent and beyond
- A full team of more than 60 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

**a new
voice**

YOUR NEW 24/7 NEWSCHANNEL



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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 60 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

60 min non-stop news +
the Morning Call live

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

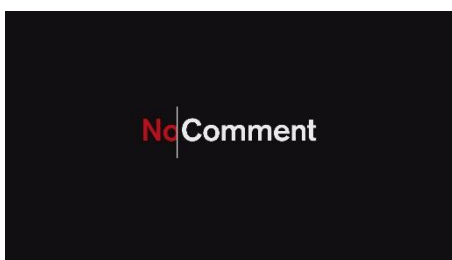
The Morning Call: an interactive daily live programme from the Africanews studios in Congo. Co-hosted by two anchors, the talk-show offers news through various perspectives, brought to the studio from the field by Africanews 70 correspondents, analysts and experts. Focus on easy to digest infotainment 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.



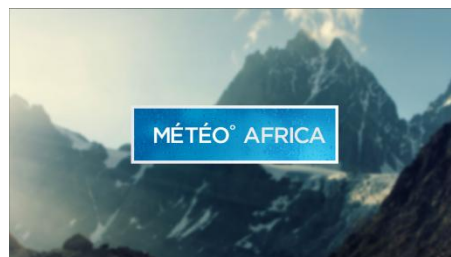
Business Africa: every 30 mn, 5 days a week, 24 hours a day, 6 minutes on the very latest updates on business and finance in Africa and the rest of the world.



International Edition: a weekly review and analysis of international stories making headlines in politics, economic, sport and culture from a pan-African perspective.



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.



Markets: african and international financial markets: stock exchanges, currency rates and commodities prices

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.

Global Conversation: a discussion forum where Africanews questions world leaders on world issues. Head of State, policy-makers and key figures from civil society are challenged on their views on global problems, solutions and opportunities.



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



Interview: political and economic leading figures addressing current issues, pan-African and international.



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.



Time out Africa: the calendar of major cultural events across Africa.



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 has inherited Euronews' prized culture of independence and respect, by sharing the same editorial charter. To serve this purpose of independence, Africanews dedicates 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 is able to form his own opinion.

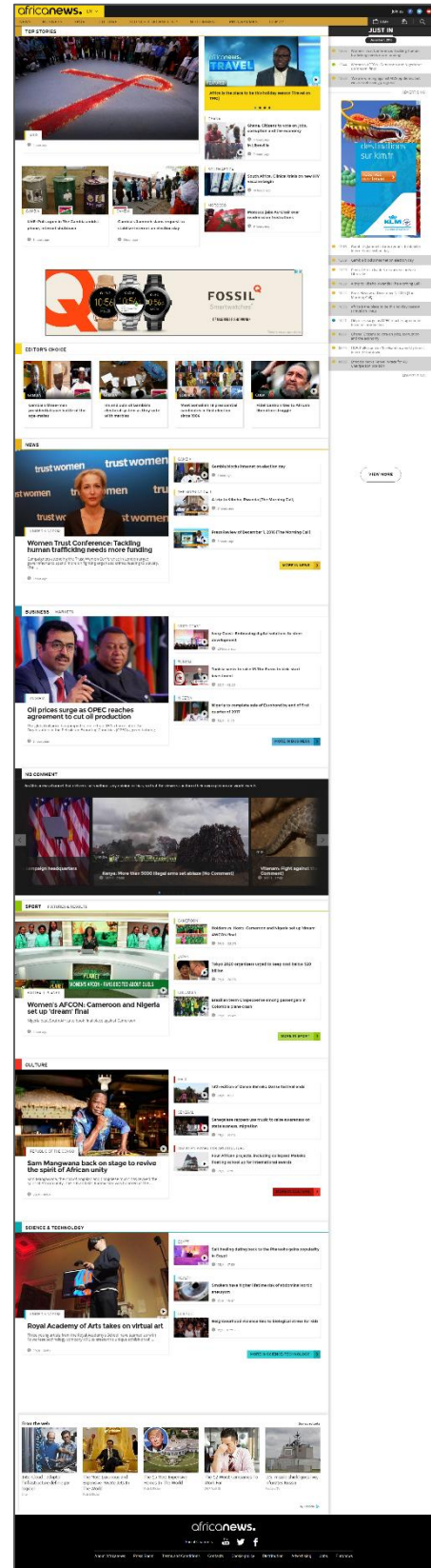


africanews.com

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.



Video sharing website & social media

Africanews is available on its digital platforms via its responsive website africanews.com, **Facebook**, **Twitter** and **LinkedIn** accounts and **two You Tube channels**.



Africanews Apps

Africanews launched its first App in July 2017, available for free on App Store for all iOS devices, in both English and French languages.

Africanews designed the application specifically for its African audience and offers the possibility to manage the Data Plan with the OFFLINE mode and Data Saving features. The App also offers:

- Push notifications for Breaking News
- Africanews Live to watch the channel 24/7
- Constantly updated timeline so you don't miss any event
- Our editor's choice for global news...



Africanews App will soon be available for free on **Android**.

Distribution

Available in 38 countries:
more than 9 million homes receive Africanews

Africanews is now available in 9.5 million homes in 38 countries across sub-Saharan Africa, thanks to the partnership with major pay-TV players in Africa, who believe in the pan-African media outlet.

Satellite package

CANAL+ AFRIQUE

Canal+ Afrique distributes 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.

ECONET

Econet Media is including Africanews in English in its KWESE TV package via internet and satellite.

 **StarTimes**

Startimes is carrying 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

Africanews joins 12 DTT networks:

- in Burundi, Central African Republic, Guinea, Kenya, Madagascar, 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 team up with Africanews, and 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

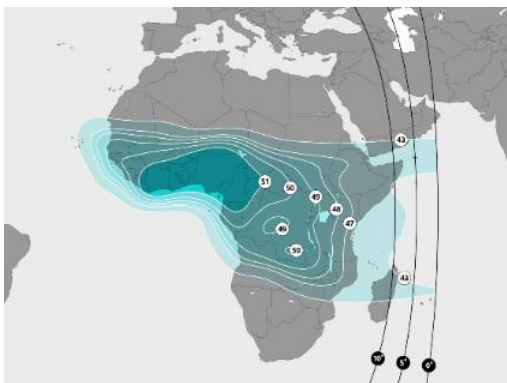


RTA in Madagascar

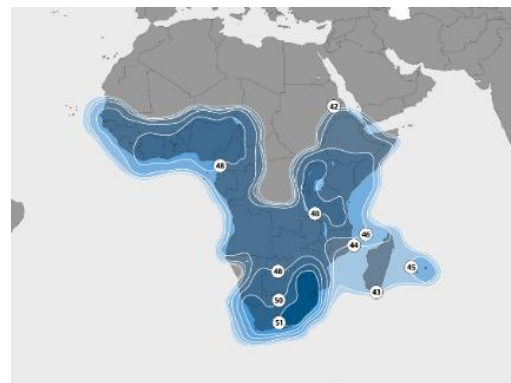
Satellite coverage

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

SES 4



SES 5



Africanews is available in the following countries:

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

Africanews – made in Africa by africans

Recruitment

From the start, the guiding principle for Africanews was to create this pan-African media in Africa. All decisions are taken by our team in Pointe-Noire (65 professionals: editorial, technical and administrative staff from various African countries), independent from national and political agendas but also independent from its sister-channel Euronews.

As a consequence, Africanews' staff is hired by African 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

Leading advertisers on Africanews TV 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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