



euronews

media kit 2016

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At euronews we believe in people's intelligence and think that our duty is to give you the right amount of information so you can form your own opinion about the world. News is not a matter of having preconceptions. Our role is to broadcast reality and deliver reliable news, real news.

## euronews

Since its launch, euronews has been striving to supply factually-correct information in a non-superficial format. Far from political interests, euronews is already the ultimate TV journalism laboratory. Every day, euronews' team of over 400 journalists of 25 different nationalities work together reporting on relevant stories to serve our global audience, driven by a solid uncompromising journalism.

The concept has proven to be efficient; euronews is the European leader in terms of audience figures in spite of the increasing competition.

### What is euronews' reason for being?

An international view over the world, thus from a new and different perspective. A neutral and objective view of the world.

### What is the main difference between euronews and any other news channel?

Facts and nothing but facts, in the viewer's language.

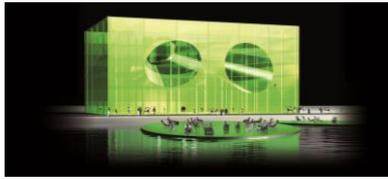
### What does euronews stand for?

The belief in human intelligence. The audience is able to make its own opinion.

### What makes euronews popular?

Honesty, integrity and neutrality.





**2015**

euronews moved its HQ to Confluence in the centre of Lyon – France.



**February 2014**

first news app connected to Sony Smartwatch 2.

**January 2014**

Now on Windows Phone 8 & Windows 8, Blackberry 10 & Flipboard

**1st January 2013**

20 years of storytelling, euronews' 20<sup>th</sup> anniversary.



**October 2012**

launch of euronews' multiplatform digital radio.



**2011**

euronews smart tv application carried by all major TV manufacturers on their equipment.

**August 2011**

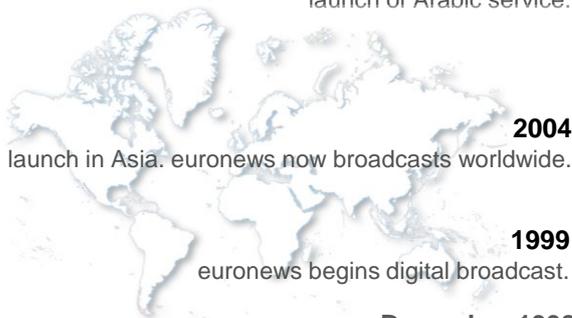
launch of Ukrainian service.

**October 2010**

launch of Persian service.

**July 2008**

launch of Arabic service.



**2004**

launch in Asia. euronews now broadcasts worldwide.

**1999**

euronews begins digital broadcast.

**December 1998**

euronews.com launched..



**2016**

launch of Africanews, 1<sup>st</sup> Pan-African multilingual news channel, in Congo Brazzaville.

**4th January 2016**

launch of Africanews.com.

**africanews.**

**December 2014**

the news app on board connected cars via Parrot Asteroid



**February 2014**

launch of euronews Campus, live broadcast in prestigious universities worldwide.

**December 2013**

euronews most watched newschannel on YouTube in the world.

**2013**

euronews goes Hungarian, 13<sup>th</sup> language service of the channel & website.

**December 2012**

launch of Greek service.

**Summer 2011**

launch of Live application for iPhone, iPad and Android mobile devices.



**January 2010**

launch of Turkish service.

**June 2008**

euronews, everything changes. Full rebranding of the channel.

**May 2007**

launch on YouTube.



**2001**

launch of Russian service.

**1999**

launch of Portuguese service.

**1st January 1993**

euronews is launched in 5 language services: English, German, Spanish, French and Italian.

## voice of the people

Europe accounts for 34 official languages, making effective communication from one source an issue. 81% of upmarket Europeans choose to watch news in their own language, therefore a multilingual news service is a necessity.



## impartial

Beyond euronews' own production, the channel has access to uniquely rich and varied information streams through the Eurovision Exchange, its shareholders and major press and TV news agencies. Access to this wide range of sources enables euronews' team of journalists to compare, sort, analyse and report with balance, maintaining impartiality and avoiding any national viewpoint.



## simultaneously in 13 language services

euronews is the first multilingual news channel offering such a service. The channel broadcasts all 13 language services 24/7 in simulcast, everywhere in the world. Today 3.5 billion of the world's population can understand euronews.

