

2020
TRANSPARENCY
REPORT

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1 Scope

Since being 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: European news and live coverage of European events

- Euronews' office in Brussels
- Arabic, Greek, Hungarian, Persian and Portuguese linguistic editions
- Programmes including Global Conversation, Insiders, State of the Union, Business Planet, Real Economy, Ocean, Smart Regions

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

The Editorial Board is responsible for discussing any matter and studying any action and decision relating to the editorial line and editorial quality of Euronews, in particular with regard to compliance with its editorial charter (particularly regarding impartiality, harm and offence, truth, fairness and privacy), Euronews News Policies & Guidelines and the main strategic principles defined in this regard.

Members of the Editorial Board must all be journalists or have documented experience in the media or editorial matters. Each member of the Editorial Board must undertake to respect and implement the Company's editorial rules (in particular regarding impartiality, harm and offence, truth, fairness and privacy).

The Chairman of the Editorial Board may at any time raise any editorial matter with the Chief Content Officer, the Publication Director (or in his other capacity, the Chairman of the Executive Board) and the Chairman of the Supervisory Board. The Chairman of the Editorial Board shall regularly report these discussions to the Editorial Board. The Chairman of the Editorial Board must also ensure that all complaints and suggestions made to the Editorial Board by third parties (including viewers, European institutions or national regulatory authorities) are reviewed and considered by the Editorial Board

Here is the list of the members of the Editorial board on 1 January 2021:

- Paolo Garimberti, President;
- Eric Scherer;
- Guiseppe Solinas;
- Evgeny Bekasov;
- Bernard Rappaz;
- Hasna Daoudi;
- Mohamed Salmawy;
- William Weessa;
- Abdulaziz Alkhamis;
- Cilian de Paor;

3.2 Activity of the Editorial Board in 2020

The Editorial Board held three meetings in 2020. In light of sanitary constraints due to the COVID-19 pandemic all the meetings took place in the form of an audio-video conference.

Euronews CEO Michael Peters, who is also the Director of the Publication, meaning that according to French law he has legal responsibility for journalistic content, was a regular participant in the Board meetings.

The meetings of the Board were also an opportunity for the members - who are all journalists - to hear from some of the editors (editors-in-chief and heads of language) on the workflow in the newsroom, the planning of the different languages and the relationship between television and digital services in each language.

As usual the meetings were scheduled the day before the meeting of the Supervisory Board, the same day as the conference of Public Shareholders (SEP). This is a way to keep the Editorial Board informed not only of editorial matters, but also of the general situation of the Company, primarily the financial assessment and the impact it has on editorial organization.

3.3 External oversight

For the second year in a row, no complaints about the way Euronews covered the main events of 2020 were received by the Chairman of the Editorial Board. It is a good sign of the way the newsroom works and of how Euronews coverage of the events is perceived by the audience.

One of main issues of the hearings of the editors by the Editorial Board was the coverage of the COVID-19 pandemic, which is a very sensitive matter in terms of fairness, impartiality and privacy.

The Osservatorio di Pavia has been asked to monitor and assess the Euronews English service's coverage of the pandemic. Here are the main findings.

Media analysts of the Osservatorio di Pavia (OdP) monitored and assessed the Euronews English service coverage of the COVID-19 pandemic against the main professional standard and principles of ethics, and the language of accuracy in the reports.

The OdP reviewed a number of stories (randomly selected), investigating the level of compliance with a number of professional benchmarks, namely: balance, truth and accuracy, independence, fairness and impartiality, accountability, clarity, timeliness, relevance, variety, omission of facts. In addition, the methodological frame was enriched in order to address specific questions posed by the so-called "infodemic", term used by the World Health Organisation to describe the overabundance of information which includes the disinformation swirling amidst the COVID-19 pandemic.

Key findings and conclusions:

- Overall, the Odp analysis showed a commitment of Euronews to fairness, accuracy and impartiality, with no evidence suggested biased reporting.

- The independence of the journalists never appeared undermined in the news stories - Opinions and conjectures were clearly distinguished from facts

- Most stories on controversial matter reflected the diversity of viewpoints, devoting due weight and prominence to a range of opinions. Few news stories focused on one perspective only.

