

2017

TRANSPARENCY

REPORT

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1 Scope

Since it was established in 1993, Euronews has had a close working relationship with the European Union while maintaining complete editorial independence.

This document sets out how Euronews meets the commitments it has made as part of this ongoing relationship.

Today, the European Commission co-funds some aspects of Euronews' European content including a number of programmes and some linguistic editions. This includes:

- Live coverage of European news;
- Euronews' office in Brussels and the team of journalists who work there;
- Arabic, Greek, Hungarian, Persian and Portuguese linguistic editions;
- Programmes including Global Conversation, Insiders, Futuris, Business Planet, Real Economy and Aid Zone.

2 Standards and values

As part of the contract governing this relationship, Euronews commits to ensuring its output meets the highest journalistic standards and values.

The principles of impartial, fair and balanced reporting integral to the agreement with the European Commission are precisely those ideals upon which Euronews was founded and are central to our mission. They are present in every story we produce as we strive to meet the needs of a highly discerning and demanding European audience and combat rumor, misunderstanding, misinformation and infobesity. We regard these journalistic ideals not just as a moral duty but a vital interest in our success as Europe's leading multilingual, multicultural news media. These values are fundamental to our reputation and credibility in the eyes of the viewer and give us a distinct voice and strong selling point in an increasingly challenging media environment. Over the years, we have strengthened and enhanced these editorial standards in a range of ways.

A full summary of Euronews' editorial responsibilities is available in the Editorial Charter.

2.1 Impartiality and Neutrality

At Euronews we do not serve or promote any national, political or business interest in our coverage, we do not take sides. Euronews scrupulously avoids adopting any national viewpoint and takes a European view of all news, even national news. All Euronews content must be produced without pressure from any national or international institution, government, political party or political or economic or commercial or pressure groups.

The obligation of independence dictates the conduct of all those participating in the process of preparing editorial content, from newsgathering to broadcasting or publication. Throughout the content creation process, on-air and digital Euronews journalists and their line managers rigorously monitor and refer to each other's work across our 12 languages (of which 2 are on digital only, namely Arabic and Farsi) to ensure adherence to our standards of neutrality and non-national perspective. We ensure the pluralistic expression of schools of thought and of opinion as a guarantee of the full exercise of freedom of communication. Euronews exercises editorial responsibility over all of its programming. Whenever we broadcast video and publish information we remain responsible and accountable for our content.

2.2 Objectivity, Balance and Fairness

All Euronews output reflects a balanced representation and evaluation of the relevant facts. Our content is objective in the sense that we present all sides of a story and does not take sides. We provide appropriate context, impartial information and explanations. Our journalists do not let themselves be convinced by one statement or the other, we always keep an open mind about events and strive to present all sides of the story in a logical manner.

All Euronews content is balanced in the sense that we seek to offer equal space to all players or aspects of a story, appropriately. We present the relevant conflicting views or positions of each party involved in an event we cover. As information comes in and is addressed, each news story, sequence, segment is constantly developed adding new statements, reactions plus relevant background and context. We aim to achieve balance and objectivity over the totality of our output, which we achieve through regular reviewing of our programmes and bulletins and scrutiny over time, internally and externally.

2.3 Accuracy and Clarity

Euronews produces factual content, in which all facts and aspects of a story are properly sourced and researched, are faithful to the reality and are presented in a clear manner. Any information which is not factually accurate will be excluded. Information is clearly distinguished from comments, opinions and personal viewpoints. Any comments or opinions are clearly attributed.

2.4 European Perspective

While Euronews has a global outlook we never lose touch with our European DNA and strive to inform and enlighten our core audience about world events from a European perspective. This does not mean that we always prioritise European affairs over all other stories but we find an appropriate context in our coverage of developments across the world. Our news and programmes reflect European angles and views on given events where relevant and our storytelling is crafted to appeal to the interests and values of a European audience. Our Brussels bureau is a key component of this approach and its programmes provide a much-valued source of information on the political, social and cultural affairs that have a bearing on the lives of all Europeans.

2.5 All Views

Perhaps the most significant driver of the aforementioned journalistic standards and practices is our concept of “All Views”, which seeks to enhance our editorial values and capitalise on the unique qualities that we have to offer our international audience. Diversity of perspective has always been one of the core strengths of Euronews and the All Views mission reinforces that asset by presenting viewers with a meaningful, insightful and varied range of views and reactions to our stories, providing them with the raw material to form their own views on global developments and trends. Our website features an All Views section that highlights viewpoints and comments in a balanced and considered way. Our team of international journalists, with their particular insight into national affairs are uniquely positioned to harvest opinion from within their own countries or spheres of specialist knowledge. Our newsroom, in effect, acts as the richest exchange of knowledge and information in the media world and we exploit this resource to the full through the All Views concept.

