

AWARD

**Africanews wins international media award,
the 2016 Content Innovation Awards
for 'Best New Channel Launch'**



At yesterday's ceremony to present the Content Innovation Awards, from the magazines *Digital TV Europe* and *TBI* during the MIPCOM, Africanews won its second award, less than six months after its launch.

Pointe-Noire – 17 October 2016 – Africanews' 50-strong team, from 15 African countries, receives its second award on the eve of the opening of MIPCOM, the world's entertainment content market in Cannes (France).

In commending *Africanews*, the *Content Innovation Awards*' judges recognised the relevant concept of *the first pan-African and multilingual news media* and highlighted its successful launch in April 2016 from Pointe-Noire, Republic of the Congo.

The all-African media outlet available all over sub-Saharan Africa, stands out as the **first pan-African multilingual media source produced simultaneously in French and English**, and offering *coverage of global and African news from a sub-Saharan perspective*. Africanews is a wholly owned subsidiary of Euronews SA and shares the same editorial charter as its European sister outlet, Euronews.

Content Innovation Awards

The *Content Innovation Awards* is the premier event celebrating innovation from content providers, distributors and technology companies that are helping transform today's television industry.

The *Content Innovation Awards* are organised by London-based magazines **Digital TV Europe**, trusted market leader for the pay TV industry and the business of content delivery across all platforms, in partnership with **TBI** (Television Business International).

The awards ceremony took place on Sunday 16 October 2016 at the Carlton Hotel in Cannes, hosted by Anne de Baetzelier, Senior presenter on the Belgian VTM network. Her credits include more than 15 TV shows, along with the music programme with the highest ever ratings in Belgium, Tien om te Zien.

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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 36 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 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.