

2022

TRANSPARENCY

REPORT

- **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, strategic relationship.

Today, the European Commission co-funds a variety of aspects of Euronews' European content including a number of programmes and some linguistic editions. This includes: European news and live coverage of European event; Euronews' office in Brussels; the Arabic, Greek, Hungarian, Persian and Portuguese linguistic editions; programmes including Global Conversation, Euronews Witness, State of the Union, Real Economy, Ocean, Smart Regions, Smart Health and Business Planet.

- **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 are precisely the 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 as 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. A full summary of Euronews' editorial responsibilities is available in our Editorial Charter.

- **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.

- **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.

- **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.

- **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.

- **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.

- **Management and supervision**
- **Role and Composition of the Editorial Board and the Editorial Steering Committee**

The Editorial Steering Committee is a forum for regular dialogue between Euronews management and the editorial staff on major editorial issues and this guarantees a real balance in the editorial governance of Euronews.

The Editorial Steering Committee consists of the top editorial management together with selected newsroom journalists and thus it ensures a continuous debate on all editorial aspects such as urgent and non-urgent matters related to editorial standards and content, complaints, monitoring, staff safety and in general any issues which may pose a risk to the independence, integrity and credibility of the Company.

The Editorial Board shall independently carry out its own analysis of any matter presented to it based on the information provided by the Editorial Steering Committee and the procedures of the Editorial Board.

- **Activity of the Editorial Board in 2022**

Due to the changes in Euronews' management structure and the implementation of the new Editorial Board, there have not been Editorial Board meetings during 2022. However, the Director of Publication, the Chief Content Officer and the Chairman of the Editorial Board have ensured continuity in the treatment of major editorial issues, in accordance with the principles of the By-laws.

- **External oversight**

In 2022, the Osservatorio di Pavia has notably established two reports (March 2022 and October 2022) to assess whether Euronews Russian service coverage of the Russian invasion of Ukraine complied with those standards as well as with language accuracy in news reports.

Media analysts of the Osservatorio di Pavia (OdP) reviewed 100 news stories, applying an ad hoc qualitative content analysis form. The analysis investigated the level of compliance of the stories with a number of professional benchmarks, namely: balance, truth and accuracy, independence, fairness and impartiality, accountability, clarity, timeliness, relevance, variety, omissions of facts, if any.

In the news randomly selected for the monitoring, the commitment of Euronews to fairness, accuracy and impartiality was noticeable, with no evidence suggesting biased coverage. The whole coverage of the Russian invasion of Ukraine provided widespread coverage of events and positions, presenting different perspectives respectfully and truthfully.

Journalists' independence and editorial freedom shaped the news coverage of the Russian war in Ukraine. Despite the dramatic warfare, reporters managed to present facts in an objective manner, without sensationalising events or siding positions, and put a distance between themselves and possible external influences. Euronews presented facts with moderate tones and provided viewers with non-emotional and still context-sensitive information.

The stories adhered to the commitments of truth and accuracy. First-hand and second-hand sources were distinguished, and the reports were based on credible sources, verifiable facts and sound evidence. Opinions and conjectures were distinguished from facts, abiding by the benchmarks of the Euronews editorial policy on news reporting and to broader recognised good practices in journalism.

A European perspective informed many news stories randomly selected for the analysis. This was evident in stories with EU countries as main geographical context and in those reporting statements released by European institutions and leaders.

The news items used a correct wording indicating the Russia's role in the war ("Russia's invasion" or "Russia's war"), they reminded the illegal nature of the annexation of Crimea to Russia, they widely reflected the Ukrainian angles in the reports from the field.

The principles of clarity, promptness, and relevance mostly informed the news stories. The media coverage focused on the latest events and brought to the audience relevant information. In line with the Euronews editorial charter, the coverage avoided sensational or antagonistic language.

Although Euronews generally complied with the main professional standards, the OdP noticed minor shortcomings: some reports seemed to be short of useful contextual background; in others, partly due to the challenges of war reporting and the limited information made available by Russian officials, the Ukrainian perspective prevailed. Most news stories included quotes and opinions by Ukrainian official and ordinary residents. However, in the news stories under scrutiny, the OdP analysis noted a limited use of independent Ukrainian experts.

The five analytic indices of news quality, based on the items of professional standards and journalistic principles of ethics, ranged from 0.96 to 1, with 1 being the highest possible score and 0 the minimum.