**Arabic • English • French • German • Greek • Hungarian • Italian  
Persian • Portuguese • Russian • Spanish • Turkish • Ukrainian**



34 languages are spoken within euronews. Its newsroom accounts for 400 journalists organized in multilingual news desks. 25 different nationalities compose a total of 800 staff members, making euronews a truly international company.

euronews' shareholders: 53% by Media Globe Networks and 47% by: CT (Czech Republic), CyBC (Cyprus), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), France Télévisions (France), NTU (Ukraine), PBS (Malta), RAI (Italy), RTBF (Belgium), RTE (Ireland), RTP (Portugal), RTR (Russia), RTVSLO (Slovenia), SNRT (Morocco), SSR (Switzerland), TRT (Turkey), TVR (Romania), TV4 (Sweden), YLE (Finland) and local authorities.

euronews covers world news with objectivity and neutrality. Its non-national editorial line as well as its multinational structure and staff bring facts and nothing but facts without bias or national view point.

euronews enjoys worldwide distribution and audience offering programmes and interactive services on cable, satellite and terrestrial TV. As a full multilingual, multi-platform news service, euronews is available in hotelrooms, on board major airline networks, via IPTV, on internet, on mobile phones and tablets.



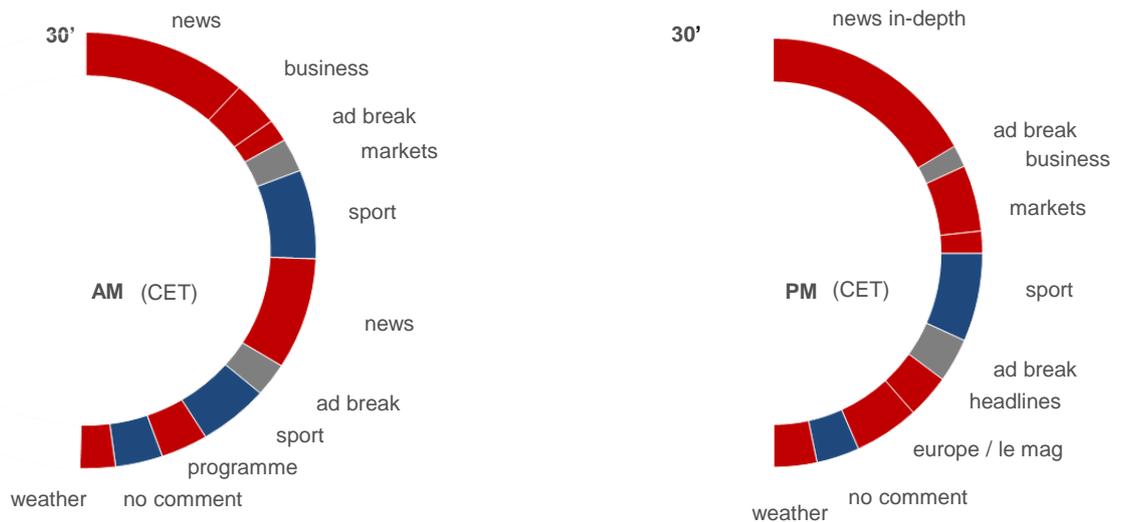
Today's upmarket audience is time-poor. euronews has successfully created a schedule to meet their needs, offering an appointment to view news reports on the half hour, featuring in-depth comment and editorial in the evening with a complementary offering of lifestyle programming during daytime and weekends.

## the line-up

euronews provides up-to-the-minute news bulletins with the latest news, business, finance, sport, current affairs, weather, and live breaking news as it happens.

euronews news bulletins are complete and concise running every 15 minutes from 5 to 10 am CET and every half hour during the rest of the day. Priority is given to the facts and stories. Key issues are presented in brief during daytime and in-depth every morning and evening.

euronews complements core news services with a range of topical current affairs and lifestyle programming, looking into the latest technologies, the arts and entertainment including cinema, fashion, travel and culture.



## editorial bureaux

euronews has largely increased its editorial presence all over the world by opening correspondent and editorial bureaux in many countries.

It allows the channel an even more quicker reaction to news events. The efficient fieldwork done by all the bureaux and correspondents guarantees up-to-the minute and dynamic news coverage on regional stories.



## special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2016 special features will include the World Economic Forum, CeBIT, Roland Garros, the Tour de France, Mobile World Congress, Consumer Electronic Show and many more.



## no comment

An avant garde programme, where unedited videos without any comments are shown. Pictures speak for themselves, allowing the audience to draw its own conclusion and thus to accomplish euronews' vision and mission. Viewers can follow no comment on the No Comment TV channels, via YouTube since 2007 and via Dailymotion since 2009.