3 Management and supervision

3.1 Management

Euronews unique workflow ensure a diversity of views and a balance in story selection and creation. A team of 12 journalists one from each of our different language editions works on each story, ensuring that local reporting and points of view are incorporated where appropriate. The teams are each managed by an editor who reports to the deputy editor in chief who is responsible for organizing the day-to-day running of the newsroom who ensure that the overall angle of the story is in keeping with Euronews' objective approach to reporting, both on television and our digital services.

Output from each language edition is overseen by a head of language, who checks the quality of the scripts and commentaries.

The news operation is managed by the editor in chief for news, reporting to the director of content. The former sets the daily agenda, and ensures balance across the entirety of the output, while the latter takes charge of overall strategy. Both provide are a further layer of journalistic oversight on the output.

3.2 Editorial Board

An Editorial Board, headed by an independent Chairman, assesses the performance and strategy of Euronews editorial department and provides an opportunity to discuss key issues around the approach on broadcast and digital platforms.

Euronews' Editorial Board is a consultative body which analyses and advises the Euronews management in a variety of editorial aspects, both daily issues and overall strategic ones. The Chairman of the board then advises the Euronews Supervisory Board of the findings.

The Editorial Board is currently composed of 8 members, of which 5 have been appointed by the Public Shareholders (FTV, RAI, SSR, SNRT, RTR), 2 by Media Globe Networks, 1 by NBC Universal News Group. The Chairman is Paolo Garimberti (independent). The TRT representative left the Editorial Board following the exit of TRT from Euronews.

All the members shall be journalists or have a documented expertise in the editorial/media area.

Each member of the Editorial Board shall undertake to comply and enforce the Company's editorial guidelines, which cover a range of standards including impartiality, harm and offence, accuracy, fairness, privacy etc.

The Editorial Board met 5 times in 2017.

There are two regular hearings during the meetings of the Editorial Board:

- One with the Chairman of the Executive Board (CEO) of Euronews , Mr. Michael Peters, on the management activities with a special focus on editorial matters;
- The other one of the Chief Content Officer (CCO), Mr. Lucian Sarb, on the critical topics of the coverage of the events.

During 2 meetings of the Board, a special focus was given on the Strategic Editorial Collaboration Agreement and the Strategic Services Agreement, which define the editorial cooperation between Euronews and NBCUniversal News Group. One of the main points discussed by the Board was the procedure to choose the Chief Content Officer. A special attention has been devoted by the Board to the fact that, as it is stated in the Agreement, the CCO must be a citizen of a European country and that no person shall be appointed CCO if he lacks of skills and experience on European matters. The Editorial Board also recommended that the CCO should be a person in line with the editorial line of the Company and known for sharing European values of freedom, democracy, women's rights, as stated in the Agreement. The Board asked Mr. Paolo Garimberti to convey these recommendations to the Supervisory Board.

The Chairman of the Editorial Board took part in the 3 Euronews Editorial Steering Committee meetings held in 2017 devoted to the Editorial and Newsgathering Plan for 2018. The Editorial Steering Committee is composed of an NBCU representative, the CCO, the CEO and, as stated before, the Chairman of the Editorial Board. Mr. Garimberti reported the issues examined by the Steering Committee to the Editorial Board. The Board approved the Editorial and Newsgathering Proposal.

Following some complaints about the coverage of the Catalonia referendum (some of them coming from European MPs) , the Chairman of the Editorial Board, in accordance with the CCO Lucian Sarb , asked to Osservatorio di Pavia, one of the most prestigious center for this kind of international research, a qualitative analysis of the Euronews coverage of the referendum in Catalonia.

The main finding and conclusions of the research have been very positive for Euronews. Here are the main conclusions of the report:

- The analysis showed a commitment of Euronews to fairness, accuracy and impartiality, with no evidence suggesting biased reporting;
- The analysis did not find any cases where the independence of journalists was undermined;
- News stories never mixed facts and opinions;

- Many stories on controversial political issues were professionally reported by including different positions;
- The news stories were mostly informed by the principles of clarity, promptness and relevance;
- The OdP analysts observed that the posts about the Catalan referendum on the official Euronews Facebook fulfilled the main professional standards, including balance of reporting, truth and accuracy.

The Editorial Board compared reports and facts from the newsroom with independent analysis from external groups. For the members of the Editorial Board, it was an efficient exercise and one more reason to prove the strong necessity of such a trust structure able to protect the independency of the editorial structure of Euronews. In this specific case, the Editorial Board was more than satisfied by the coverage underlining the aspects of the content. The Editorial Board also asked the newsroom to reinforce the editorial control language edition by language edition.

In some cases, especially for the complaints coming for one or another member of the Editorial Board, the members did put in place a system of hearings of the heads of different language services with the open interest to understand and to get answers from the newsroom, the objective being to solve and make clear that Euronews acts as a very independent media company.