- **Overall assessment of the Editorial independence of the media**

The monumental news event of the year has been the war in Ukraine triggered by the Russian Federation. From the first hours of the invasion, Euronews applied unabated its editorial policy of factual journalism based on its fundamental editorial values of accuracy, balance and objectivity. As a result, Euronews television and digital platforms broadcasts across the Russian Federation were quickly shut down by the Russian authorities, culminating with threats against our staff, because Euronews refused to comply with the editorial directives about the war imposed to the whole media by the Kremlin. Euronews released a public statement strongly condemning this measure. Our Russian-speaking audiences continued to massively follow our journalism through social platforms circumventing the censorship imposed on the territory of the Russian Federation. In parallel, Euronews was criticised by a number of Ukrainian media and other entities, facing accusations of bias. We always reviewed all accusations vigorously and in good faith and our analysis showed that there was no bias and our journalism respected all editorial values presented above, a reality which we presented publicly in our response letters.

Therefore, we at Euronews are confident that we safeguarded the editorial independence and all editorial values during what has been an unprecedented news coverage.

- **Management**

In the News unit, Euronews' language services consist of journalists with a significant depth of editorial and production experience covering international news. They work under the daily supervision of Editors of the Day for each language section. Five Deputy Editors in Chief coordinate the overall daily news operations and one of them coordinates the magazines productions. The entire content editing is supervised and decided by one Editor in Chief for European Affairs and equally Brussels bureau chief, three Editors in Chief in our Lyon headquarters who are in charge with the television and digital journalistic content production and one Editor in Chief in charge with the sponsored magazines. The content unit is coordinated by a Chief Content Officer who is in charge with the respect of all editorial values and strategies.

Euronews decided to discontinue the live, presented format of the English service and to align the team to the other language teams.

The 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. All Euronews content on television and digital is based on our unique pan-European perspective.

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.

The newsroom managers have several daily and weekly meetings to outline the editorial agenda for each day and planning ahead, and to ensure that editorial values and independence are maintained.

The language services are managed by three Deputy Editors in Chief, overseen by the Editors in Chief, who in turn report 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.

All language teams (English, 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. But Euronews has begun a so-called digital transformation towards a "Digital First" approach meaning that the entire newsroom is being trained on digital tools, storytelling, productions in order to create a one content – multiple platforms output system common for television and digital.

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.

The Hungarian and Greek language services' teams are based in Budapest and, respectively, Athens and they moved into a digital-only system. 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. These stories work both for television and digital, in the sense that the core European languages based in Lyon take the Hungarian and Greek self-produced stories to their output.

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 with news packages and relevant interviews of key players in Brussels and Strasbourg.

- **Summary of performances in 2022**

- **Programmes**

In 2022, Euronews has been mobilised to bring viewers the latest on the political, economic, humanitarian impact of the war in Ukraine. This major event provided the overall context for most of our flagship current affairs programmes, Global Conversation and Witness.

THE GLOBAL CONVERSATION

When tension over a possible Russian invasion of Ukraine started mounting, Euronews met with the Kremlin's top diplomat to the EU, Vladimir Chizhov. Efi Koustokosta quizzed him on Moscow's real intentions and on its plans for the region. "Russia has no plans to invade either Ukraine or any country", Ambassador Chizhov told. "It's a bluff created not in Russia, but in those countries that are now spreading this hysterical message, I would say, across Europe and the world". The interview was recorded on 26 January. Russia invaded Ukraine on 24 February

In a Global Conversation filmed in Strasbourg one week before the start of the war, the new president of the European Parliament Roberta Metsola called for "immediate, quick, solid and swift action" in support of Ukraine, in the event of any escalation. Metsola told Euronews that "dictators" would not divide the continent, calling for unity in the face of attempts to destabilise the EU.

Russia's invasion of Ukraine also provoked a humanitarian crisis in neighbouring countries. Tens of thousands of refugees from Ukraine continued to flee the war and cross EU borders. The European Commission announced it would be providing emergency assistance to people in need, including by supporting non-EU countries like the Republic of Moldova. To discuss the fallout, we spoke to Moldovan Prime Minister Natalia Gavrilita.

A two-day informal summit in Versailles in March offered EU member states a chance to show their solidarity with Ukraine following Russia's invasion of the country. On this occasion, Euronews sat down with the Estonian Prime Minister Kaja Kallas. We discussed a number of compelling issues, most notably: how to boost security and energy independence in the face of Moscow's aggression; the possibility of further sanctions against the Kremlin; the potential harm this could do to European economies still trying to emerge from the COVID-19 pandemic.

NATO's support has been a "crucial factor" in enabling Ukraine to resist Russia's invading forces, Alliance's Secretary-General Jens Stoltenberg told Euronews after one month of war. Stoltenberg said the NATO allies are doing "as much as they can" to provide support for Kyiv. "It's first and foremost the courage of the Ukrainian Army Defence Forces which is making the difference on the battleground. But the support from NATO allies is a crucial factor in enabling them to resist the invading Russian forces".

