



EuroNews is an international news channel covering world news from a European perspective. **EuroNews** broadcasts a bouquet of news services in 7 languages: English, French, German, Italian, Portuguese, Russian and Spanish. Launched in 1993 as the first multilingual pan-regional news service, **EuroNews** has rapidly established itself as Europe's leading television news channel.

2006

EuroNews

The company

EuroNews is a bouquet of digital news services, offering TV programmes and interactive features via cable, satellite and terrestrial TV as well as hotels and airlines networks, ADSL, internet, PDA and mobile phones.

Unbiased and independent reporting

EuroNews gives viewers a wider perspective on the world and a guarantee of independent reporting. The channel has an **unrivalled supply of news footage** from around the globe through the Eurovision Exchange, its shareholders, and the major press and TV news agencies. This wide choice of sources allows journalists to compare, analyse and then report with balance, avoiding bias or a national viewpoint.

Understood by European viewers

The continent accounts for 34 official languages, making effective communication an issue. Since 86% of upmarket Europeans watch news in their own language, a multilingual news service is a necessity. **Currently available in 7 languages**, with more to come, EuroNews provides this unique service and can be understood by the vast majority.



EuroNews Interactive

In 2004, EuroNews successfully introduced interactive services to viewers. EuroNews now provides news, business, sports and weather forecasts in text and graphics on UPC cable networks in Austria and the Netherlands. EuroNews has also developed interactive language features, already available on Telewest in the UK.

EuroNews

SOCEMIE

Société Opératrice de la Chaîne Européenne
Multilingue d'Information **EuroNews**
Operating company

SECEMIE

Société Editrice de la Chaîne Européenne
Multilingue d'Information **EuroNews**

20 shareholders*

* Broadcasters (all EBU members) in alphabetical order:
CT (Czech Republic), CyBC (Cyprus), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), ERTV (Egypt), francetélévisions (France), NTU (Ukraine), PBS (Malta), RAI (Italy), RTBF (Belgium), RTE (Ireland), RTP (Portugal), RTR (Russia), RTVE (Spain), RTVSLO (Slovenia), SSR (Switzerland), TMC (Monaco), TVR (Romania), YLE (Finland).

EuroNews multimedia offer

EuroNews is a channel uniquely positioned to lead the digital broadcast revolution. In 1999, the channel was the first news broadcaster to switch to digital taking full advantage of its potential.

Digital programming was first made available on the internet where videos were streamed, and on PDA. Content was then adapted to WAP and i-mode mobile technologies. In 2004, EuroNews started live video streaming on GPRS and 3G mobiles. Video streaming and i-mode services have been an immediate success thanks to EuroNews' key assets: short format programmes and no presenters. The channel is now available on 14 mobile networks in 9 European markets and in multiple languages.

Simultaneous broadcast in 7 languages

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

Programming

Upmarket audiences are time stretched. EuroNews has built a schedule to meet their needs offering appointment to view reports on the half hour, with in-depth comment and editorial in the evening, and a complementary offering of lifestyle programming during daytime and weekends.

Content

I • News and Current Affairs:

EuroNews provides a regularly updated bulletin with in-depth coverage of the latest news, sport, current affairs and weather. **Live broadcasts** are an integral part of the service with live coverage of the latest stories whenever and wherever they break.

The **EuroNews** service plugs a significant news gap offering a blend of world news and current affairs programming from a European angle. Our unrivalled access to images from our network of partners and news agencies, makes the EuroNews service relevant, accurate and reliable.

Programmes such as the iconic 'No Comment' and 'Interview' underline EuroNews' commitment to delivering unbiased and independent reporting to a worldwide audience.



II • Business and Financial News:

Economia brings EuroNews audiences a half hourly update of the world business news. This core component in the service, delivers up-to-the-minute breaking stories, the latest currency prices, analysis and reports from the key financial markets. With news, views and interviews, *Economia* and *Markets* keep the business world briefed.

III • Lifestyle and Entertainment:

EuroNews complements core news, business and sport services with a range of topical current affairs and lifestyle programming. Every day, *Le Mag* looks into the arts and entertainment, including cinema, Fashion, Travel and Culture. In *Agenda* EuroNews provides a daily calendar of major cultural events across Europe.

Special Programming

EuroNews will cover the key business and sporting events in 2006. Including the FIFA 2006 World Cup, the Winter Olympic games, the World Economic Forum, major IT fairs, CeBIT, FIA World Rally Championships, Formula 1, key world air shows, Roland Garros, the Tour de France and major European Motor and fashion shows.

"International news is made of conflicts and each protagonist has his point of view to defend. Our mission is to allow all those involved to express themselves. Whatever the conflict, political, cultural or religious, EuroNews has to remain neutral and bring its viewers complete and detailed news, allowing them to form their own opinions. This debate does not only take place on air but is also at the heart of our editorial process."

