

## AUDIENCE IN FRENCH-SPEAKING AFRICA

# Less than one year after its launch, nearly 40% of people in French-speaking Africa are aware of Africanews

**Latest Africascope results confirm Africanews' strong reputation in French-speaking Africa with 6.3 million people aware of the news channel across seven countries surveyed\*, and boasting a healthy weekly audience of 2 million viewers.**

Pointe-Noire, Republic of Congo – 24 February 2017 – **Africanews is a leading multilingual, Pan-African news outlet.** Africanews is available in sub-Saharan Africa via its complete offering (TV + digital: website, social media, mobile applications).

According to the latest Africascope 2016 survey, conducted by Kantar TNS in seven French-speaking African countries, **Africanews has created an awareness of 38%**, which represents **6.3 million people aware of Africanews**. Less than one year after launching the channel it has also earned a **weekly audience of 2 million viewers**.

Africascope survey results show **Africanews' audience is young and more affluent** than the average of the target population. The majority of its audience are men who account for 64% of Africanews' weekly viewership.

Africascope also highlights the strength of TV in all countries surveyed, with an average 90% of people aged 15 and over watching television daily, which amounts to 15.1 million viewers.

## **Africanews, the key Pan-African media in Gabon, Cameroon and The Democratic Republic of Congo**

Less than a few months after launching, Africanews is already exceptionally well-known in **Gabon**, where **2 out of every 3 respondents are aware of Africanews (65%)**.

**Cameroon** and the **Democratic Republic of Congo** have also proven receptive to the new Africanews TV channel, where awareness levels for 2016 stand at 42% and 41% respectively.

Elsewhere across French-speaking Africa, the channel is known by **1 in 3** respondents, with 37% in **Ivory Coast** and 30% in both **Senegal** and **Burkina Faso** stating their awareness of the news channel.

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

*"On January 6<sup>th</sup>, Africanews celebrated the first anniversary of its digital launch. The increase of the channel's awareness ratings in just one year is a strong and deep source of motivation for our team in Pointe-Noire and its network of correspondents that extends throughout the world. These results confirms the relevance of our vision and our strategic project, an editorial choice made in Africa by Africans, with factual information dedicated to Africans.*

*These audience's results confirm the growing ascendancy of the news outlet in Sub-Saharan Africa which also witnesses an ever-increasing number of leading advertisers and partners which choose Africanews as a channel for their communications."*

## 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 nearly 16,000 people aged 15 and over, representative of the survey areas population of 16.8 million people. 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](http://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.