-The principle of clarity, promptness and relevance informed the stories. The journalistic reporting minimised the chance of misunderstanding -The ODP noted that the set of stories about the COVID-19 included critical remarks by civil society, organisations, analysts and ordinary citizens towards government policies. Some items could have provided the audience with a wider range of topics, opinion and sources -Based on reliable and scientific sources, the reports provided the audience with facts and truthful information on the pandemic -Content and tone avoided provoking anxiety and fear. In marginal cases, the stories did not refrain from being slightly alarmist -Positively, the ODP analysis did not observe any cases of stigmatisation or discriminations of patients who contracted the COVID-19

By disseminating factual and verified information about the pandemic, Euronews contributed to a healthy information environment. The nine analytic indices of news quality and good coverage of the pandemic, based on the items of professional standards and journalistic principles of ethics, reached high scores, ranging from 0.92 to 1, with value 1 being the highest possible score and 0 the minimum.

3.4 Overall assessment of the Editorial independence of the media

As a general conclusion, the members of the Editorial Board (the majority of them appointed by Public Shareholders) are satisfied with Euronews' coverage throughout 2020 and also with the way the Board exercised its role. The dialogue with the CEO and with the editorial management is efficient and allows the Board to monitor in a regular way the situation of the Company and the newsroom. The President of the Board maintains regular contact with the CEO and some of the editors.

The process of internal feedback and fact-sharing plus external independent reports has the effect of generating trust in Euronews and offers very strong protection in terms of the editorial independence of the channel.

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. Three 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. This is one edit based on Euronews' editorial values written by all teams based on a guide script which sets the angle and the content.

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.

Euronews' digital teams operate either as embeds within TV teams (French, Spanish, Italian, German, Hungarian, Greek, and Russian), or as self-contained units (English, Turkish, Arabic, Persian). The embedded digital journalists work with TV journalists to reflect TV output on digital platforms, update TV stories on digital platforms in real time, and also output digital-only content that is complementary to the TV news agenda. The self-contained teams operate in tandem with TV teams, ensuring the availability of TV output on digital platforms, collaborating on stories in multiple languages, as well as generating original, digital-only, content that enhances Euronews' coverage for their audiences.

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 2020

4.1 Programmes

In 2020, Euronews has been mobilised to bring viewers the latest on the political, social and economic impact of COVID-19. This major event provided the background and overall context for many editions of Euronews' flagship magazine programmes, Unreported Europe and The Global Conversation.

UNREPORTED EUROPE

As of January 2020, Unreported Europe started to air weekly. In the first report of 2020, we investigated the allegations of large scale land-grabbing by the political elite in Hungary. Our reporter walked the farms and fields to discuss the ownership of land and siphoning of EU funds by those close to Prime Minister Victor Orbán. Euronews spoke to farmers, campaigners and former politicians about the scandals surrounding land ownership and subsidies in Hungary.

In February we went to Malta to meet the family of murdered journalist Daphne Caruana Galizia, to investigate how the island's society has changed in light of her death. We heard from her son Matthew and sister Corinne about Daphne, her work and why she was killed. We explained the criminal proceedings in place, and evaluated whether the island's political life had really evolved in a substantial way since she died.

The stories of migrants on both sides of the English Channel were the subject of a report later that same month. The latest trend has been for migrants to use small boats to make the crossing, a potentially deadly journey facilitated by criminal gangs. We spoke to the migrants themselves near Calais, and heard from people who had made the crossing successfully in Folkestone. Campaigners also gave their views on how asylum claims should be processed to keep the migrants safe.

We exposed the inside story of the crumbling Italian motorway network in late February. One of our most successful reports on social media, this story shows how the deadly collapse of the Morandi bridge in Genova was symptomatic of the poor state of the roads. Euronews explored the political scandals around the road maintenance in Italy and the lack of compliance with EU standards. We heard the voices of people who live below the bridges and travel the roads every day.

The 'mafia' of wood smugglers in Romania were covered by in March, in an in-depth piece deep in the Carpathian mountains. We learned how to spot legal wood from illegal wood, heard from a former illegal logger who turned on the criminals to tell the truth, and witnessed how hard it is to survive with legitimate logging businesses. The forestry authorities explained their side of the story, too, outlining efforts to stop the illegal trade.

