

2019  
TRANSPARENCY  
REPORT

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## 1 Scope

Since its establishment in 1993, Euronews has had a close working relationship with the European Union all the while maintaining a complete editorial independence.

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

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 its team of multi-lingual journalists;
- Arabic, Greek, Hungarian, Persian and Portuguese linguistic editions;
- Programmes including The Global Conversation, Insiders (later renamed "Unreported Europe"), Futuris, Business Planet, Real Economy, Aid Zone and Oceans.

## 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 they 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 to combat rumor, misunderstanding, misinformation and fake news. We regard these journalistic ideals not just as a moral duty, but a vital key to our success as Europe's leading multilingual, multicultural news media. These values are fundamental to our reputation and credibility and give us a distinct voice and strong selling point in an increasingly challenging and divisive 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 our 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. All Euronews content must be produced without pressure from any national or international institution, government, political party or pressure groups.

The obligation of independence dictates the conduct of all those participating in the process of preparing editorial content, from our 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 3 are digital-only, namely Turkish, Arabic and Farsi) to ensure adherence to our standards of neutrality and non-national perspective. We ensure the pluralistic expression of opinion and viewpoints 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 we do not take sides. We provide appropriate context, impartial information and explanations. Our journalists do not let themselves be convinced by one statement alone, we always keep an open mind about events and strive to present all sides of the story.

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 updated throughout the day adding new statements, reactions with 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.

## **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 reality and are presented in a clear manner. Any information that is not factually accurate is 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 sight of our European DNA and we strive to inform and enlighten our core audience about world events from a European perspective. This does not mean that we always prioritize 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 reflect 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.

“EU affairs” transcends the narrow definition of daily news reports about the activities of the main EU institutions. It involves in particular:

- Economic, political and cultural affairs of all Member States, compared and contrasted in the way in which they deal with the same issues;
- Decisions taken at national and regional level which have the potential to shape views on the EU or affect the daily lives of significant numbers of EU citizens in other Member States;
- Economic, political and cultural affairs of one EU Member State, illustrating to citizens of other EU countries how issues of common concern are addressed.

The “European perspective” comes from:

- Reporting on EU Affairs in the broadest sense of the word, i.e. going beyond daily news reports about the activities of the European Union institutions;
- Reporting national news from a cross-border perspective and issues that themselves have a direct influence on European Union policy;
- Reporting on international affairs relevant directly or indirectly to EU citizens, taking the European perspective into account, e.g. predominantly using commentators based in the EU or in a position that qualifies them to comment from a European point of view.

An appropriate coverage of EU affairs with a European perspective then means Euronews being seen by its viewers as:

- A reliable source of up-to-date news about the EU and the Member States, that is objective and informative;
- Providing the right balance for the viewers between local, European and international news;
- Contributing to debate about European issues;
- Contributing to a sense of European identity.

## 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 Role and Composition of the 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.

All the members of the Board are journalists or have a documented expertise in the editorial/media area. Each member of the Board complies and enforces the Company's editorial guidelines, which cover a range of standards including impartiality, accuracy, fairness, privacy, etc.

The composition of the Editorial Board of Euronews has changed in 2019:

- On 13 December 2019, MGN has decided to replace Mr. Abdulaziz Alkhamis by Mr. Albert Shafik, Mr. Shafik is an Egyptian Media figure. He established and also headed ON T.V live, the first Egyptian live news channel. He is currently the Head of Extra News channel and the Head of Current affairs talk shows programs CBC.

Here is the complete list of the members of the Editorial Board on 1 January 2020:

- Paolo Garimberti, independent, Chairman
- Evgenij Bekasov, RTR (Russia)
- Jérôme Cathala, FTV (France)
- Giuseppe Solinas, RAI (Italy)
- Cillian De Paor, RTE (Ireland)
- Hasna Daoudi, SNRT (Morocco)
- Bernard Rappaz, SSR (Suisse)
- Mohamed Salmawy, MGN
- William Weessa, MGN
- Albert Shafik, MGN
- Deborah Turness, NBC

## 3.2 Activity of the Editorial Board in 2019

The Editorial Board held four meetings in 2019, 3 in Paris and 1 in Lyon, which was an opportunity for the members of the Board to visit the newsroom and to meet with news and magazine editors.

As always, the meetings of the Editorial Board took place the day before the meetings of the Supervisory Board (with the exception of the last one, in Paris on December 13, which was held after the Supervisory Board for technical reasons). In 2019, as in 2018, there was no need to hold extraordinary meetings for urgent editorial matters.