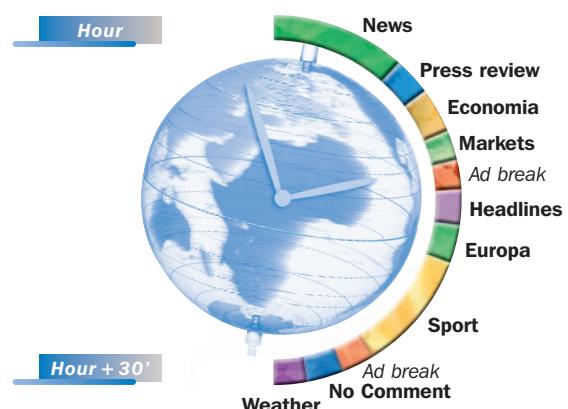
Luis Rivas, Director of News and Programmes

Structure

EuroNews has built a clear and complete grid containing the relevant programming at the relevant time, allowing viewers information in a choice of 7 languages.

Throughout the day, EuroNews offers up-to-the-minute news and business bulletins. The Sport programme provides unmatched coverage of world sport, action, results and standings, the stories and personalities. The half hour is completed by comprehensive World and European weather forecasts.

At peak times, bulletins are complemented by European affairs programmes such as *Europa*. Adding to this service the front pages of Europe's leading daily titles are presented every morning in *Press Review*.



EuroNews:

the hearts and minds of Europeans

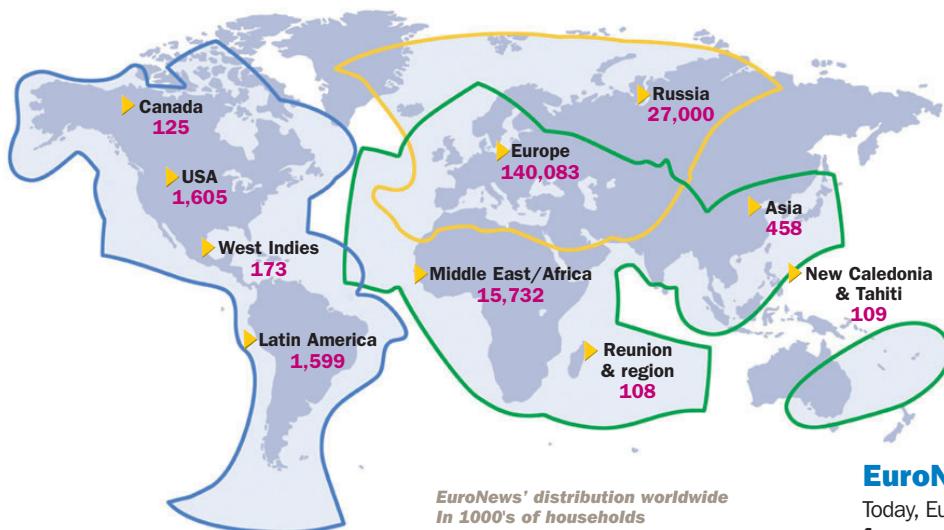
EuroNews is uniquely positioned in its offer of world news from a European perspective. Although independent, EuroNews has established strong ties with major European institutions, and as such is **best positioned to deliver viewers exclusive reports on European news** and issues. The political debates, the implications of political decisions on daily life and the pros and cons of key European issues are explored throughout our schedule and in focus in our programmes *Pass*, *Europa*, *Europeans*, *Agora*, *Europinion* and *Parlamento*.

Distribution

EuroNews' reach is global. The channel is broadcast to 187 million households in 119 countries and is received throughout Europe, the Middle East, Africa, Asia and the Americas via cable, digital satellite and terrestrial channels. The channel also enjoys distribution via a wide range of digital platforms, including ADSL and digital terrestrial TV.

187 million households in 119 countries

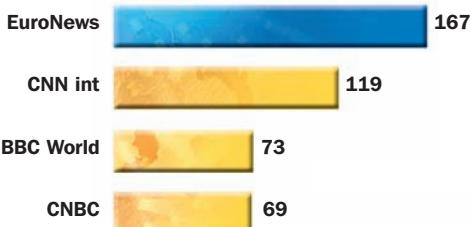
Today EuroNews' coverage is global. World distribution has nearly doubled in the last 5 years and the channel is pursuing its worldwide development, recently launching in Asia.



EuroNews, the number 1 in Europe

The latest distribution report shows that EuroNews is the leading International news channel in Europe.

167 million households in Europe



EuroNews increases local penetration

In addition to cable & satellite and digital distribution, EuroNews is also broadcast via exclusive windows in 25 countries. 32 national broadcasters take EuroNews' signal and broadcast it live on their national terrestrial networks. In addition to its cable and satellite coverage, EuroNews is available to an extra 113 million homes terrestrially.

EuroNews, on all digital platforms

Today, EuroNews is a **complete communication platform for people on the move**, allowing business travellers to be kept up-to-date anywhere, anytime.

