



Global press conference on 2 October 2012: “Surviving and thriving in the [media] universe”, live from Paris and with video links with 22 cities worldwide.

As the channel nears its 20th birthday, Euronews has never been so strong – and celebrates with an unprecedented global press conference

In 2013, Euronews will enter a new era. Launched almost 20 years ago, in January 1993, the rolling news channel has transformed into an ecosystem that is today experiencing a revolution. It has achieved global-brand status: a brand that is a byword for a global news hub. What ambitions does it have for its 20th birthday? The answer: 20 major announcements, all presented during a press conference held simultaneously in over 20 countries.

Paris, 2 October 2012 – For this exceptional milestone, Euronews is responding with an innovative format and quantity of announcements. During a press conference in Paris, connected to over 20 cities worldwide, **Michael Peters, the channel’s CEO, presented Euronews’ key directions and ambitious mission for the coming years.**

Euronews has taken an entertaining and highly engaging approach to highlight the brand’s distinctive character and impressive market dominance. Using a unique format, Michael Peters explained the two pillars of the channel’s strategy with strength and conviction:

- Enrich the channel’s brand capital through its values by anticipating and enhancing the users’ experience, wherever they are in the world;
- Affirm its role as the only independent, powerful, benchmark media outlet in “the European public space”. The only outlet that offers a multicultural, pan-European perspective on the world thanks to its editorial team of 400 journalist-reporters from over 25 countries.

“Today we are experiencing a situation never before witnessed by any industry. In a media world where every frontier is disappearing, in a competitive marketplace where choice has exploded, we are all facing decisions. Decisions that we must take amid a revolution,” said Michael Peters at the press conference.

“As a global news hub, Euronews is today the world’s only media experience that is multinational, multicultural, multilingual and multi-shareholder.

“Euronews has never been so strong. It enjoys ever-expanding reach, a fast-growing audience across all platforms; and, most importantly, an extremely efficient news production model. All geared to our sector’s only real need: the user experience.

“Never before in its history has Euronews had so many advantages to meet the challenge of establishing itself as the world’s leading news brand,” declared its CEO.

The 20 announcements below reflect the ambitious course that the channel has set in a period of high-paced revolution, during which continuous change is vital if the channel is to thrive.

Note to journalists:

To watch the conference and to download the press file and visuals:

www.euronews.com/press-conference

For further details, please contact:

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About euronews

Europe’s leading international news channel, **euronews** provides continuous coverage of global news, all over the world. With 400 journalists and staff from over 25 countries, the channel is broadcast in 11 language editions.* An independent media hub, **euronews** offers a unique perspective on, and analysis of, current events. Founded in 1993 in Lyon, France, the channel can be watched in 400 million homes in 155 countries, and is available across all digital platforms.

* Arabic, English, Farsi, French, German, Italian, Portuguese, Russian, Spanish, Turkish and Ukrainian.

Follow euronews’ trends and teams on Twitter: @euronews_inside

euronews live on euronews.com, on iPad and iPhone via **AppStore** and **Google Play** via the **euronews LIVE** app.



No Comment TV



GROWTH AND INTERNATIONAL EXPANSION

1. Euronews launches the first 24/7 Greek news channel



In December 2012, Euronews will for the first time in its history launch a rolling news service based around a local newsroom, in Athens.

Euronews' 12th language channel will be operated by 30 journalists and media professionals, who will produce **Euronews Greek in Athens** 24 hours a day.

This new service, the first-ever **rolling news channel in Greece and Cyprus**, is aimed at TV viewers in both countries and at the entire Greek-speaking community worldwide, particularly via euronews.com. It will be available on national DTT and in cable and satellite packages



Vasilis Bitsis has been appointed channel director. He will be in charge of coordinating the Athens-based correspondents and bureau and teams at the channel's HQ in Lyon, France.

Euronews is currently recruiting 24 journalists and 10 technical and administrative staff in Greece. This team will work in tandem with the editorial department in Lyon.

2. Euronews Hungarian to launch in Budapest in March 2013



The first quarter of 2013 will see Euronews open its second local newsroom in the Hungarian capital, Budapest.

Available 24/7, Euronews Hungarian will be the 13th rolling news channel entirely produced by Euronews' journalists and other teams. Recruitment for this new Hungarian service will begin on 3 October 2012.