## at the heart of Europe

euronews is able to understand and decipher the various political debates and implications of political decisions made within Europe and their effects not only on a global scale but also on the day to day living.



## news

### news

The latest international news updated round the clock.

### news +

An in depth coverage and analysis of the day's main event with duplexes, interviews and local expertise.

### no comment

The most striking images from around the world, unedited, with original sound.

### interview

Face-to-face interviews with leading figures of the news.

### flashback

A roundup of the major news stories of the last seven days.

### on the frontline

Two guests with opposite views, engaging in-depth analysis on the world's and Europe's most pressing issues.

### the global conversation

International decision-makers engage with euronews journalists in a frank and constructive exchange of ideas on global affairs.



## business

### business

The latest business and financial news.

### markets

Stock exchanges, currency rates and commodity prices.

### wall street live

Live opening of the stock exchange in New York.

### business line

This week's top stories with wider analysis and a dedicated segment focusing on the digital evolutions.

### business planet

Turning the spotlight on European Small and Medium Enterprises.

### real economy

The underlying issues, challenges and solutions to the economic crisis in Europe.

### business middle east

The Middle Eastern key economic issues with insights from top market strategists in Abu Dhabi.

### target

Target's aim is unswerving and direct: get to the heart of what matters in business.

## sports & weather

### sport

Summaries, highlights and results of major sporting events.

### the corner

The latest results of the European football leagues.

### speed

Highlights of motorsports events around the world.

### gravity

Spotlight on all ski competitions, historical ski moments and striking images.

### sports united

The entire scope of sports disciplines and competitions worldwide.

### meteo world

An overall look at the forecasts across the continents.

### meteo europe

Concise and constantly updated European weather forecasts.

### meteo airport

For viewers on the move, weather forecasts of the major international airports.



## european affairs

### perspectives

What the European broadcasters say about the week's main event.

### europe weekly

Weekly review of the main events, enriched by online users reactions.

### reporter

The pros and cons for people affected by EU policies.

### U talk

Videos and messages posted on euronews.com answered by experts and euronews' editorial teams.

### the network

A crossfire between 3 personalities with diverging opinions around the main story of the week.

### right on

Citizenship, fundamental rights, protection, various justice issues across Europe.

### focus

An event or current affairs issue under the spotlight for in-depth analysis.

### metropolitans

A look at tourism, economy, energy issues of a given city,



## science & environment

### hi-tech

The latest innovations in technology including an extensive coverage of international trade shows.

### science

An in-depth look at scientific developments in biology, archaeology, health or environment.

### space

All space related activities: science, manned flights, launches.

### futuris

Bringing European's leading research advancements to the public.

### innovation

Companies bringing the results of European research projects to the market.

## reportages & society

### learning world

See and hear a vast range of stories covering the many facets of education.

### generation Y

Young Europe's new face and great cultural, social or technological initiatives open to young people in the EU.

### Silent Disasters

A focus on the difficulties that countries and communities hit by disasters face after global attention shifts elsewhere.

### urban visions

From New York to Rio de Janeiro, to examine how cities are dealing with today's big energy challenges.

### terra viva

A spotlight on initiatives by individuals, non-profit and business organizations, adopting practical solutions to safeguard our planet.

### smart care

Healthcare innovations, interviews with patients, doctors, specialists and policymakers in Europe and beyond.

## lifestyle

### le mag

A daily look at arts, entertainment and the world around us.

### rendez-vous

The calendar of major cultural events across Europe.

### cinema

The latest news about the international film industry.

### cinema box

A look at alternative productions to the Hollywood blockbusters.

### musica

Classical music: concerts, artists and festivals in Europe.

### life

Travelling around a different country offering a new perspective of its culture, heritage or business.

### postcards

Hidden or forgotten attractions of a nation, a fresh look at famous landmarks, fascinating insights and practical tips.

