

## AUDIENCE IN FRENCH-SPEAKING AFRICA

# One year after launch, 44% of French-speaking Africa is aware of Africanews, with monthly viewership growing +24% to 4.8 Million

As stated in the latest Africascope 2017 (Sept'16 – Jun'17) survey, Africanews benefits from an awareness of 44% in French-speaking Africa; up +16% compared to 2016 cumulative results. This growth is reflected in Africanews' 2.6 million weekly audience.

Pointe-Noire, Republic of the Congo – 4 September 2017 – Africanews is a leading Pan-African, multilingual news outlet. Africanews is available in Sub-Saharan Africa via its complete offering (TV + digital: website, social media, mobile applications). Every week 2.6 million people in French-speaking Africa watch Africanews TV.

The latest Africascope 2017 survey conducted by Kantar TNS in seven French-speaking African countries highlights a strong overall **44% of awareness of Africanews**, which represents 7.6 million who have heard of the channel.

After launching just 18 months ago, Africanews has already secured the loyalty of 2.6 million viewers in the seven countries surveyed, a +31% increase compared to 2016 cumulative results.

According to the survey, Africanews' audience is young and more affluent than the average of the target population. The majority of its audience are men, who account for 63% 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 15.6 million viewers.

## Audience records for Africanews in Gabon and Democratic Republic of Congo

Eighteen months after its launch, Africanews once again achieved its best performance in terms of audience in **Gabon with a strong 69% awareness level**.

In **Democratic Republic of Congo** and **Cameroon**, Africanews also enjoys impressive awareness levels of **53%** and **45 %** respectively.

Awareness of Africanews is also rising elsewhere in French-speaking Africa. In **Ivory Coast** and **Burkina Faso**, the media is recognised by **41%** and **35%** of respondents respectively,

while **1 in every 3<sup>rd</sup> respondent in Senegal** has heard of the channel and **25%** in **Mali**.

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

*"Today in French-speaking Africa, Africanews is established as a key media outlet. These strong audience results are the endorsement of the strategy implemented from the beginning to provide our audience with independent and reliable information without any bias, dedicated to Africa and produced by some of the best journalists across the continent, based in our Pointe-Noire headquarters."*

### **Carolyn Gibson, CRO of Euronews**

*"With the launch in July of the first Africanews App dedicated to iOS devices, available for free from the App Store and complementing our digital services, we can now offer marketers a truly integrated communication plan across TV, digital and social. Africanews offers advertisers a unique, engaging and high quality environment in which to reach young, affluent consumers across Africa."*

## **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 close to 16.000 people aged 15 and over, representative of the survey areas population of 17.3 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 37 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.com](http://africanews.com) has a responsive website design to suited to all mobile, tablet and computer screens.
- two YouTube channels (in [English](#) and [French](#)) and [Facebook](#) and Twitter accounts [@africanews](#) and [@africanewsfr](#).

Africanews is a 100% Euronews subsidiary. Africanews adheres to the same editorial charter as its European sister channel Euronews.