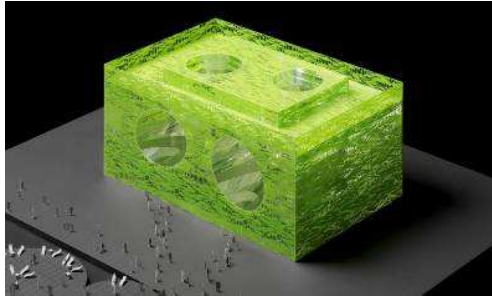
3. Euronews: 14 bureaux and newsrooms worldwide

The local newsrooms in **Athens** and **Budapest** will play a full role in Euronews' new "Glocal" strategy, which involves simultaneously increasing both its local presence and its global news coverage.

Besides the main editorial team based at its HQ in **Lyon, France**, Euronews is also present in the world's key regions, with permanent bureaux in **Brussels, Cairo, Doha, Kiev, London, Moscow, Paris** and **Rome**.

Euronews announces the opening of new bureaux in **Washington, Istanbul and Dubai**.

4. New world HQ for Euronews in 2014



In 2014, Euronews will move to its new 10,000 sq. m. world headquarters in the Confluence district of Lyon.

The channel's future HQ, designed by architects **Jakob + MacFarlane**, has a central location in Europe's largest urban-regeneration project. The building's bold design will give Euronews outstanding visibility in its home city of Lyon, but also in the international media.

Offering approximately 10,000 sq. m. of floorspace on six levels, the building will host 800 of the international news channel's staff. By doubling its HQ floorspace, Euronews will radically transform its working environment and create the ideal platform to continue its development.

PROGRAMMES, NEW SEASONS AND ON-SCREEN LOOK

5. Learning World, season 3



Every week on Euronews, Learning World, the programme presented by **Maha Barada**, Euronews' Doha correspondent, continues its discovery of the learning world by meeting people who are shaping education today. The magazine kicks off its third season in partnership with Wise, a Qatar Foundation initiative.

6. Musica, season 3



The show for lovers of classical music is back for a third season, every fortnight on Euronews and via catch-up TV on Euronews.com.

7. You Talk with YouTube, Google Hangouts and Google +



After the **huge success of the special broadcast** when José Manuel Barroso conversed live on Euronews with European citizens, Euronews and its partner YouTube wanted to go further and transform the event into a monthly appointment, enabling citizens to connect directly with our world's foremost leaders, thanks to Google's Google + and Hangouts tools. Launch planned for early 2013.

8. New on-screen look in 2013

A revolution is slated for the first half of 2013, with the channel's on-screen look set for complete transformation. Radical design features and a unique screen layout are in the works, in a version to celebrate 20 years of Euronews broadcasting.

EDITORIAL PARTNERSHIPS



9. American elections on Euronews, with ABC News

Euronews, the European news leader, and ABC News, a pacesetter for news in the United States, have signed an original cooperation agreement.

It takes the form of a unique exchange platform to provide two-way coverage of the latest news on both sides of the Atlantic, and will enable viewers to track the race for the White House in real time.

As part of the deal, ABC News' correspondents and experts will appear exclusively on Euronews, providing regular analysis of American politics and news highlights in the country, in a series of studio and split-screen interviews.

Euronews will make available to ABC News its exclusive news reports covering European affairs.

As part of this partnership, Euronews has opened a permanent bureau at ABC News' HQ in Washington, headed by its correspondent Stefan Grobe.

10. Editorial tie-up with Brazil's leading news channel, Band News TV



Euronews and Band News, a news network owned by Band, the number-one media group in Brazil, are poised to conclude a groundbreaking deal.

This new and major collaboration is based on the exchange of content, production and services between the two editorial teams. The objective? Mutually enrich their editorial news coverage with

insight from experts in both continents.

11. Euronews and *La Repubblica* mutually enrich their online content



Euronews and the website of Italian daily *La Repubblica*, Repubblica.it, are signing an editorial partnership agreement.

Repubblica.it will provide Euronews with a daily selection of articles for immediate publication on www.euronews.com.

In return, Euronews will send to Repubblica.it some of its latest reports and video packages. Euronews footage will be available on video.repubblica.it/home in a section dedicated to Euronews. The videos will also supplement articles by Repubblica.it on similar subjects. Launch planned to take place in the coming weeks.