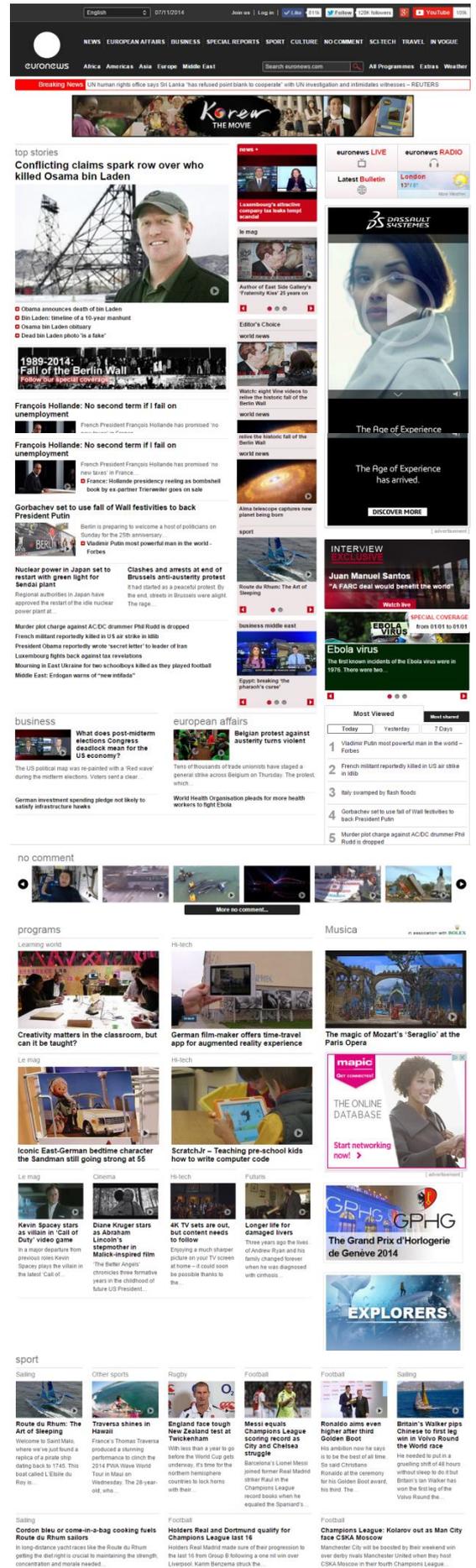
## euronews.com

euronews.com provides around-the-clock coverage of the most up-to-date news, business and current affairs stories as well as lifestyle features including science, culture, high technology, travel and luxury.

euronews.com has the ability to address a worldwide audience, comprising of **13 sites in a choice of 13 language services**: Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish, Turkish, and Ukrainian.

euronews is also available on **Live streaming** in 13 language services.

- all programmes free on demand
- 300,000 videos and 807,500 articles archived
- podcasts & RSS feeds
- free language lessons
- opinion polls
- national news wires
- all European football league results
- exclusive online interviews
- interactive maps of cultural events
- 10-day weather forecasts by city
- city business guide worldwide
- euronews community



The screenshot displays the euronews.com website interface. At the top, there is a navigation bar with the euronews logo, language options (English, Arabic, etc.), and user account information. Below the navigation bar, there are several news sections:

- top stories:** Features a large article titled "Conflicting claims spark row over who killed Osama bin Laden" with a photo of a man in a military uniform. Other articles include "Obama announces death of bin Laden", "Bin Laden: timeline of a 10-year manhunt", and "Obama bin Laden-obsessive".
- 1989-2014: Fall of the Berlin Wall:** A section dedicated to the anniversary of the fall of the Berlin Wall, with a photo of the wall and the text "1989-2014: Fall of the Berlin Wall".
- business:** Includes articles like "Francois Hollande: No second term if fail on unemployment" and "Gorbachev set to use fall of Wall festivities to back President Putin".
- international news:** Features articles such as "Nuclear power in Japan set to restart with green light for Sendai plant" and "Clashes and arrests at end of Brussels anti-austerity protest".
- Most Viewed:** A list of the most viewed articles, including "Vladimir Putin most powerful man in the world - Forbes" and "French militant reportedly killed in US air strike in Libya".
- programs:** A section listing various programs, including "Learning world", "Hi-tech", "Musica", "Creativity matters in the classroom, but can it be taught?", "German film-maker offers time-travel app for augmented reality experience", "The magic of Mozart's 'Seraglio' at the Paris Opera", "Iconic East-German bedtime character the Sandman still going strong at 55", "Scratch Jr - Teaching pre-school kids how to write computer code", "Kevin Spacey stars as villain in 'Call of Duty' video game", "Diene Kruger stars as Abraham Lincoln's stepmother in Malik-inspired film", "UK TV sets are out, but content needs to follow", "Longer life for damaged livers", "The Grand Prix d'Horlogerie de Genève 2014", and "EXPLORERS".
- sport:** A section listing various sports, including "Route du Rhum: The Art of Sleeping", "Traversa shines in Hawaii", "England face tough New Zealand test at Twickenham", "Messi equals Champions League scoring record as City and Chelsea struggle", "Ronaldo aims even higher after third Golden Boot", and "Britain's Walkerrips Chinese to first leg win in Volvo Round the World Race".