On the sidelines of the World Economic Forum in Davos, Belgian Prime Minister Alexander De Croo told Euronews he was "convinced" that EU member states will remain united in their approach to the Kremlin's invasion of Ukraine. He said their strategy is the fruit of careful coordination: "I think that the unity that we have shown was a unity that was achieved because we listened to each other," he added. "I do not see our capacity to build unity being evaporated. It's just something we have to take into account, and that means that we will have to work a bit harder. But I'm convinced that unity is the message going back to Russia.

Mikhail Khodorkovsky - once the country's richest man, before falling foul of Putin and spending ten years in jail for tax evasion, embezzlement and fraud – spoke to Euronews' in a "most viewed" Global Conversation. He now lives in exile, but that didn't stop from telling us that if NATO does not seize its historic opportunity to stop Vladimir Putin in his tracks, it could face war on its own territory in the foreseeable future. "If this opportunity is missed, I issue a warning," he said. "In a few years, or perhaps even earlier, NATO will be directly involved in this war, because it will be happening on the territory of a NATO country."

United Nations Secretary-General Antonio Guterres confirmed to Euronews that the war in Ukraine is not only creating global economic turmoil, but also threatening international efforts to tackle climate change. The UN chief spoke to Euronews on the sidelines of the five-day UN Ocean Conference in Lisbon. Over 7,000 participants descended on the Portuguese capital to take part in the global ocean summit.

Polish Prime Minister Mateusz Morawiecki didn't mince his words when talking about Russian President Vladimir Putin, calling him a "war criminal" who is committing "genocide" in Ukraine and that the EU must not resume "business as usual" with Moscow as long as he remains in power, in an exclusive Euronews interview in Warsaw. "This Russia is totalitarian, it's nationalistic, it's imperial, and this Russia wants to re-establish the Russian empire and a post-Soviet Union type of state. We cannot see a situation where there's a retreat to business as usual. Women and children are dying. Russia [commits] genocide in Ukraine and war crimes. Not with this regime," he added.

The EU's foreign policy chief Josep Borrell insisted that the European Union is 'not fighting against Russia' but 'defending Ukraine', during a high-level State of the Union event in the Italian city of Florence. Speaking to Euronews, Borrell said: "I don't like at all the story of the West against Russia or the West against the rest, this is an issue about the Charter of the United Nations. It's about the sovereignty of the people of states, respect for the borders, not to use force to override their neighbour," he said. "We are not fighting against Russia. We are defending Ukraine. And defending Ukraine means to defend the international order based on rules.

Burning the Breadbasket - the Wider Impact of Russia's Aggression in Ukraine'. This was the discussion panel Euronews held at Globsec 2022 with Eduard Heger, Prime Minister of Slovakia and Austrian Chancellor Karl Nehammer, about the global challenges happening as a consequence of Russia's invasion of Ukraine on 24 February. At the time, there had been more than 100 days of the war in Ukraine, with heavy fighting in the Donbas region continuing. Seaports on the Black Sea remained blocked, stopping any grain from leaving the country amid a global food crisis, particularly in vulnerable countries reliant on bread and wheat, such as Africa.

The ongoing war in Ukraine led to 6 million people leaving the country, just one of the latest examples of refugees moving on mass in unprecedented numbers. Many reasons can lead directly to such mass-migration: war, terrorism, climate change, all of which were discussed at length September in a Global Conversation with Antonio Vitorino, Director General of the International Organization for Migration.

Spiraling inflation, an unhealthy dependence on Russian energy, and the risk of power cuts. The European Commission faces one of its most concerning winters on record.

So, what solutions can it provide? And how is it planning to ease the impact of growing bills on citizens? To discuss these matters, Euronews reporter Aida Sanchez was joined on the Global Conversation with the European Commissioner for Energy, Kadri Simson.

The world and in particular European economic recovery suffered the severe impact of Russia's war in Ukraine, which has deepened the strain across the Eurozone and makes for a particularly difficult winter ahead. Timely then that in conversation with Euronews' Business Editor, Sasha Vakulina, is the IMF Managing Director Kristalina Georgieva. Kristalina Georgieva was previously CEO of the World Bank, during which time she served as Interim President of the World Bank Group for three months.

Europe's ability to avoid a recession depends on it being able to ride out the current energy crisis, the Vice President of the European Commission and EU Trade Commissioner Valdis Dombrovskis told Euronews. Dombrovskis said that although growth in the first half of this year had been unexpectedly strong, a deteriorating environment is sapping confidence.