12. Euronews Network



Euronews is expanding its global footprint with the **creation of Euronews Network, which aims to become the world's largest network of international partners. This new concept of tailored cooperation has been designed for any media group worldwide that wants to**

benefit from Euronews' experience, content and brand, in terms of credibility, programming and resources.

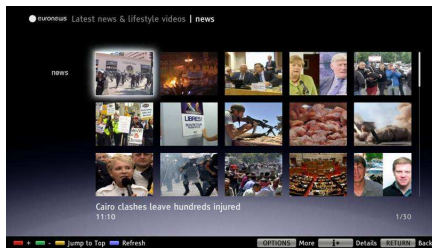
Depending on the partner's needs and objectives, Euronews provides Network members with an offering of services attuned to their needs and to their audiences' expectations.

Euronews is in talks with its 21 broadcaster shareholders to add them to this network. In addition, Euronews Network's first members include **ICTIMAI TV**, Azerbaijan's public radio and television group; **Face TV**, an audiovisual group in Bosnia and Herzegovina; and **MNB**, Mongolia's public radio and TV broadcaster. Discussions are in progress with many other broadcasters in Europe and worldwide.

As Euronews Network members, media groups will gain access to à la carte content for their TV, mobile and online platforms.

DIGITAL & APPLICATIONS

13. Euronews: the pioneering, omnipresent media outlet in smart TVs worldwide.



Back in 2010, Euronews anticipated TV/web convergence by investing in R&D when many other organisations were still hesitant on the issues. This trailblazing stance has since enabled Euronews to sign deals with all the world's leading manufacturers and all the dominant smart TV platforms.

With a fast-expanding market and 480 million smart TV sets expected by 2016, **Euronews is achieving its objective: to be the world's most connected media outlet.** The Euronews Smart TV application is available across the following 11 brands and platforms: Panasonic, Philips, Roku, Toshiba, NetRange MMH, Samsung, Sharp, TechniSat, Google TV, Sony and LG.

Euronews continues to lead the field, and will soon announce new global agreements and unveil smart TV pilot projects.

14. Euronews on board Renault R-Link vehicles

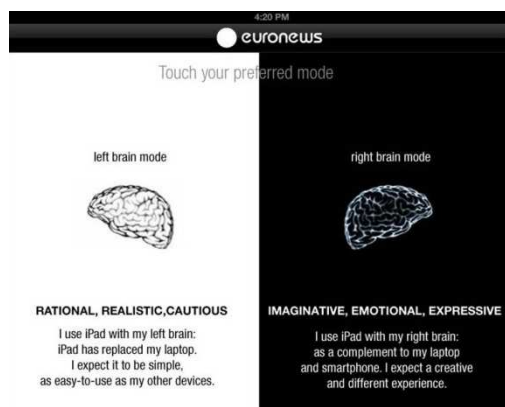


Euronews is the first international news channel to be part of a connected, built-in, on-board multimedia system.

Ultra-modern and extremely easy to use, the new connected and built-in multimedia system by French carmaker **Renault, called "R-Link"**, given a world preview at the Paris Car Show, will feature in its multimedia services access to **Euronews' latest news** in various language versions: English, French, German, Italian, Portuguese, Russian, Spanish and Turkish.

Renault drivers and passengers will be able to read news on-screen when their car is standing still. When it is moving, Euronews' latest articles will be read aloud courtesy of the text-to-speech function. This is a significant first in the car world.

15. Euronews' ultimate new application for iPad and iPhone



Euronews is launching a universal application for iPad and iPhone. It can be downloaded free at **App Store** from 2 October 2012.

This application combines fun and fundamentals!

It offers access to all Euronews content: articles, photos and programming on demand and the channel live – plus original, entertaining features.

The iPad and iPhone applications have a rotating cube interface. Users can rotate the cube to access the latest news, watch Euronews programmes or live tv, or take our interactive quiz. Users can also interact with a world

map of good and bad news stories, as voted by our users!

There's a bonus on the iPad application: it adapts to your personality, with two entry modes. A "Rational" mode (portrait) for conventional tablet use, and a "Creative" mode (landscape), devised for users seeking an original experience.

This universal application is available free in Arabic, English, French and Farsi (other language editions will be added soon).

Download it on: itunes.apple.com/fr/app/euronews/id555667472?mt=8

Three mobile Euronews applications are already available:

No Comment TV: Euronews' famous programme has its own free app in the No Comment section.