3.3 Overall assessment of the Editorial independence of the media

As a general conclusion, the members of the Editorial Board are very satisfied with the general Euronews coverage. The Editorial Board is also very satisfied with the way the Board exercise its role. The members asked President Garimberti to convey to the Supervisory Board their positive conclusions on the independence and the good balance of Euronews coverage of the world events.

For the coming years, the Editorial Board considers more and more in depth analysis on the content of Euronews. The exercise between internal feedback and facts and external independent reports gives to the trust body of Euronews and to the company itself a very strong protection in terms of editorial independence. For the coming years, the Editorial Board is fully involved in the Euronews developments such as the development of the World edition and of the newsgathering plan. For the Editorial Board, the more Euronews will develop its specific content for specific audiences his role it will become more and more important as a trust body and a guarantee of the editorial independence for the newsroom.

It is Editorial Board objective to enforce the control and the content analysis on service by service. Going more specific to different markets/audiences Euronews has to prove, and the Editorial Board has to be the checkpoint for respecting the Euronews editorial European DNA.

More and more dialog with the editorial management on the global level but even more with the editorial decision makers, language edition by language edition, will guarantee the good and safe editorial development of Euronews.

3.4 External oversight

Euronews works with an independent Italian institution, the Osservatorio di Pavia (“OdP”), to assess the accuracy and objectivity of our output, particularly around sensitive topics.

These reports have consistently underlined the balanced and impartial nature of Euronews reporting. While Euronews stories are not translations, and differences do exist across languages, the reports find that these are not a source of bias and in no way compromise the journalistic integrity of the output.

The reports found:

- No evidence that journalistic independence was ever undermined;
- No evidence of intentional bias;
- A range of viewpoints were available in most stories;
- Facts and opinions were always clearly differentiated.

Euronews has also commissioned an independent report into its 360° video production, which identified a small number of weaknesses relating to the presentation of some subjects but concluded that Euronews was establishing best practice in the field.

4 Summary of performances in 2017

4.1 Programmes

Extending the duration of our flagship current affairs programmes *Insiders* and *Global Conversation* has allowed both to explore subjects in more depth and in the case of the former allowed deeper explanation of key European themes. Both programmes are completely pan European.

In 2017, *Global Conversation* has featured:

- Six heads of State and former heads of State,
- Five MEPs and the President of the European Parliament
- Three European commissioners and
- Seven economists, Nobel Prize, CEO, experts.

Insiders teams filmed in 11 EU states.

4.2 Brussels office

Euronews' "All Views" philosophy has been expressed by the range of interviews it has conducted through the year. As well as the heads of the main parliamentary groups, MEPs from a broad spread of different nationalities and parties have appeared as part of our Brussels coverage.

The longer format programmes produced from Brussels – *State of the Union* and *The Brief* – provide more opportunities for points of view.

4.3 New technologies

Euronews has taken advantage of new technologies to increase its ability to deliver transparent, informative and objective stories:

- Euronews continues to extend its leadership in the domain of 360 video. We produced series exploring the lives and views of voters off the beaten electoral track in the French and German elections as well as looking at climate change across Europe. We recently became the first news organization in continental Europe to use 360 sound in our reporting.
- We have produced dozens of Instagram and Facebook reports in the “story” format to attract new audiences on social media.
- We are increasingly using social media to find verified material to include in our reporting which originates with European citizens themselves. We have adopted new “social discovery” tools like Crowdtangle and Spike to help us identify key posts from the noise of social and have trained a number of key journalists to be able to check the authenticity of content.
- Euronews is part of the First Draft network to improve our ability to collaborate with other media to address Fake News.

5 The role of our audience in shaping our offering

Euronews gauges audience opinion through 3 main routes:

- 1) Monitoring audience behavior and consumption patterns
- 2) Asking opinions of our audience on our website
- 3) Asking opinions of our audience on our apps

This feedback is used to:

- 1) Help inform our editorial choices
- 2) Inform our product strategy
- 3) Influence design and functionality across our platforms.

5.1 Examples of mobile app feedback from 2017

No of reviews 4,219

Average rating 4.1

Top positive aspects: Objectivity, speed, design

Top negative comments: Not available in more languages, too much sport and culture.

5.2 Feedback from Facebook users

We regularly ask our users on Facebook about their perceptions of our offerings. We also receive unsolicited feedback. It is impossible to list all of this feedback. However, here are some examples.

<https://www.facebook.com/euronews/videos/10155282511868110/>

<https://www.facebook.com/euronews/videos/10155285607718110/>

<https://www.facebook.com/fr.euronews/posts/1389817737734273>

5.3 Feedback and complaints

Euronews welcomes user feedback and complaints, which are dealt with personally by the head of each language edition or the editor in chief.

Feedback and complaints can be communicated in any of Euronews languages via our contact page <http://www.euronews.com/contact>