The meetings of the Editorial Board do not necessarily have a precise agenda. The format is of an informal debate on the main editorial issues, events and initiatives with the Euronews CEO Michael Peters, the Chief Content Officer Françoise Champey and Deborah Turness, NBC representative and member of the Board.

One of the main concerns of the Board this past year was to mitigate the gap between the English edition and other language editions. The English edition has been totally transformed from a package producing edition to a full live channel, with presenters, correspondents and guests. The Board encouraged other languages to also develop their own anchored programs.

Another much debated issue in the Editorial Board meetings was the digital service, which is fundamental to competing on the world media stage. According to the Board, in 2019 there was marked improvement compared to previous years but there is still a lot of work to be done to reach the desired quality.

## 3.3 External oversight

No complaints about the way Euronews covered the main events in 2019 has been received by the Chairman of the Editorial Board (in 2018, there were 3 cases which required an investigation by Osservatorio di Pavia)

So there are no remarks on this point and this is a good sign regarding the way the newsroom works and how Euronews' coverage of events is perceived by our audience.



## 3.4 Overall assessment of the Editorial independence of the media

In conclusion, the members of the Editorial Board are satisfied with the Euronews coverage during 2019. As exemplified by the coverage of the Notre Dame fire, on April 15: all the Euronews desks, in all languages, improved their capacity to react in breaking news. Also, a long documentary about the Notre Dame catastrophe was produced by the Euronews magazines department in a very short time, which was also a sign that Euronews today is not only able to cover breaking news stories in a very satisfying way, but also to do insight programs very competitively.

The Editorial Board is also very satisfied with the way it exercised its role. The exercise between internal feedback, facts and external independent reports contributes to the overall trust of Euronews, giving the company itself a strong protection in terms of independence.

A good balance between the English edition and the other language editions is a guarantee for the future of Euronews. For the Editorial Board, the more Euronews will develop its specific content for specific audiences, the more its role will become important as a trusted body and a guarantee of its editorial independence.

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

## 3.5 Management

In the News unit, Euronews' language teams consist of journalists with a depth of experience covering international news who work under the daily supervision of an Executive Producer (for the English edition) or an Editor of the Day (for all other language services), who all have worked in the industry for at least a decade. Two Editors in Chief for Television, one for English and one for all other languages, together with an Editor in Chief for Digital, coordinate all the teams of journalists and editors to ensure a consistent output that respects our editorial values and strategies.

The five most important stories of the day are centrally edited and become mandatory for each language team.

A head of language for each team is responsible for checking the quality of the output and establishing best practices for his or her team.

Individual Euronews English programmes are managed by an Executive Producer, overseen by the Editor in Chief, who in turn reports to the Chief Content Officer. The EIC and EPs have several daily meetings to outline the editorial agenda for each day, and ensure that editorial values and independence are maintained.

The other language services are managed by three Deputy Editors in Chief, overseen by the Editor in Chief, who in turn reports to the Chief Content Officer. On a daily basis, the production and output of each language service is carried out by dedicated Editors of the Day for each language. The daily main stories covered by all language services are decided in a morning and an afternoon editorial meeting, where the editors and their

managers discuss all events, ways to cover the stories, sharing all the information and productions of all language teams.

The English and language teams (French, Portuguese, Spanish, Italian, German and Russian) cooperate constantly in devising common coverage plans and establishing ways to produce the main stories, sharing all editorial and production resources of the overall newsroom. The Editors in Chief ensure balance across the entirety of the output, while the Chief Content Officer takes charge of overall strategy and direction.

Euronews operates a large network of permanent correspondents and freelancers together with the editorial and production bureaux in Brussels, Budapest in Athens.

The Hungarian and Greek language services' teams are based in Budapest and, respectively, Athens. In addition to the daily centralised output, they also produce a variety of content in their own countries and regions, deploying journalists to major events and key European stories.

Our Brussels bureau is the center-stage of our European Affairs coverage, operating a full team of journalists from all language services who act as correspondents for all. They produce a variety of daily news stories and other elements for the News bulletins both live, as-live and through news packages and relevant interviews of key players in Brussels and Strasbourg.

## 4 Summary of performances in 2019

### 4.1 Programmes

Euronews' coverage of European affairs goes far beyond our daily news bulletins. In our current affairs and investigative magazines, not only do we cover the activities of the Commission and the Parliament, but we show and explain the decisions that affect the daily lives of Europe's citizens, decisions that have the potential to shape people's views on the European Union and contribute to a sense of European identity.