## video sharing websites & social media

euronews has a strong presence on leading video sharing websites and social media therefore reaching additional audiences to its traditional communication channels. Results show a great interest in euronews' content and its unique and independent perspective on international news.

### You Tube

- Network of 20 channels, including 7 thematic channels
- 1,088,900 subscribers
- 1 555M views



**euronews knowledge** on **YouTube**, an original content channel dedicated to space, science and technology

- 200,000 subscribers and 3,400,000 views
- Fastest growing premium channel in Europe

### Facebook

- 13 euronews pages
- 5 magazines pages
- 1,5M likes



### Twitter

- 13 euronews accounts
- 5 magazines accounts
- 94 journalists accounts
- 340,000 followers



### Google+

- 3,000,000 subscribers



### Vine

- "Euronews Vine of the Day"
- Daily news Vine video on Twitter



### Dailymotion

- 13 euronews channels
- 23,000 subscribers
- 70M views



### Vkontakte

- 424,000 followers



### BBM Channel

- Among the top 3 channels
- 30,000 subscribers



### livestation™

Users can watch euronews on the internet live  
24/7 on Livestation

euronews is more than a TV station, it is the first multilingual, multi-platform news hub worldwide. Wherever you are, stay tuned to euronews.



### euronews universal - for iPhone, iPad, Windows 8 & Blackberry

Access to all euronews' content: news articles, photos and video as well as the euronews channel live and on demand. The experience is enriched with advanced features: test your knowledge with the news quiz, express your opinion, visualize other users' opinions on an interactive map, share articles, search stories easily and receive alerts for breaking news.



### euronews Live - for iPhone, iPad & Android devices

The euronews LIVE application allows users to watch the euronews tv channel live 24/7 anytime, anywhere in 13 language services.



### euronews radio - for iPhone, iPad & Android devices

When you cannot watch tv, you can listen to the radio: news, business, sport, culture, science and a music selection by euronews on digital radio in 6 language services.



### euronews express - for iPhone, BlackBerry, Nokia & Android devices

The lightweight and most responsive news application on the market, it allows users to be kept up to date, even under minimal network reception conditions (Edge).

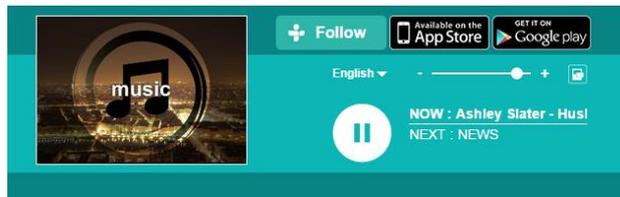


## euronews radio, when watching news is not an option...

- get the latest news every half hour and every 15' from 6 to 10 am CET.
- business, sport, culture, science and a music selection by euronews.
- 6 services: English, French, German, Italian, Spanish and Russian.



### online



[euronews.com/radio](http://euronews.com/radio)

### mobile & tablets



In more than **200 countries** worldwide

**1.4 million** listeners / month

**165,000 downloads** of euronews radio mobile app

### our partners

available to an audience of millions of listeners across the world

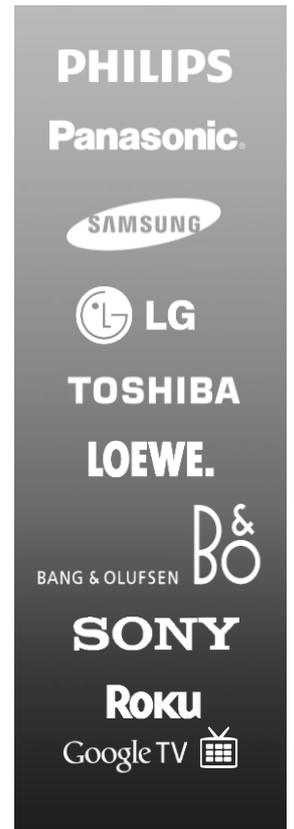


## smart tv

euronews is the world's most connected news network. More than 90% of the world manufacturers carry euronews' smart TV application on their equipment (TVs and Blu Rays). With these apps, viewers can watch the latest news (on-demand), No Comment videos and lifestyle magazines.

Leading edge in connected TV, euronews has signed agreements with world-class manufacturers and is fast becoming the most prevalent channel in the connected TV national and international world.

Market estimates show that in 2016, 350 million units will be sold.



## euronews joins Flipboard, the top social magazine as a premium partner

Flipboard allows people to create their own intuitively designed magazine which aggregates news and other content from major media sources and social networks.