Later in March, we began our series of Unreported Europe reports about the coronavirus crisis, with our productions rapidly adapting to the new lockdown measures in place across Europe. We produced a moving report on the situation in Italy, speaking to victims of the virus, the doctors who treat them, and the ordinary Italians living through extraordinary times.

Mid-March saw a fascinating portrait of the community of Hénin-Beaumont in northern France as the country went to the polls for much-anticipated local elections, despite the coronavirus crisis. We heard from many voices in this tight-knit community where the hard-right Rassemblement National of Marine Le Pen continues to dominate the political scene, claiming three quarters of the vote. Euronews heard from incumbent RN mayor Steeve Briois, his supporters and opponents.

Other topics addressed by the Unreported Europe team showed the breadth and ambition of this magazine series. We aired a documentary-length story about the plight of long-distance truck drivers in Europe, painting a picture of conflict and antagonism between workers and employers, between Eastern Europe and Western Europe, and between right and left on the political spectrum.

In April, we looked at how the elderly living in care homes suffered badly in several countries due to the coronavirus pandemic, including Italy and Belgium, and reported from the care home in France, which had cut itself off from the world to protect its residents. The voices of COVID-19 survivors were also heard in a report, in which we spoke to people who had had the disease and were able to share their stories of recovery.

The economic angles on the pandemic were addressed from several points of view. We talked to airline workers and passengers whose projects, plans and livelihoods were struck by the sudden lockdown, while we also met with arts and culture workers from Europe whose instruments had fallen silent as performances were cancelled across the EU. We also produced a story about farmers in France who have found new ways to distribute their produce as the existing systems failed in light of the pandemic.

We investigated the disease itself, producing a report about the search for a vaccine, and in a separate report digging into the origins of SARS-CoV-2, the virus that causes COVID-19. We found many warnings that other, similar diseases could well emerge in the near future.

Societal challenges that have been highlighted by the pandemic were also covered by Unreported Europe. We spoke to the 'unconfinables' in France, the people living on the streets, migrant slums and on the edge of society as the lockdown continued, while another report tackled the rise in domestic violence and abuse in Europe.

As the Corona virus pandemic temporarily receded and lockdowns eased throughout Europe, we tackled more non-sanitary crisis related topics.

This with the exception of one 20-minute report in July in which we looked at how the mafia is cashing in on Covid-19 by exploiting the social and economic crisis in Southern Italy. The Camorra needs to find financial channels to hide its money and the easiest way is through businesses, so the group lends money to those struggling, even when their illicit loans cannot be paid back.

In end-July, we reported on protests across Europe denouncing racial violence by police forces on the heels of George Floyd's death in the United States. We focused our report on France where thousands of demonstrators answered the call from the Truth for Adama Collective to demonstrate on July 18. The group is named after 24-year-old man Adama Traoré, who died four years ago in police custody. The police themselves have complained and demonstrated against the accusations. Several reports including one

from France's human rights watchdog have recently slammed abusive police methods. Taking note, police volunteers are setting up summer camps and other activities to try and reconcile young people with the force.

After our summer recess, we aired an 8-minute report on fears around the spread of 5G in Europe, and the prospect of adverse effects of wireless radiations on the human body. We traveled to Switzerland as the country is at the forefront of the 5G rollout in Europe, installing over 2,000 antennas last year alone. However, the speed of the implementation is slowing down over some people's concerns that the technology might be harming them. We tried to sort out facts from fiction with the testimonies of expert scientists and doctors.

In mid-September, we produced a 20-minute report looking at how The Netherlands has been forced to go greener following a landmark climate case brought by the sustainability organization, Urgenda. The Dutch government must speed up climate protection measures to comply with the court ruling – which affirmed that the country must emit 25% less CO2 by the end of 2020 than it was in 1990. To reach the Urgenda verdict's obligations in the timeframe available, a rapid upgrading of the Netherlands' solar capacity would appear to be the quickest short-term solution.