Euronews LIVE: available on App Store and Google Play, to follow all the world news in real time, 24/7, in one of the channel's 11 language editions.

Euronews Express: available on Google Play and App Store, this featherweight app combines images and text for a fast, optimised connection without worrying about network quality.



16. Euronews Radio: listening to the world, round the clock



On 2 October 2012, Euronews is launching its own radio station, with news bulletins every 15 minutes between 6am and 10pm CET, then every 30 minutes. Economics, sport, culture, science and music are also on the programme. It will initially be available in six language editions: English, French, German, Italian, Russian and Spanish.

Euronews Radio is available via the **iPhone and iPad applications, and on Google Play, but also online via euronews.com and euronewsradio.com.**

To download it:

euronews radio for iPad

itunes.apple.com/gb/app/euronews-radio-for-ipad/id560481564?mt=8

euronews radio for iPhone

itunes.apple.com/fr/app/euronews-radio/id555994002?mt=8

Euronews Radio is already offered by numerous partner websites: **vTuner, TuneIn Orange liveradio, Comfm, Radio.de, Radio.at, Radio.fr, Rad.io, Radioplayer.es, Aupeo.**

Straight from its launch, Euronews Radio will reach millions of listeners worldwide via all platforms: web, mobile, digital radio, smart TV, in-car, PC and tablets. With this service, Euronews is giving users a new way to stay tuned to the news.

The radio service has a distinctive feature: it will air music as well as news, with original musical slots to enhance the programme schedule – a new experience for listeners!

Euronews Radio has been designed in conjunction with Espace Group, a media firm that has more than 30 years' experience creating and operating radio stations.

EURONEWS INITIATIVES & UNDERTAKINGS

17. Euronews Talents: revealing talents



Euronews Talents, a new initiative devised and created by Euronews, involves supporting and showcasing hidden talents in every field that inspires society: business, music, art, education, etc. Euronews Talents aims to introduce gems of talent and create a cross-cultural dialogue through a range of innovative concepts. The launch of this initiative, centred on citizens and society, is taking shape with two partnerships: one with Google, to launch the Euronews Business Awards; the other with music production company Pschent, to create Euronews Music Talents.

18. Euronews Business Awards, with Google



Euronews and Google are kicking off a major European contest and teaming up to reward the small and medium sized businesses that are most active online.

Any business can submit their project in one of three categories: **Women in Business, Going International and Growing Online.**

Entry is very simple: until 28 October, European SMEs can post a one-minute video on www.youtube.com/euronewsbusiness to present their business and how they use the internet.

A first selection will be made by a judging panel of professionals then the shortlisted submissions will be put to the public vote on www.youtube.com/euronewsbusiness. The three winners will receive their awards at a ceremony in mid-November. Each one will feature in a mini-documentary broadcast on Euronews; and receive advice from Google's experts on optimising their use of the internet, tablets, smartphones, etc.

19. Euronews Music Talents: revealing artists



Euronews Music Talents (EMT) is another flagship project in the Euronews Talents initiative. It has been devised as the first pan-European contest for new music. Via the internet, EMT will let every musician submit their work, with the chance to gain international visibility and recognition.

The finalists, selected by a panel of music professionals, will feature on an exclusive compilation co-produced by Euronews and the Pschent label. This compilation will be available on all digital platforms worldwide. The contest will kick off in late 2012, and the first winners will be announced at the 2013 Midem event

in Cannes.

To celebrate the kick-off of this initiative, Euronews has launched the "eurovibes selection by euronews", a compilation released by Pschent, with a selection of Europe's best musical talent – contemporary music...

It goes on global release today, on iTunes and elsewhere.

20. Gen'Europe



Gen'Europe is a participative project whose heart, mind and legs are the citizens of Europe. Driven by the desire to strengthen the spirit of a European public space, Euronews – again in a pioneering role – is launching Gen'Europe with the aim of creating the first meta-network able to yield a common European entity.

Conceived as a forum for the most practical aspects of knowledge, culture and life, Gen'Europe's purpose will be to promote a shared knowledge for the masses.

Gen'Europe will be an open, borderless social network. A source of information on Europe, a virtual and encyclopedic themed community that fosters initiatives and shares useful tips, but also initiates big debates on European issues... Gen'Europe will set itself just one limit: the boundaries of the imagination of the citizens who build it.

Discussions with a major partner are in progress, and will be presented in an upcoming communication.