EuroNews can be seen in the most prestigious hotels, at airports, onboard several leading airlines (incl. Air France and Lufthansa) on PDA's, mobile phones and around the world on the Internet. Finally, in 2005, EuroNews partnered with Boeing, allowing the channel to be broadcast live 24/7 onboard all Connexion By Boeing equipped planes.

Watch EuroNews online

www.euronews.net provides 24-hour-a-day up-to-the-minute global access to accurate and independent news, sport, and business information across 7 different language websites. EuroNews.net also provides a free weather forecast service and a wide range of reports in video format.



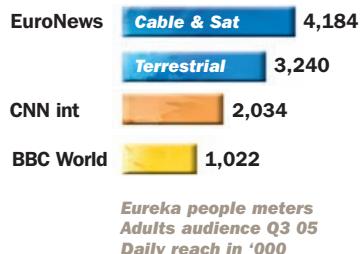
Source: PETV Distribution report Q4 2005

Audience

EuroNews subscribes to people meters, the TV industry currency and the channel's performances barometer. Data is collected from the major markets of Europe and collated to provide the latest, accurate viewing figures. EuroNews is also a subscriber to the European Media and Marketing Survey (EMS) which provides insights into upmarket Europeans media consumption in 16 western European countries.

The number 1 pan European news channel in Europe

EuroNews reaches more than four million cable and satellite viewers every day, which is more than CNN Int. and BBC World combined. The channel also delivers a further 3.2 million daily viewers through its terrestrial windows broadcast.



People meters Under subscription

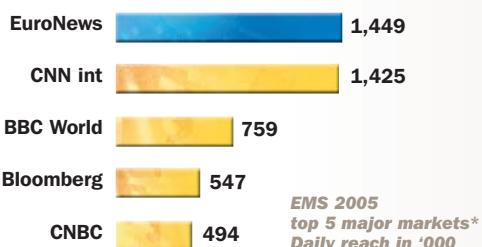
- Germany (AGF/Gfk)
- France (MédiaCabSat)
- Spain (Sofres AM)
- Poland (AGB Polska)
- Belgium (CIM)
- Switzerland (IHA Telecontrol)
- Russia (Gallup)

Telmar Peaktme

Telmar Peaktme is a world leader in the supply of services to the media. The company supplies optimisation software for media planning and yield management, as well as consultancy services to 4,000 users across 30 countries.

EMS 2005

When looking at the top 20% of households by income in Western Europe, EuroNews is also confirmed as a leading news channel in the Top 5 major markets of Europe. In 8 years, EuroNews' daily audience has nearly doubled and stands today at 1.5 million upmarket viewers.



EuroNews typical upmarket viewers

EuroNews' upmarket viewers are typically male (70%), aged 45, high income earners (a personal average of 51,000/year), opinion leaders and decision makers.

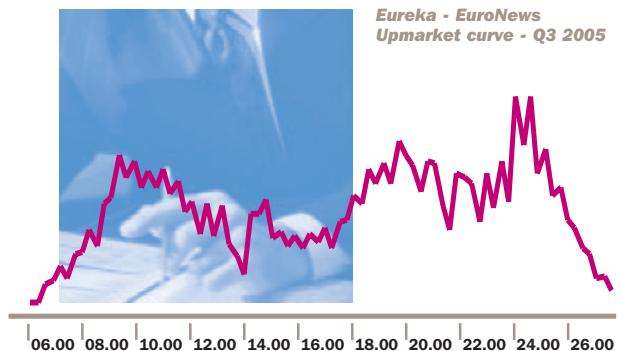
EuroNews viewers are also investors and high level consumers: 59% own equity & bonds, 40% own a laptop computer, and 53% a digital video camera. They are frequent travellers making an average of 10 business and 3 leisure air trips a year.

The survey also shows that EuroNews viewers have a strong interest in international political issues and enjoy innovative products and new technologies.

EuroNews viewers are exclusive

EMS 2005 shows that only a very small proportion of EuroNews viewers watch one of the other PETV news channels. On a weekly basis, there are 3 million upmarket viewers who are exclusive to EuroNews.

When do they watch EuroNews?



EuroNews enjoys distinct peaks in audience during morning and evening day parts. Data also confirms a higher level of audience for EuroNews at the weekends when more viewers watch TV.

EuroNews' investment in people meters enables advertisers to tactically target audiences during identifiable peaks, greatly improving efficiency and effectiveness. People meters have also enabled EuroNews to fine tune a schedule that best meets viewers needs and consumption habits.

As such EuroNews has built a loyal following. An average upmarket viewer watches EuroNews at least 3 times a week.

* Sources: EMS 2005 universe: top 20% of households by income - Top 5: UK, France, Germany, Italy and Spain - Profile based on Monthly reach - Eureka, European modelling based on people meters has been designed by Peaktme.



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