In early October, we produced a 20-minute report on debates surrounding surrogacy in Europe. A video shared on social media last April sparked international outcry: it showed dozens of babies in rows of cots in Kyiv, born to surrogate mothers in Ukraine. Because of COVID-19 travel restrictions, their parents, who were mainly based in different countries around the world - could not collect them for weeks and in some cases even months. Surrogacy is strictly prohibited in eight European countries, although it is tolerated in some others simply because of the current lack of relevant laws. We talked to would-be parents and parents of surrogate-born children in both France and Italy.

Also in October, we shed light on the US conspiracy movement QAnon, which was planting solid roots in Europe. QAnon placards first appeared in Europe during demonstrations against Coronavirus restrictions in Berlin, London and Paris. Our reporter covered an anti-mask, pro-QAnon protest in Konstanz, Germany. She also sought to understand why such conspiracies are flourishing during the Covid-19 pandemic, talking to experts studying conspiracy theories.

As the US election was drawing near, we sought to answer the following questions: can the European economy expect any clouds to lift after the US elections? Described by Donald Trump as the United States leading commercial foe, the European Union has paid a high price for his America First policies. How much more would the EU stand to lose from his re-election - and how much could it gain from a victory by Democrat candidate Joe Biden?

In November, we looked at the plight of miners and prospects for a greener future in the Jiu valley -- in south-western Romania, a six-hour drive from the capital Bucharest and Romania's famous coal heartland. The country has figured prominently for years among Europe's top air polluters. The European Commission pushed Romania to close some of the worst units. In the communist era, sixteen coal mines were busy in the Jiu Valley; twelve of them are now closed.

At the end of 2020, we documented the heavy psychological toll the pandemic is taking on both psychiatric patients and people that until then never had mental health issues.

Our reporter was granted special access to several psychiatric wards in Lyon, France and to a call center set up during the pandemic. Mental health professionals throughout Europe report growing numbers of psychologically distressed people in the general population.

Also that same month, we looked at how the pandemic has led to a new kind of poverty: that of hitherto middle-class, employed people that lost their job or business. We found poignant testimonies in Spain and Austria.

THE GLOBAL CONVERSATION

The Global Conversation is Euronews' interview programme where one of our top journalist speaks to high profile guests about politics, business and culture in Europe.

The power and influence of Europe on the geopolitical scene was the theme of a long-format episode of The Global Conversation, on air in January. The debate was hosted by Euronews anchor Isabelle Kumar and featured high-level guests Pekko Haavisto, the Finnish Foreign Minister, Miroslav Lajcak, Slovakia's Minister for Foreign Affairs, Emma Marcegaglia, Chairwoman of the Italian energy company ENI, and William Burns, President of the Carnegie Endowment for International Peace. It was filmed at the World Economic Forum in Davos.

At the beginning of 2020 one of the hottest topics was the EU's flagship Green New Deal. We sat down with the EU Commissioner for Cohesion and Reforms, Elisa Ferreira, to find out more about how the initiative would work. She outlined how certain instruments would be deployed to absorb the economic shock of the energy transition in certain regions, and how it would mesh with existing funds related to Cohesion Policy.

The question of joining the EU was at the heart of our interview with the President of Serbia, Aleksandar Vučić, at the Davos forum. He said his country was fully committed to joining the bloc, but had no idea of timeframe. While Belgrade keeps its aspirations for EU membership alive, it's also enhancing ties with Russia, and Vučić insisted that his government would continue to do what was 'best for our people and our country'.

The 75th anniversary of the liberation of the Auschwitz concentration camp gave Euronews an ideal moment to interview survivor Liliana Segre in Milan. She discussed her decision to talk openly about her ordeal later in life, and the rise of anti-Semitism in Europe in recent years.

Director General of the International Atomic Energy Agency Rafael Mariano Grossi was our guest in early February, answering questions about the Iranian nuclear programme and the prospects for survival of the Iranian nuclear deal. Asked about the situation in North Korea, he said it was important to accept that the country had moved from having nuclear 'ambitions' to being a true 'nuclear state'.

The Italian astronaut Luca Parmitano recounted his recent mission to the International Space Station in his first long-format interview since his return in February. Parmitano described the return journey, his science research work on board, his role as commander of the ISS, and the future of space exploration to the Moon and beyond.

London mayor Sadiq Khan came to Brussels in February and told Euronews that he believes British people should be allowed to retain a form of European citizenship. He said he thought UK citizens should be allowed to work freely in the EU, as they have before, although Khan admitted there was no chance that the United Kingdom would return to EU membership 'in the short to medium term'.

