

euronews



At euronews, we feel that a sensationalist approach to news influences and distorts the viewers' perception of events. We truly believe in individual intelligence and we think that a news channel's role is to supply each person with sufficient information, as quickly as possible, to allow the viewer to form his own opinion of the world.

| euronews, pure

For the past 15 years, euronews has been striving to supply factually-correct information in a non-superficial format. The absence of news anchors gives the channel a unique and clearly identifiable style. The concept has proven to be efficient; euronews is the European leader in terms of audience figures in spite of the increasing competition.

In January 2007, euronews entered into a partnership with **FFL Paris**. A combination of our extensive media experience with a global communication agency expertise led to certain strategic changes within the channel.

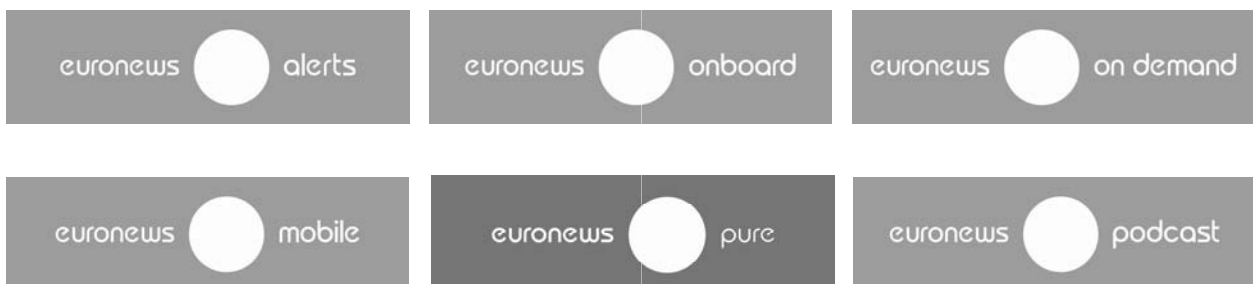
To Fred and Farid, Presidents of FFL Paris, this partnership did not come about by chance: "We admire euronews for the work it does, and for having the courage to broadcast the truth for people looking for a clear view of the world around us".

The first major step of euronews' repositioning was to define a new brand platform and to show exactly what euronews does, and how.

Subsequent strategy definition gave rise to the word **pure** - euronews' true brand signature. Pure is the only word which defines all of the channel's values: honesty, integrity and neutrality. These values are acknowledged within the industry, but, even more importantly, by our viewers.

FFL Paris created a new corporate identity for euronews to better represent the channel. The logo, a solid white circle, is one of the most simple geometric shapes. euronews is giving information all the space it requires!

The rebranding produced **a new logo, a new signature tune, a new on-air look, a new website and a new advertising campaign**, all carrying the channel's brand new identity.





May 1992
Established in Ecully, close to Lyon

Dec. 1998
euronews.net
launched

1999
euronews
begins digital
broadcast

2000
euronews reaches 100 millions homes



2002
Launch in North America & Canada

2004
Launch in Asia. euronews now
broadcasts worldwide

4 June 2008 at 20.00 CET
euronews, everything changes.
Full rebranding of the channel



beginning of 2010
euronews to launch Turkish,
9th language of the channel & website

1st Jan 1993

euronews is launched in 5
languages: English, German,
Spanish, French and Italian

1999

Portuguese language
added. Launch in
Latin America



2001

Russian language
added. euronews is the
1st news channel to
broadcast terrestrially in
Russia.

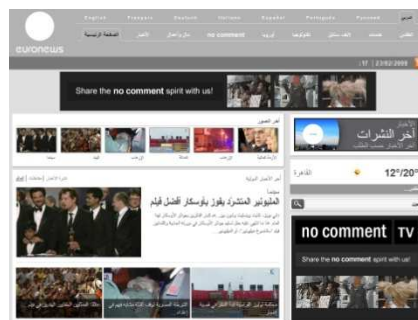


2003

euronews celebrates 10th anniversary

2007

euronews reaches 200m homes worldwide



12 July 2008

euronews launch in Arabic,
8th language of the channel & website.