With the energy crisis escalates, natural gas prices are four times higher than last winter, and inflation is at a record high of double digits. The EU is still struggling to find common ground. Is there a way to escape the situation? Euronews went to Luxembourg to discuss the matter with the deputy prime minister of Spain, Nadia Calvino.

There has been further violent escalation in the war in Ukraine, including the targeting of civilians and civilian areas and there is a global outcry for international justice, both for the atrocities crimes committed on Ukrainian territory and the deterrence. So when are those responsible for these crimes be held to account for their actions? And where will the trials for these crimes take place? Euronews Correspondent Shona Murray spoke with the Chief Prosecutor of the International Criminal Court in the Hague, Karim Khan.

The European Union should not put economic recovery in danger with “the suffocating force of austerity,” IMF Managing Director Kristalina Georgieva has told Euronews. Georgieva praised the EU's Next Generation recovery plan, describing it as a “remarkable” act of solidarity between European nations in the last Global Conversation of the year.

EURONEWS WITNESS

From January 2022 until December 2022, we produced 10-minute programmes weekly and three 20-minute special reports. Here are the highlights of the season:

Our in-depth “Witness” programme was mainly centered on the unprecedented crisis of the war in Ukraine, from the moment Russia attacked Ukraine.

Our reporters reported from Ukraine the days before the invasion culminating with the attack unleashed by Russia on the morning on February 24 and thereafter. Our reporter produced a comprehensive “Witness” of these first days of Russia’s assault on Ukraine, reporting from Kyiv, Lviv and from the other side of the Polish border.

From that moment on we quickly adjusted our production to report from Ukraine itself and in countries directly or indirectly affected by the war. We traveled to the Polish border with Ukraine to tell the plight of tens of thousands of refugees fleeing the war.

In May, we went back to the embattled country to meet survivors of Russian army’s alleged war crimes and document the atrocities of Bucha and other flashpoints. Our reporter spoke to local authorities and lawyers to understand what was being done to document suspected war crimes.

Also in March, we took the pulse of countries concerned over Russia’s expansionist policy. We covered Estonia, then Moldova. In April, we did a similar story on Sweden’s Gotland Island.

Eager to get Russian voices on our programme but unable to get a visa, we sought to meet Russians outside their home country. We travelled to Germany in June and met artists and IT professionals who resettled in Berlin. Observers are describing their exile as a brain drain.

In late July, with most foreign media having scaled down their presence in Ukraine, we dug into the conflict’s potential knock-on effects in other parts of Europe. We traveled to Bosnia and Herzegovina as there were renewed fears that inter-ethnic violence could spill over into the Western Balkans

Apart from the Ukraine war coverage, in January we traveled to Athens, where educated Afghan women and their families, forced to flee the Taliban, have found refuge. We put the question of a double-standard immigration policy to the Greek authorities who repel other migrants – including poorer Afghans who reach the country’s shores by boat.

In February, we produced two editions devoted to environmental issues. One report tackled coastal erosion owing to climate change in France and Germany. Another edition looked at alarming levels of nitrate pollution in Spain’s running water and water bodies due to intensive farming.

- **Brussels office and the network of correspondents**

Euronews’ “All Views” philosophy has been expressed by the range of interviews and reports it has conducted throughout the year. By questioning key players in the

Commission and Parliament, as well as experts throughout Brussels, 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 Global Conversation, as well as our digital output – provide more opportunities to go deeper into policies and concerns at the heart of the European decision-making process.

In 2022, the Brussels office lead the way when it came to our reporting on the challenges faced by the EU in relation to the war in Ukraine, as Euronews built an unrivalled public service of pan-European coverage, reporting on the crisis and equally informing all Europeans of the decisions taken in Brussels and by EU member states.

Euronews demonstrated its unique European channel mission by connecting the dots for viewers and readers between what happens in Brussels and how choices made there impacted Ukraine, Russia, and every European citizen.

The Euronews coverage did not just focus on this though. We followed very closely the discussion and implementation of sanctions against Moscow throughout the year. With each round of sanctions, we analysed what they contained and how they might affect people's everyday lives. This involved our Brussels based journalists taking case studies.

Throughout the year, Euronews also took a deep dive into the cost of living and energy crisis, exacerbated by Russia's war in Ukraine, following extensively the decisions made by Brussels and EU member states to mitigate the circumstances and translating this into understandable language for Euronews followers.

In November, the Brussels office launched a new talk show based in the studio at our Schuman office called Bruxelles Je T'Aime, which invites a panel of distinguished guests every week to discuss the hottest topics on the continent, breaking them down into a clear and enjoyable format for people.