Future plans for Kosovo were discussed with Prime Minister Albin Kurti, who called for Serbia to recognise his republic. He ruled out any land swap with the Serbs, discussed trade tariffs, EU membership aspirations and the role of courts in the Hague and at home.

European Commissioner for Environment, Oceans and Fisheries Virginijus Sinkevičius met us in Monaco to talk about biodiversity and sustainable development. He said it was important to halt biodiversity loss, but was happy that climate change was now a common issue that the everyday European was able to explain and understand.

We ended the quarter with the coronavirus crisis upon us, so our attention turned to how the world was managing the new pandemic. UN Secretary General Antonio Guterres told Euronews that we needed a 'war economy' approach to tackle the virus, to mobilise significant financial tools and to use this moment to transition to a more sustainable economic model.

The Italian Foreign Minister Luigi Di Maio told Euronews about the lockdown measures that had been put in place to control the virus, discussed the ECB's 750 billion euro economic plan, and Italy's relationship with China and Russia.

Our interview series with global leaders saw Thierry Breton being quizzed by Euronews anchor Isabelle Kumar on the EU's response to the rapidly developing coronavirus pandemic. The EU Commissioner for Internal Market promised that "no single country will be left aside in this crisis," and stressed that the Commission was doing everything it could to protect EU citizens. He also answered questions on provision of personal protective equipment and said he would 'not hesitate' to use EU tools against price inflation as a result of the crisis.

European Commission Vice President Margaritis Schinas told Euronews' Efi Koutsokosta that he did not want the EU executive to be too 'prescriptive' to member states about the process of opening borders after the confinement period. He also said that it was important for the recovery programme to be large and well targeted. Vice President Schinas also discussed migration policy and his hope that member states would better be able to share the burden across the bloc

The EU budget and recovery plan were the focus of our Global Conversation interview with European Commissioner for Budget Johannes Hahn. He debated the obstacles to passing the 750 billion euro package with Euronews' Isabel Marques da Silva, and gave examples of some of the mechanisms to modernise member states' economies that would likely be attached to the stimulus funding.

OECD Secretary-General José Ángel Gurría told Euronews that countries should "throw everything you've got" at beating the coronavirus. He told Euronews' business editor Sasha Vakulina that in his opinion, 'debt is a tool' and was 'never intrinsically bad or wrong'. He also congratulated countries which are integrating green policy requirements into their recovery legislation.

Financial rescue package measures to help economies hurt by the coronavirus pandemic were the focus of Isabel da Silva's interview with Eurogroup President Mário Centeno. In addition to praising ongoing economic reform in countries like Greece, he suggested the coronavirus crisis has given the European Union an historic opportunity to bring about economic structural change, especially with regard to green and digital technologies.

The reaction of public health systems in Europe to the coronavirus crisis were the focus of our Global Conversation with EU Health and Food Safety Commissioner Stella Kyriakides. She said that European states were "in a war against COVID19 together", and went on to explain how the Commission was coordinating everything from pharmaceutical companies to healthcare workers to best tackle the pandemic.

Another aspect of the crisis, the challenge to democracy, was debated with Věra Jourová, the Vice President of the European Commission for Values and Transparency. She said that while the pandemic offered a great chance to innovate in many ways, in terms of democracy, the rule of law and fundamental right, she made a "plea for coming back to the 'old normal', because we had and we still have the best system which we have ever invented for society".

Euronews' political editor Darren McCaffrey probed NATO's Jens Stoltenberg on the role of the American army in the alliance in an interview in June. The Secretary General underlined the strategic need for American forces and European forces to work together, and gave his thoughts on the growing military power of the Chinese. He said that he believes European efforts on defense 'cannot replace NATO', but they can complement each other.

Efforts to tackle corruption in Europe were addressed in our interview with the new European Public Prosecutor, Laura Codruta Kövesi. In a Global Conversation with journalist Sándor Zsíros she said that establishing the European Public Prosecutor's Office would "drastically reduce the limitations that prosecutors have at their national level, and the exchange of information will be faster and more efficient."