As a premium partner, euronews has more visibility, credibility and a stronger presence on the application.

euronews publishes its news feeds in 10 languages on Flipboard, offering the channel's unique perspective, trademark impartiality and independence to the millions of readers of the world's first social magazine.



The euronews headings: "Top Stories", "News", "Business", "Sci-Tech", "Culture", "Europe" and "No Comment".

Flipboard today: 90 million readers worldwide "flipping" 7 billion pages every month.

1.5 million hotel rooms worldwide



on board major airlines (on-demand or Live) & cruise ships



euronews is the ideal source of information for viewers on the move, offering content and live streaming on a wide range of platforms. Whatever the place, whatever the way the news is consumed, euronews has a tailor-made solution.



## euronews display

euronews for busy places. When listening to commentary is impossible, you can read the story. Animated dynamic informative screens with a mix of hyper-local and international info. The euronews display service includes: latest news, local weather forecast, the picture of the day, stock market, etc.

## euronews campus

Through its offer Euronews Campus, euronews allows partner universities to live broadcast its international news coverage and the use of euronews' magazines (thanks to VOD), which serve as course material in classes of journalism, communication, business, international relations, politics, science and language studies. Euronews has concluded partnerships with 20 universities all over the world, for more than 500,000 students.



## public places

Many institutions, companies and transport hubs choose euronews to provide up-to-date news and information to their passengers, clients and visitors.

Among many other places, euronews offers the latest news at the NATO, EU and European Commission headquarters in Brussels and Strasbourg, at the Brussels train stations, at the French Parliament in Paris at international airports in Kiev, Tunis, Bucharest, Istanbul and at media companies like Le Figaro Newspaper in France or the OMD media agency in London.



euronews broadcasts to more than 424 million households in 160 countries worldwide via cable, digital satellite and terrestrial channels, making its reach truly global. euronews is also concentrating on securing distribution via multi-media platforms including IPTV, digital media and digital terrestrial TV.

## worldwide coverage

euronews' worldwide distribution has nearly doubled in the last 5 years and the channel continues its global expansion, now covering all 5 continents.

euronews worldwide coverage (households in '000)

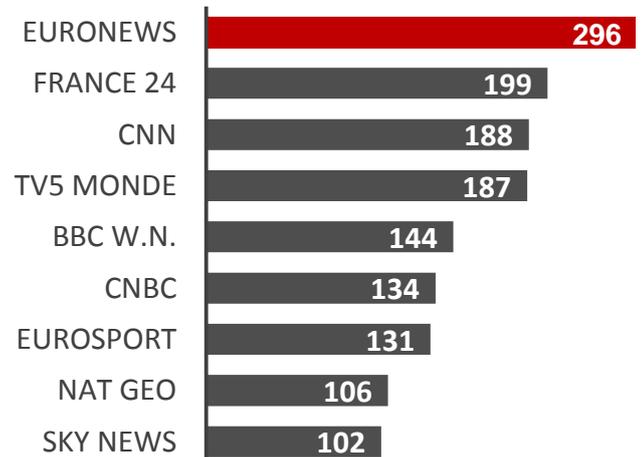


Source: euronews distribution report Q3 2015

## number 1 in Europe

The latest distribution report shows that euronews is the leading international news channel in Europe/Middle-East/Africa.

