

AUDIENCE IN FRENCH-SPEAKING AFRICA

Africanews: first audience results

High awareness six months after launch

According to the results of *Africascope 2016*, Africanews enjoys 31% awareness across seven countries* in French-speaking Africa, where it is already watched by 1.7 million viewers.

Pointe-Noire, Republic of the Congo – 21 November 2016 – **Africanews is a leading multilingual, pan-African news outlet, available in sub-Saharan Africa via its complete offering: TV and digital (website, social media). Every week, 1.7 million people in French-speaking Africa watch Africanews TV.**

According to the findings of the latest *Africascope* survey, conducted by Kantar TNS in seven French-speaking African countries, **31% of respondents have heard of Africanews.**

Barely six months after launching, Africanews has already secured the loyalty of 1.7 million viewers in the seven countries surveyed.

According to the survey, **Africanews' audience is young and more affluent** than the average of the target population. A majority of its audience are men, who make up 67% of Africanews' viewers in these seven countries.

Africascope also highlights the strong TV audience in all countries surveyed, with an average 91% of people aged 15 and over watching television daily, which amounts to 15.4 million viewers.

Strong approval for Africanews in Gabon and Cameroon

Six months after its launch, Africanews already enjoys good awareness ratings in the seven countries surveyed.

In **Cameroon**, 41% of respondents say they have heard of the channel. The score rises to **60% in Gabon**, the channel's highest rating in French-speaking Africa.

Gabon is also where Africanews attracts its highest weekly audience, with a quarter of viewers loyal to the channel.

In **Ivory Coast and Senegal**, Africanews scores awareness ratings of 34% and 29%, respectively.

In the **Democratic Republic of Congo**, 28% of respondents say they have heard of the channel, compared to 25% in **Burkina Faso** and 21% in **Mali**.

**Michael Peters,
CEO Euronews and Africanews**

"Barely six months after the launch of Africanews, we are pleased to receive the first audience data for seven key markets in French-speaking Africa. These findings – exceptional for a fledgling media outlet – are highly encouraging and consolidate our editorial position. We can already say that Africanews has found its audience, who approve of our intention to show the new face of news in a fast-moving continent. With our team in Pointe-Noire and its network of correspondents, 85 professionals fulfil their daily mission of providing independent news and promoting Africa's rich diversity.

Many advertisers and partners showed confidence in Africanews as soon as it launched. With these first audience findings, we can assure them that Africanews is an excellent vehicle for their communications and that it will quickly make its mark as a key media source on the continent."

KANTAR TNS and its Africascope media survey

Kantar TNS has been measuring the audiences of national and international television channels and radio stations since 2008. Africascope is the essential survey for measuring audience and awareness, and for understanding target groups' profiles and consumer habits.

Africascope is conducted in the capitals of seven countries in French-speaking Africa, on a sample of 16.8 million people aged 15 and over, representative of the survey area. The surveys were carried out face-to-face in interviewees' homes, using the quota method (gender, age, education and profession of the respondent).

* Countries surveyed: Burkina Faso (Ouagadougou), Cameroon (Douala and Yaoundé), Democratic Republic of Congo (Kinshasa), Gabon (Libreville), Ivory Coast (Abidjan), Mali (Bamako) and Senegal (Dakar).

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About Africanews

Africanews, launched in 2016 (digital in January, TV in April), stands out as the first pan-African multilingual media source produced simultaneously in French and English, and offering coverage of African and global news from a sub-Saharan perspective.

Today, Africanews TV is available in 35 countries across sub-Saharan Africa thanks to major pay-tv players and national channels (partial broadcast). The Africanews signal covers sub-Saharan Africa and the Indian Ocean islands via two satellites: SES 4 and SES 5.

Africanews' digital platforms, available around the world, highlight the challenges and opportunities of a connected Africa:

- africanews.com has a responsive web design suited to all mobile, tablet and computer screens and has the added feature of adapting to the quality of the available connection;
- two YouTube channels (in [English](#) and [French](#)) and [Facebook](#) and Twitter accounts [@africanews](#) and [@africanewsfr](#).

Africanews is a 100% Euronews subsidiary financed through advertising and distribution. Africanews adheres to the same editorial charter as its European sister channel, Euronews.