In August, Ukrainian President Volodymyr Zelenskyy gave an exclusive interview to Euronews correspondent Sasha Vakulina. In this wide-ranging conversation, the main topics were the status of negotiations regarding Crimea, Ukraine's relations with the European Union and the USA, the ongoing protests in Belarus which have been increasingly compared to the revolution in Ukraine a few year ago

The EU's proposed new pact on migration has generated dissatisfaction on all sides of the debate. In frontier nations, there is worry over the administrative burden that may fall on their shoulders. Those involved in rescue missions in the Mediterranean complain that there are no new funds being planned to patrol the sea and save lives. And among politicians who want to block migration, there is concern the pact doesn't establish the principle that refugee cases should be dealt with outside the Union.

The views emerged in a special edition of the Global Conversation dedicated to the pact proposal where we crossed the opinion of three guests.

The issue of the rule of law has become a central issue in the European Union over the last decade. Up until recently, the spotlight was mainly on concerns over Hungary and

Poland. But now the European Commission has decided to widen its horizons and evaluate the democracy and corruption situation in all 27 member states, one by one. Věra Jourová, Vice President of the European Commission for Values and Transparency, has just presented the Commission's first-ever Rule of Law report. She spoke to Euronews about their findings.

Belarus opposition leader Svetlana Thikanovskaya promised to fight until victory, in a long-form edition of Global Conversation held at the Globsec forum in Bratislava. Thikanovskaya discussed a wide-range of topics with Euronews' Isabelle Kumar, including the role of women in her country's protests.

Dr. Denis Mukwege, known also as Dr Miracle, is a gynecologist who has spent more than 20 years helping victims of sexual violence in the Democratic Republic of Congo. His work as a doctor and human rights activist was recognised with the Sakharov Prize in 2014 and the Nobel Peace Prize in 2018. His work has sometimes led him to receiving threats. Dr Mukwege explained us the impact of COVID-19 on the ongoing efforts to help women and children in his country.

Ahead of the November's presidential election in Moldova, Euronews spoke to pro-EU opposition candidate Maia Sandu. In her first interview with an international outlet, Sandu told us "the people of Moldova want snap parliamentary election" because the current hemicycle "doesn't work for people". What obstacle will she face in the country's particular political system?

Irish Prime Minister Michael Martin spoke to Shona Murray about the status of the Brexit negotiations and the outstanding issues, such as the level of playing field. The Taoiseach also discussed the recent veto of the EU budget triggered by Poland and Hungary, calling the move "unwarranted".

What does the new EU-US chapter hold and what challenges does the Union face in dealing with China? These are just two of the topics the EU's foreign affairs policy chief, Josep Borrell, covered in his interview Euronews' Ana Lazaro.

They also touched upon the idea of strategic autonomy, as well as the ongoing tensions with Turkey and the recent killing of Iran's top nuclear scientist.

The status of London as Europe's financial hub will not disappear overnight after Brexit, Mairead McGuinness, EU Commissioner for financial services, said in an interview with Euronews. She added, though, that things will change in the medium term and that Europe "may not need a single financial centre" that we rely on". "I think there will be questions within the European Union around open strategic autonomy," she remarked.

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 2020, Euronews' Brussels office was at the forefront of our reporting on the European efforts to tackle the Covid-19, as Euronews built an un-rivalled, public service type of pan-European coverage reporting on the crisis across the continent and equally informing all Europeans of the decisions take at the heart of the European Commission. Euronews truly affirmed its unique European channel mission by connecting all European countries into one single big-picture of the fight against the Covid disaster, at a time when all national medias retreated into their boundaries to focus on their national crises.

The Euronews coverage did not just focus on country-by-country, but equally building the big pan-European picture on the countries' joint efforts on the political stage, the business/economic impact, the social struggles and many other aspects of life under lockdown on the whole continent. We also analysed various national solutions compared to the others to provide a continent-wide picture of the pandemic. We interviewed repeatedly numerous EU commissioners as Euronews was the logical medium to inform all Europeans of the European Commission efforts to tackle the crisis, find solutions and bring Europe altogether.

All our Brussels journalists continued their coverage despite the lockdown, interviewing decision-makers, constantly reporting on all decisions and debates on the pandemic, joining the entire Euronews editorial effort to provide a responsible, factual coverage of the Covid crisis.