This became even more important in 2019 – a European election year. This major event provided the background and overall context for many editions of Euronews' flagship magazine programmes – *Insiders* (later *Unreported Europe*) and *The Global Conversation*.

#### The Global Conversation

Former UK Foreign Secretary David Miliband at the World Economic Forum in Davos.

**President of the Eurogroup Mario Centéno.** Our journalist discussed the future of the Eurozone and Euroscepticism.

United Nations High Commissioner for Refugees, Filipp Grandi.

**Irish Prime Minister Leo Varadkar.**

**EU Commissioner for Regional Policy Corina Cretu** was our first interviewee this month. We talked about the challenges faced by her department and Europe in general, including the gap between Eastern and Western Europe and the poor and rich regions.

**EU Chief Negotiator Michel Barnier.** Topics discussed included ongoing Brexit talks and the need to protect EU citizens' rights.

**Marine Le Pen, the leader of the far-right French party, "Rassemblement National**

**European Commissioner for Trade Cecilia Malstrom.** She told Euronews that the European Union and the United States should "sit down and find a negotiated solution" instead of imposing tariffs on each other.

Israeli historian and philosopher Yuvan Noah Harri in Budapest.

Fayez al Sarraj, Prime Minister of Libya's United Nations-backed Government of National Accord.

**US Secretary of State Mike Pompeo** in Brussels.

**Outgoing President of the European Commission Jean-Claude Juncker.** In this wide-ranging legacy interview the main topics were Brexit, the Greek crisis, the future of the Union and some personal memories.

French economist Thomas Piketty.

**EU Commissioner Johannes Hahn.** One of Ursula von der Leyen's top picks as an EU commissioner has defended her controversial move to set up a portfolio to "protect the European Way of Life".

New Managing Director of the IMF Kristalina Georgieva.

**Emily O'Reilly, Ireland's first female Ombudsman.** In this Global Conversation filmed in Brussels, we discussed democracy and transparency within the EU.  
Prime minister of North Macedonia Zoran Zaev.

New Budapest mayor Gergely Karacsony.

Prime Minister of Croatia, Andrej Plenkovic.

**European Parliament President David Sassoli.** This interview was held at a crucial moment for the European Union – the Commission had delayed the beginning of its mandate due to the rejection by the European Parliament of three of the nominated commissioners. It was arguably a highly unusual confrontation between these two institutions.

## **INSIDERS**

**We began our special coverage leading up to the May EU elections, looking at some of the major issues concerning Europe and its citizens.**

We traveled to **Bulgaria** to find out about the **difficult working conditions** faced by textile workers. The country has the lowest minimum wage in the EU.

We visited La Linea de la Concepcion in southern Spain. The far-right party Vox has gained representation in Andalusia's last regional elections.

We continued our special coverage leading up to the May EU elections. We traveled to island of **Sasmo in Denmark** -- a poster child when it comes to **fighting climate change**.

Later that month, we traveled to the **Polish port city of Gdansk** to look at **human rights** and find out how this liberal enclave is pushing back against the national conservative establishment dominated by the ruling PIS party.

We reported on Europe's migration conundrum on the **Greek island of Samos where an inadequately resourced refugee camp is causing suffering and creating tension with the local population.**

Next we reported on the rise of the far-right in Europe, choosing **Chemnitz in Germany.** The city is **fast becoming the symbol of Germany's newly assertive extreme right, once again exposing the country's east-west divide.**

**After five months of travelling around Europe to report on some of the most urgent issues facing the continent before the election, we concluded our EU election coverage with a special edition looking at the main takeaways from the poll.**

The programme's anchor talked to two of the Insiders' reporters about the victory the Greens in several EU countries and the contained rise of the extreme right. The edition also featured two reports: one from Italy, the other one from Germany.

## ***INSIDERS becomes UNREPORTED EUROPE***

In October we re-branded our current affairs magazine as **Unreported Europe**, a name that better reflects the **in-depth, authentic and on the ground reporting** of the European story.

Unreported Europe continues to put people's words and experiences centre stage, shedding light on the challenges and successes of everyday citizens, and examining all the angles and viewpoints of each story.

The report is a weekly 8-minute show and takes advantage of the nimbleness of smartphone technology, allowing our journalists to embed with the characters of their stories, and bring a more intimate, authentic experience to the viewer.