euronews is the leading international news channel covering world news with objectivity and neutrality. Launched in 1993, euronews today is a multi-lingual, multi-platform news service.

euronews offers programmes and interactive services on cable, satellite and terrestrial TV. In addition, euronews is available in hotels, on airline networks, IPTV, internet and mobile phones.

| 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 over 200 journalists to compare, analyse and report with balance, maintaining impartiality and avoiding a national viewpoint.



| voice of the people

Europe accounts for 34 official languages, making effective communication from one source an issue. 85% of upmarket Europeans choose to watch news in their own language, therefore a multilingual news service is a necessity.

| simultaneous broadcast in 8 languages

Arabic • English • French • German • Italian • Portuguese • Russian • Spanish

euronews is the only news channel offering such a service. Digital technology enables the channel to broadcast all 8 languages in simulcast, everywhere in the world. Viewers can then make their personal choice of language using their remote control.

New: euronews plans the launch of a 9th language – Turkish at the beginning of 2010

21 broadcasters*



euronews sa

Philippe Cayla
Chairman of the Executive Board

** in alphabetical order:*

CT (Czech Republic), CyBC (Cyprus), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), francetélévisions (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).



euronews is also a full multimedia platform for viewers on the move, offering content and live streaming on a wide range of platforms.

euronews on air, online, all the time

euronews has embraced new technology facilitating an easy access to news and information anytime, anywhere via any method available. Distribution in hotels, airports, onboard airlines and via other digital platforms ensures euronews is readily accessible and valued by travellers.

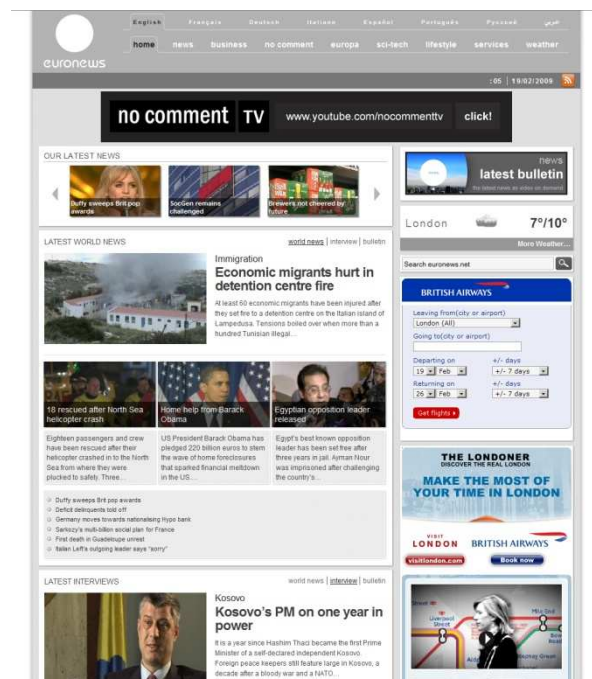
euronews online

The channel's website, euronews.net provides around-the-clock news coverage in 8 languages* and supports video streams of the day's most up-to-date news and business stories as well as sport and weather forecast.

euronews launched nocommenttv.com in 2007 in partnership with YouTube, a channel dedicated to the flagship programme *no comment*.

euronews is now also available on social networking sites twitter and Facebook.

Finally, users can watch euronews over the internet live 24/7 on Real, or VoD on YouTube, Dailymotion, and Livestation .



euronews mobile

euronews was the first news broadcaster to switch to digital in 1999 and has successfully implemented distribution on other digital platforms. The channel has secured distribution via mobile phones and live video streaming on GPRS and 3G.

euronews' multilingual, all-image format lends itself perfectly for new media platforms across the globe, resulting in availability of the channel on 26 mobile networks in 17 European markets.



New: euronews plans the launch of a 9th language – Turkish at the beginning of 2010.

Today's upmarket audiences are 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; priority is given to the facts and stories. Key issues are presented in brief during the daytime and in-depth during 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.

special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2010 special features will include the World Economic Forum, CeBIT, Formula1, Roland Garros, the Tour de France and many more.