euronews, No. 1 in Europe/Middle East/Africa

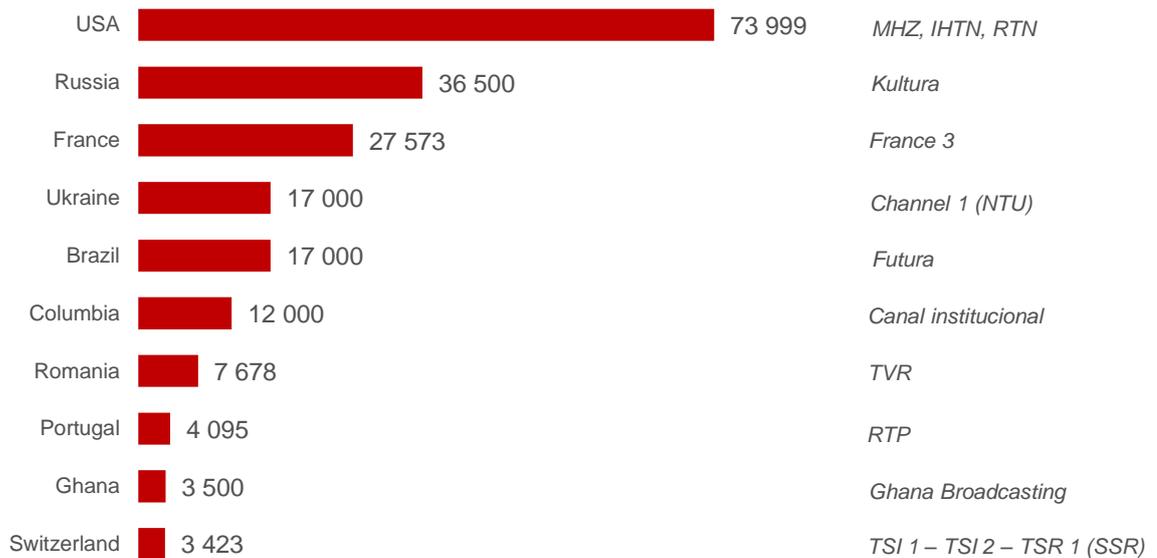


Source: based on inTV distribution Q3 2015

In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 42 countries. 52 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 259 million homes to euronews cable & satellite coverage.

## national windows

top 10 countries covered - households in '000 (*main broadcasters carrying euronews*)



## national coverage

National windows are an efficient way to achieve 100% coverage of the population in countries where cable & satellite is not widespread.

It is also a unique opportunity for viewers who have access to terrestrial channels only to receive international news as part of their daily consumption.

## presence of a window carrying euronews



Source: euronews distribution report Q3 2015



	in '000 households	full time	partial time	total
<b>WESTERN EUROPE</b>	Austria	3,032		3,032
	Belgium	4,577		4,577
	Denmark	311		311
	Finland	362		362
	France	23,858		27,573
	Germany	32,471	853	33,324
	Greece	1,679		1,679
	Ireland	1,088	1,607	1,607
	Italy	7,820		7,820
	Luxembourg	172		172
	Netherlands	7,555		7,555
	Norway	1,030		1,030
	Portugal	3,140	4,095	4,095
	Spain	5,276	500	5,776
	Sweden	617		617
	Switzerland	4,031	3,423	4,031
UK	16,353		16,353	
<b>total</b>	<b>113,372</b>	<b>38,051</b>	<b>119,914</b>	
<b>CENTRAL EASTERN EUROPE</b>	Albania	473		473
	Armenia	26		26
	Belarus	1,994		1,994
	Bosnia-Herzegovina	427		427
	Bulgaria	1,153		1,153
	Croatia	583		583
	Czech Republic	1,384		1,384
	Estonia	343	559	902
	Georgia	209		209
	Hungary	1,255		1,255
	Latvia	598	583	1,181
	Lithuania	493	414	907
	Macedonia	70		70
	Moldova	51		51
	Poland	8,978		8,978
	Romania	3,762	7,678	7,678
	Russia	17,521	36,500	36,500
	Serbia & Monten. & Kos.	959		959
Slovak Republic	793		793	
Slovenia	155	272	427	
Ukraine	3,765	17,000	17,000	
<b>total</b>	<b>44,992</b>	<b>63,006</b>	<b>82,950</b>	
<b>OTHER</b>	Cyprus	200	200	200
	Malta	128	200	200
	Turkey	9,929		9,929
	Other Europe	3,901	2,040	5,941
	<b>total</b>	<b>14,158</b>	<b>2,440</b>	<b>16,270</b>
<b>total Europe</b>	<b>172,522</b>	<b>103,497</b>	<b>219,134</b>	