In 2022, the Brussels bureau successfully launched also a new digital platform on European affairs, My Europe. My Europe' vertical proposes a new way of covering European affairs with a 'service journalism' approach: producing audience-centric content on European questions that people can use in their daily life, ter. to make their life bet It aims to address newly emerging audience needs with original and relevant content, designed in new storytelling formats accessible on digital platforms.

As part of its agreement with the European Commission, in addition to its permanent correspondent positions in Paris, Rome and Brussels, Euronews also operates a

growing network of European freelancers across the continent. Our permanent correspondents in Paris and Rome together with cover the major European stories from these capitals, as well as in Ukraine following the war on the ground. They produce regular stories together with live or as-live reports focusing both on headline stories as well as daily stories on the citizens of these countries.

Our growing network of freelancers in most European countries who contribute their stories constantly, bring an unparalleled editorial dimension that makes Euronews' pan-European coverage unique. Through our permanent and freelance correspondents Euronews covers Europe like no-one else does, north and south, east and west in a fair, balanced manner, connecting all Europeans with a single, unique editorial mix.

- **Digital strategy**

Euronews is undergoing a digital transformation of its newsroom to put digital first and at the heart of its news offering. This meant thinking with a more digital mindset - stressing the importance of good visuals and human stories. This was designed to connect with our audience and encourage them to consume our content more. We also produced more compare stories - to be able to let our users compare their situation with others in different European countries. And we started to produce more explainers to explain the news to them in an easy to access manner and to help them make smarter decisions about their lives and know their rights better. Our digital strategy is to always think of the headline or angle that will make our content as compelling and useful as possible for our audience - both in text and also in digital video.

Our approach is increasingly data-informed which means we answer the questions we can see our audience is asking. With this approach we hope to improve the impact of our output - increasing the number of people who consume our content but also focusing on how long they are staying with our content - improving the dwell time of our pages so that we know the audience is finding our content offer as useful as possible.

We tell our stories in our key European languages to share our best content and ideas with as wide an audience as possible across Europe.

Our content verticals have performed really well over the past year and we will continue to build on the success of Euronews Next, Euronews Green, Euronews Travel, Euronews Culture and My Europe to continue to connect with emerging audiences in Europe, to identify their needs & expectations and to offer them well-crafted, original and relevant content in accessible and effective digital storytelling formats.

We believe European topics and issues where we can find structured data from certified data sources, and develop “compare” stories across Europe, particularly using data visualization techniques – is a particularly compelling offer.

- **The role of our audience in shaping our offering**

Euronews gauges digital audience opinion through these main routes:

- Monitoring audience behavior 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)
- Monitoring off-platform performances of our content (outside of euronews website & mobile app). An important amount of our content consumption is made through distribution on social networks, YouTube but also news aggregators & content portals. It allows us to get a 360 view of our audience.
- Linking audience performances and navigation context (type of content, editorial categories)
- 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.
- 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 and products

Audience monitoring was a key element in the creation and launch of the new digital verticals in 2021, Euronews Green, Euronews Travel, Euronews Next & Euronews

Culture and My Europe in 2022. Each dedicated editorial team was able to make daily evolutions on their priorities based on the performances of the content coverage.

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.

- **Examples of feedback**

We receive data from **Google and Apple** relating to Euronews apps.

- No of reviews on Store: 1.6K
- No of emails to App Support: 1.3K
- Average rating 4.3/5 on Stores (iOS + Android)

Euronews Brand Tracker, GWI

February 2022

| Statement | % of euronews consumers who agree |
|---|--|
| | WAVE 2 |
| Credible | 69.9% |
| Covers a greater variety of stories and countries | 73.6% |
| In depth | 72.7% |
| Balanced | 67.1% |
| Sticks to the facts | 66.7% |
| Trustworthy | 68.1% |
| Has a greater diversity of standpoints | 66.4% |
| Insightful | 63.2% |
| Impartial | 58.4% |

- **Feedback and complaints**

Euronews welcomes user feedback and complaints, which are dealt with by each head of language edition. Depending on the type of complaint and sender, Euronews escalates the complaint to the editors in chief or the chief content office in order to proactively answer the raised case.

Euronews receives a variety of feedback each day, from comments on events, stories to suggesting coverage ideas, invitations, all through the Contact Us section on each language service website. The feedback also covers non-editorial aspects such as

technical issues with the digital platforms or distribution questions. 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.

We did not encounter major issues with the complaints and feedback in 2022, but rather suggestions on how to calibrate coverage and what kind of information, analysis to bring to our European audiences.

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