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 on day to day living. euronews is the channel best positioned to deliver true European news. This exceptional understanding of Europe is brought into focus with programmes such as f.a.q., europe, europeans, reporter, sawa, agora and parlamento.



news

Every half hour, the latest international news.



sport

Summaries, highlights and results from major sporting events.



business

The latest business and financial news.



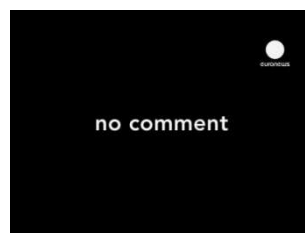
eurofoot

The latest results of the European football leagues



markets

Stock exchanges, currency rates and commodity prices.



no comment

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



wall street live

Live opening and closing of the stock exchange in New York.



meteo airport

For viewers on the move, traffic forecasts for the major airports.



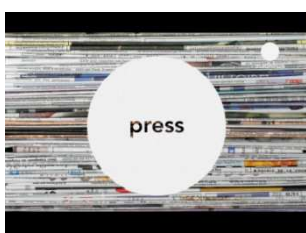
business agenda

Essential business guide highlighting the most important business events affecting the global economy.



meteo europe

Concise and constantly updated European weather forecasts.



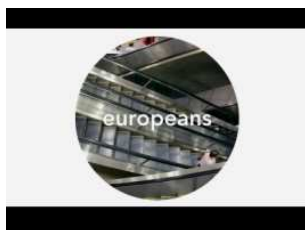
press

The most significant headlines from 50 publications.



meteo world

An overall look at the forecasts across the continents.



europeans

A magazine dealing with whatever is topical throughout Europe.



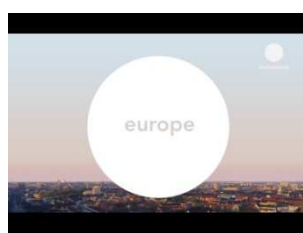
metropolitans

A focus on a city's innovative and effective solution found to a specific issue.



perspectives

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



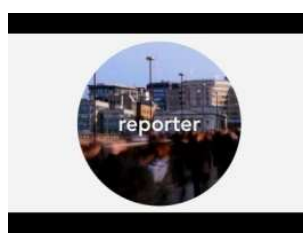
europe

Implications of political decisions within a greater Europe.



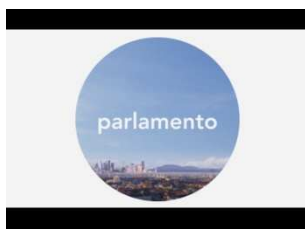
agora

Each month, a head-to-head debate between two personalities.



reporter

The pros and cons for the people affected by EU policies.



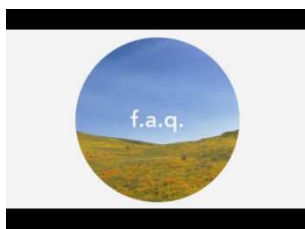
parlamento

How European parliament debates affect life in Stockholm, Naples or Munich.



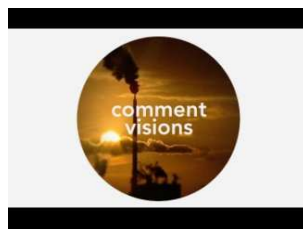
interview

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



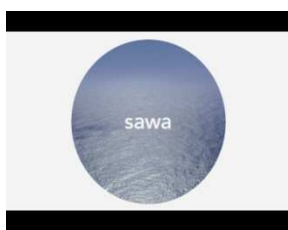
f.a.q.

The essential questions and answers for those who live in the European Union.



comment visions

Interviews with thinkers, innovators and opinion leaders. Their view on how to face the world challenges in the future.



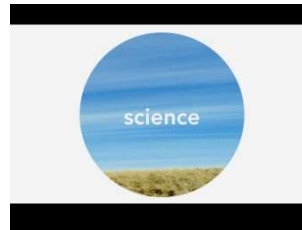
sawa

The relationships between the EU and its Mediterranean neighbours.



le mag

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



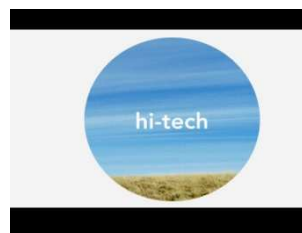
science

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



cinema

The latest news about the international film industry.