Source: euronews distribution report Q3 2015

	in '000 households	full time	partial time	total
<b>M. EAST</b>	Iran	6,600		6,600
	Israel	1,111		1,111
	Lebanon	870		870
	Saudi Arabia	3,994		3,994
	Syria	2,086		2,086
	United Arab Emirates	1,328		1,328
	Other Middle East	10,724		10,724
	<b>total</b>	<b>26,713</b>		<b>26,713</b>
<b>AFRICA</b>	Algeria	6,194		6,194
	Egypt	14,946		14,946
	Morocco	5,805		5,805
	Tunisia	2,480		2,480
	Other North Africa	3,238		3,238
	<b>total</b>	<b>32,663</b>		<b>32,663</b>
	South Africa	8		8
	Other S. African	782	2,123	2,905
	East Africa	54		54
	West Africa		7,840	7,840
	Central Africa	2,000	5,500	5,500
Other Africa	3,006		3,006	
<b>total</b>	<b>5,850</b>	<b>15,463</b>	<b>19,313</b>	
<b>AMERICAS</b>	Argentina	1,006		1,006
	Bolivia	20		20
	Brazil		17,000	17,000
	Canada	906		906
	Caribbean	302	420	722
	Chile	20		20
	Colombia	185	12,000	12,000
	Costa Rica	25		25
	Honduras		1,000	1,000
	Mexico	206	1,000	1,000
	Nicaragua	43		43
	Peru	66		66
	Uruguay	1		1
	USA	2,340	73,999	76,339
	Venezuela	18		18
<b>total</b>	<b>5,135</b>	<b>105,419</b>	<b>110,163</b>	
<b>ASIA - PACIFIC</b>	Afghanistan		1,933	1,933
	Australia	190		190
	Cambodgia	2	1	2
	Hong Kong	32		32
	India	2,302		2,302
	Indonesia	2,980		2,980
	Korea	659		659
	Malaysia	785		785
	Mongolia		1,800	1,800
	New Caledonia	4		4
	New Zealand		1,015	1,015
	Papua New Guinea	11		11
	Philippines	128		128
	Taiwan	1,500	800	2,300
	Thailand	1,924		1,924
	Timor Leste		1	1
	<b>total</b>	<b>10,517</b>	<b>5,549</b>	<b>16,066</b>
<b>total world</b>	<b>253,400</b>	<b>229,928</b>	<b>424,052</b>	

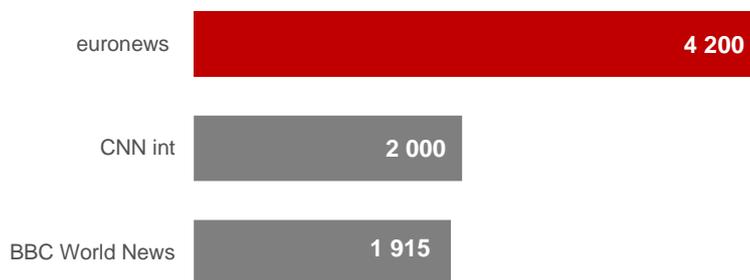
# the number 1 news channel in Europe

euronews subscribes to peplemeters, a recognized standard in TV audience measurement, which provide accurate viewing figures from the major European countries.

## the first choice news channel in Europe

euronews reaches 3 million cable and satellite viewers every day, more than CNN International and BBC World News combined.

The channel also delivers a further 1,3 million daily viewers through its national windows broadcast.



source TelmarPeaktime / Eurodata TV / peplemeters Q1 2015 from Armenia, Cyprus, France, Ireland, Italy, Ukraine, Austria, Belgium, Belarus, Moldova, Norway, Poland, Romania, Russia, Serbia, Slovenia, Spain, Switzerland, UK and Portugal.

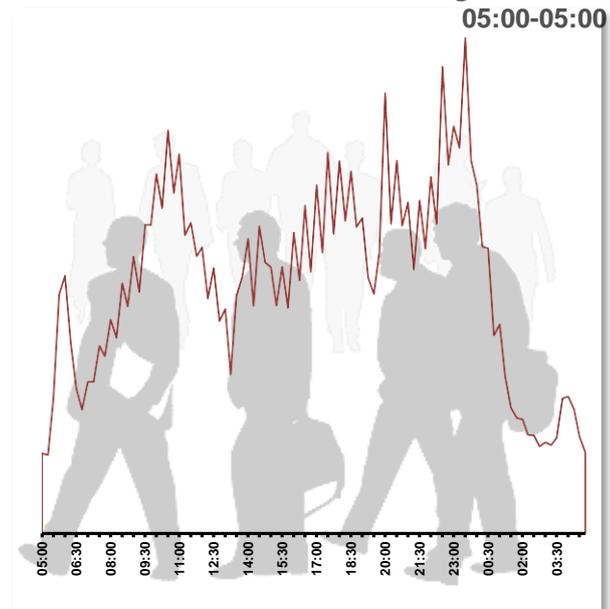
## viewing habits

euronews enjoys distinct peaks in audience during morning and evening day parts, along with a higher volume of audience on weekends.

euronews' investment in people meters enables advertisers to target audiences accurately, resulting in improved efficiency and effectiveness.

It also allows the editorial team to create a schedule meeting viewers' needs and consumption habits; such attention to detail ensures euronews to maintain a loyal audience.

euronews audience curve by 15' adults - index 100 = average audience 05:00-05:00



morning peak  
07:00 – 11:00

evening peak  
21:30 – 01:00

Sources: Eureka - audience Cable & satellite curve - Q4 2012



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