In the first Unreported Europe our reporter was at the **frontline of an Extinction Rebellion climate protest in Berlin.**

**Pesticides: a threat to public health?** The debate is heated in many towns and villages in France and beyond.

Turks threatened over alleged links to the **Gülen movement find a safe haven in Greece.** Thousands in **Turkey** have lost their jobs or been jailed over alleged links to the Gülen movement.

Our reporters headed to **Spain to investigate the success of Vox**, the far-right Spanish party that got 52 seats in the recent general election. What reasons lie behind this sudden rise?

**Italy's 'sardines' have bigger fish to fry.** This grassroots political movement calls themselves the sardines, and have taken to the streets of Italy. Euronews met the people behind the organisation shaking up Italian politics.

## **4.2 Brussels office and the network of correspondents**

Euronews' "All Views" philosophy has been expressed by the range of interviews it has conducted throughout the year. By interviewing key players in the outgoing and incoming Commission and Parliament, we are providing a key link between national interests and pan-European policy thinking.

The longer format programmes produced from Brussels – State of the Union and The Brief – provide more opportunities for points of view for going deeper into policies and concerns at the heart of the European decision-making process.

In 2019, Euronews' Brussels office was at the forefront of reporting on the European elections, and continued innovating with new story formats for The Brief and State of the Union to make both programmes more dynamic and relevant to a wider European audience, while providing keys to understanding European politics.

Our language journalists moved away from the previous one-for-all story format, in which they were scripting and voicing the same video edit, towards producing a variety of own reporting in order to enrich and diversify our overall EU affairs coverage.

Euronews has generated headlines in national medias and different language agencies in 2019 with its original reporting, in Brussels, Strasbourg, Luxembourg and across Europe where we deployed our journalists.

As part of its agreement with the European Commission, Euronews also operates a network of European freelancers based in all the corners of Europe, who produce regular stories from their countries in such a way that Euronews keeps its audiences connected to the major European events as well as the relevant stories of the continent.

### **4.3 New technologies**

To robustly reflect Euronews' All Views positioning, and to stay on top of relevant breaking news stories, Euronews draws on social media. Our community managers regularly engage with editorial leads over platforms such as Slack and Trello to keep them in the loop about trending stories, and source and license user generated video content. They also use tools such as Wild Moka to clip, prepare and publish quick-moving soundbites, and social media specific videos.

Our colleagues at The Cube are the A-Team when it comes to fact checking, developing stories, and sourcing and verifying user generated content. They also lead on verifying information, spotting hoaxes, weeding out misleading content, and explaining complex, unfolding stories to both TV and digital audiences. Comprised of young, dynamic, and digitally savvy talent, The Cube team accesses a much sought-after audience demographic for Euronews.

Finally, the Euronews Farsi and Turkish teams have utilized social media to become some of our industry's most effective audience builders in their language. Our Turkish output is often the most-read/watched digital content in Turkey. Our Farsi content builds audiences inside Iran not only with its website output, but also on Instagram.

## 5 The role of our audience in shaping our offering

Euronews gauges digital audience opinion through 3 main routes

1. Monitoring audience behaviour and consumption patterns through GDPR-compliant analytics. This method reflects the views of the entire Euronews audience. We have recently introduced deeper measurement tools, such as Chartbeat, to understand better how our users engage with digital text, video, and the website as a whole (UX).
2. Receiving audience opinion on our website, newsletters, apps, and social platforms. Usually, our most engaged users are the ones who provide the most specific feedback in this way.
3. Panel-based surveys, focus groups, and online market research on non-Euronews platforms. This helps us understand what our audiences care about, how they experience our digital properties and output, what they think of it, and how they think we might improve. It also helps us understand how to retain existing audiences and attract and build new ones.

The feedback is used to:

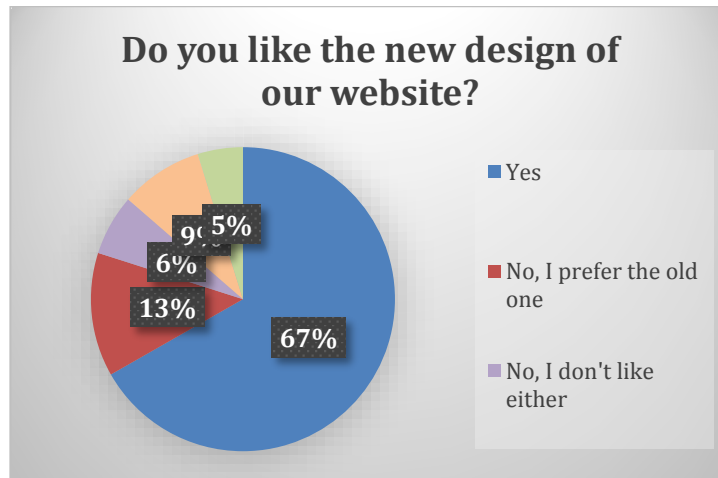
- Help inform editorial choices
- Develop our production and distribution strategy
- Influence design and functionality across our platforms

For instance, Euronews is currently developing a digital video production unit, based on feedback and market research on why digital audiences don't engage online with video produced for TV. We will combine existing best practices with our audience feedback to determine the makeup of this unit, its workflows, and the nature of its output.