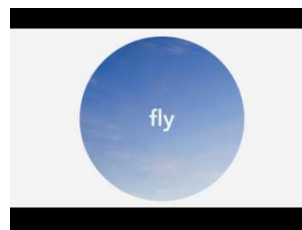
hi-tech

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



space

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



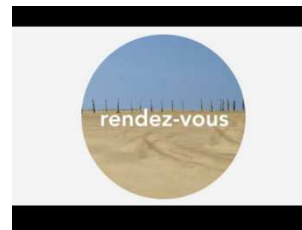
fly

The airline industry in Europe, European air traffic management and air traffic control.



futuris

Bringing European's leading research projects advance-ments to the public.



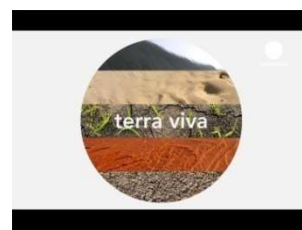
rendez-vous

The calendar of major cultural events across Europe.



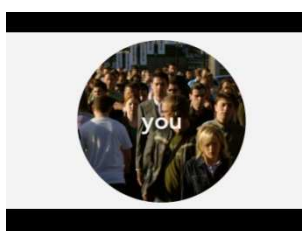
flashback

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



terra viva

Initiatives by individuals or non-profit and business organisations, who adopted practical solutions to safeguard our planet.



you

Opinion poll inviting viewers to react online to key topics and issues raised in the news.



green-tech

Seeks out the most innovative projects that will have a genuine impact on our living conditions.

largest household coverage in Europe

euronews broadcasts to more than 294 million households in 150 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.

| global reach

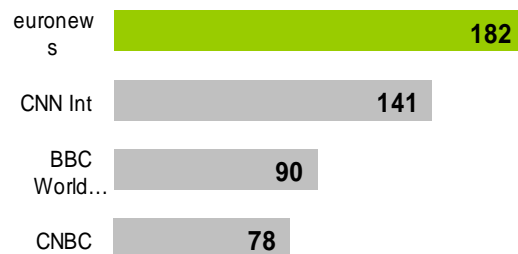
euronews' worldwide distribution has nearly doubled in the last 5 years and the channel continues its global expansion, now covering all 5 continents.

| number 1 in Europe

The latest distribution report shows that euronews is the leading international news channel in Europe.