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. These freelancers were instrumental during the Covid crisis to cover all European countries to complete the entire picture constantly.

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 social media journalists 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.

COVID-19 related restrictions in the workplace have meant that most of the digital teams have operated remotely since March 2020. During this time, the teams have especially relied on the above-mentioned digital tools for internal workflows, as well as video

conferencing tools such as Skype, Zoom and WhatsApp to conduct remote interviews for use in their reportage.

Skype, Zoom, WhatsApp, and other remote access video and audio tools have also played a key role in the production and launch of new products such as Euronews' first podcast, *Cry Like a Boy* - a year-long series focused on gender equality in 5 African countries, as well as video series such as *Women Beyond Borders* for Euronews' brand new digital vertical, Euronews Travel, which launched in July 2020.

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 an almost entirely millennial staff, The Cube team accesses a much sought-after, younger audience for Euronews.

Finally, the Euronews Persian 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
-

Audience feedback in 2020 enabled Euronews to build out the content strategy on our digital content vertical Euronews Living, and focus its coverage on sustainable living, eco-innovation and other environment-related stories, all with a European perspective.

The feedback also aided in the creation and launch of the new digital vertical Euronews Travel in July 2020, with a focus on positive, culturally-curious, solutions-based travel content. Euronews Travel was first launched on social media to capitalise on Euronews' social media presence and its engaged audience who are interested in consuming and sharing travel content.

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

5.1 Examples of feedback

- 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)

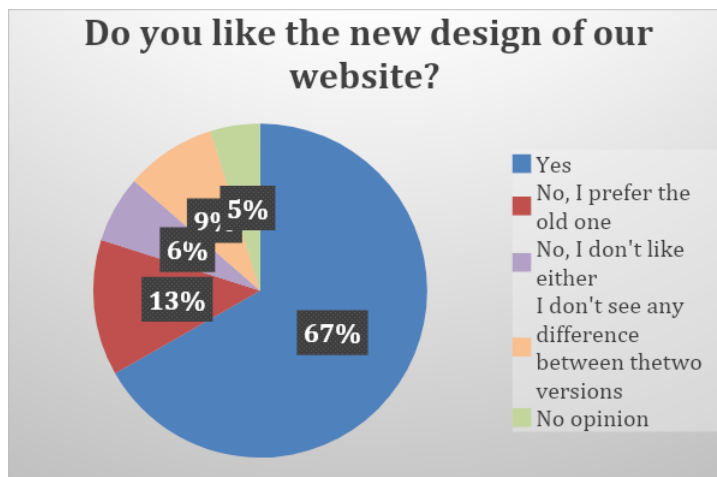
Our last formal feedback regarding the perception of euronews is dated 2018 and was carried by Deloitte on behalf of the European Commission. 4,500 people responded.

- 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.
- Prior to the December 2019 program, 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.



An even earlier 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.

All of these in-depth audience studies have informed our approach to content in 2020, from our far-reaching, Europe-centric coverage of the COVID 19 pandemic, to our overhaul of Euronews Living, and our launch of our new vertical Euronews Travel.

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.

As a sign of the COVID 19 crisis in 2020, we did not receive notable complaints, but rather suggestions on how to calibrate coverage and what kind of information, analysis to bring to our European audiences about the pandemic itself, its impact on Europe, and how European authorities are tackling it (public health, economy, etc.).

Outside the Covid-19 pandemic, we received solid engagement from our viewers in Belarus who kept contacting us during the protests to provide more information from their side, which we did as long as they were factual.

We received significant feedback from Azerbaijan, Armenia and the population inside Nagorno Karabakh during the conflict that erupted in September. Each time we produced a story on one side we were immediately inundated with complaints and invitations to cover the other side as well, despite our carefully measured coverage on all sides as our fundamental editorial values dictate. We believed we provide a comprehensive, rational and well-balanced coverage of the entire conflict, focusing especially on the suffering of the civilian populations caught up in the hostilities. As a sign of trust from both sides, Euronews was the only international channel, which produced a joint interview with the Azeri president and the Armenian prime minister at the start of the conflict, both of them being aware that the other side will talk to us within the same programme.

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