We are also in the process of training both TV and digital journalists in how to read and interpret digital analytics tools, so they can see which content audiences are engaging with in their language, so they can respond to audience feedback and preferences.

### 5.1 Examples of feedback

- In summer 2019, we surveyed our audience following the July revamp of the website. 4,000 web users responded to the survey with 67% preferring the new website.



- In December 2019, we launched a new program of audience and user research to better understand audience needs and feedback to inform the 2020 editorial and product development roadmap.

In addition, we receive data from Google and Apple relating to Euronews apps.

- No of reviews on Store: 4,337
- No of emails to App Support: 2,432
- Average rating 4.5/5 on Stores (iOS + Android)

Our last formal feedback regarding the perception of euronews is dated 2018 and was carried by Deloitte on behalf of the European Commission. 4,500 people responded.

- 81% agreed that Euronews' coverage of the EU was objective
- 80% agreed that Euronews coverage of the EU had the right depth
- 77% agreed that Euronews provided perspectives they could not get elsewhere.

(NB "Don't know" accounted for around 8% in each instance, so disagreement rates are below 15%)

Asked what they felt were the most appealing aspects of Euronews' output, the audiences rated:

- **Pan European news perspective** as No 1 and
- **Trust in the journalism** as No 2.

Another survey was carried out in November 2018. Euronews asked a panel of 1,014 existing viewers in the UK, Germany, Poland and the Netherlands about their perception of changes made over the past twelve months. They were asked to rate Euronews on a scale of 1-7, where 7 is the highest on a range of issues. The most positive ratings were for :

- High Quality (5.5),
- Trustworthiness (5.4), and
- Informative (5.3).

The least positive ratings were for In depth (4.8) and Inspiring (4.8).

70% of those surveyed said that Euronews offered an "all views" perspective on events, with 5% disagreeing.



53% said they felt Euronews had got better at covering European Affairs in the past year, compared with 4% who felt the channels had got worse.

79% expressed satisfaction with the new formats, with 1% reporting dissatisfaction.

## 5.2 Feedback and complaints

Euronews welcomes user feedback and complaints, which are dealt with personally by the head of each language edition and/or the editors in chief. Depending on the pertinence of the complaint and the sender, Euronews escalates the complaint to the Editors in Chief in order to proactively answer the person sending in their comments or complaints.

Euronews receives an average of one piece of feedback per day via the Contact Us section on its websites. This feedback ranges from comments on the style of presenting, technical issues with the digital platforms, distribution questions, requests for coverage or content and remarks about editorial issues. These are forwarded to the appropriate teams for consideration.

All feedback and complaints are urgently reviewed by the editorial management followed up by swift action in answering them.

In 2019, one of the recurrent complaints we received was about our coverage of the Catalunya crisis. Both sides involved in the dispute complained that we were supporting the other side. In each case, we swiftly reviewed the content in question and each time our conclusion was that our journalism did respect our editorial values of balance and objectivity. When both sides involved in a contentious issue accuse us of bias, it often means that we have found the right balance in our “All Views” editorial drive.

Other complaints focused on the usage of the new “North Macedonia” name. Same as with Catalunya, these complaints came from all sides of this debate and we responded that we were following our editorial line on this issue, which is balanced, transparent and respects the appropriate international usage.

These viewer complaints did not rise to the level of valid or delicate complaints; therefore, we did not call upon Osservatorio di Pavia to conduct an in-depth study of our editorial line.

We also received a complaint from Belarus questioning the balance of our Belarus elections coverage. After reviewing the points he made, we concluded that including an opposition voice in the stories we produced does indeed constitute a matter of balance.

One of the other feedback we received concerned the ongoing debate about the spelling and pronunciation of the Ukrainian capital, whether it's Kiev or Kyiv. We decided to continue our policy of naming it Kyiv, as the usage is in Ukraine.

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