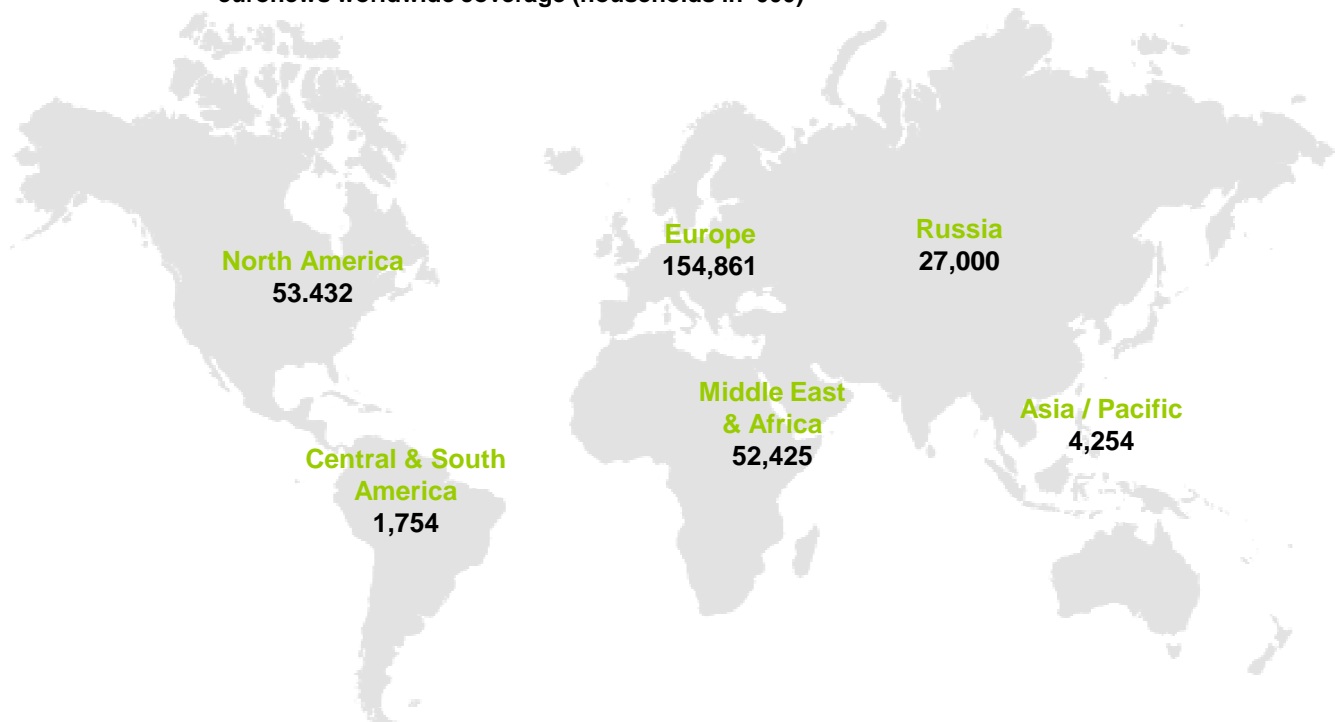
euronews, #1 in Europe

182m in Europe (distribution in million)



Source: inTV distribution report Q1 2009
for euronews data refers to July 2009

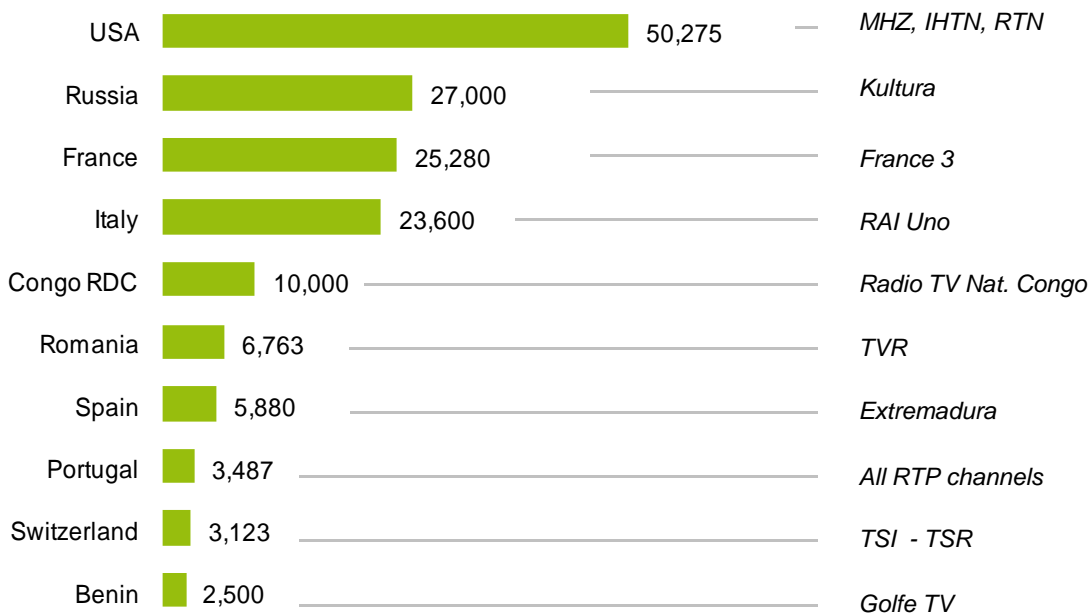
euronews worldwide coverage (households in '000)



Source: euronews distribution report July 2009

In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 29 countries. 44 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 175 million homes to euronews cable & satellite coverage.

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



national coverage

The 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



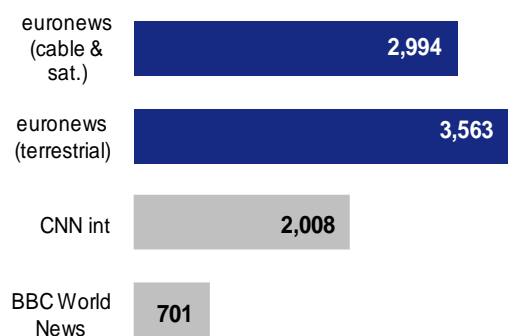
euronews subscribes to people meters, a recognized standard in TV audience measurement, which provide accurate viewing figures from the major European countries.

the first choice news channel in Europe

euronews reaches 3 million cable and satellite viewers every day, the equivalent of CNN International and BBC World News combined.

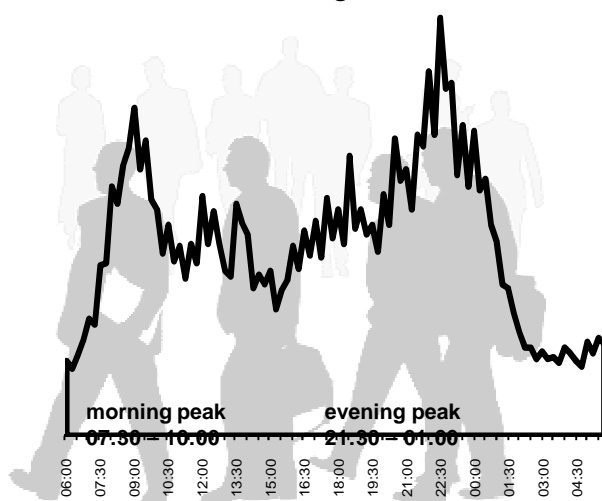
The channel also delivers a further 3.6 million daily viewers through its national windows broadcast.

adults daily reach in Europe in '000



euronews subscribes to the following people meter systems: AGF/GfK (Germany), Sofres (Spain), AGB Polska (Poland), AGB Romania (Romania), Telecontrol (Switzerland), BARB (UK), CIM (Belgium), Gallup (Russia), IPSOS Stat (Lebanon).

euronews audience curve by 15' adults - index 100 = average audience 06.00-06.00



viewing habits

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

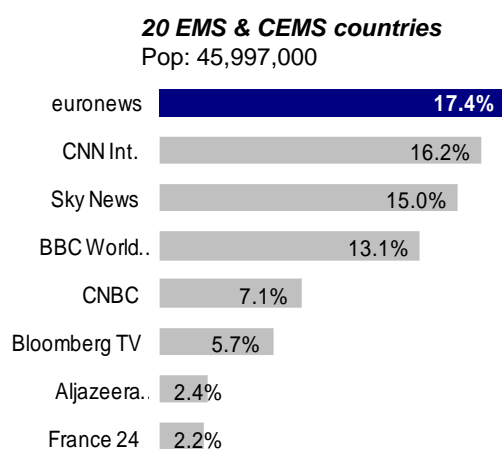
euronews' investment in people meters enables advertisers to target audiences accurately, resulting in improved efficiency and effectiveness.

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

euronews also subscribes to EMS, European Media & Marketing Survey, which analyses the media consumption of upmarket Europeans in 20 European countries.

n°1 news channel

With a reach of 17.4% every week (8 million viewers), euronews has a clear lead over all the other international news channels.



attracting Europe's elite

Profiling viewers of euronews reveals that they tend to be men (68%) aged 47, with private investments averaging at € 472,000.

They occupy higher strata of management, frequently make business decisions and their position requires them to engage in opinion leading activities and to travel frequently: our viewers took on average 9 business air trips in the last 12 months.

Finally, they are early adopters of new technologies; 45% of them are equipped with HDTV or a plasma screen and one in four has a PDA or palmtop computer.

multi-linguistics, a priority in C-Europe

79% of Western Europe and only 51% in Central Eastern Europe understand English.

Although English is a popular language in Europe, choosing an English-only channel limits the potential viewership, particularly in Eastern Europe.

euronews broadcasts in 8 languages* allowing advertisers to maximize their coverage.

languages understood – in % of the population

% of Europeans who...	Eastern Europe	All Europe
speaking English only	51%	76%
speaking one of euronews' 8 languages	83%	97%

Source: Synovate - EMS Summer 2009 release

