



euronews

**media kit 2013**

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At euronews we believe in people's intelligence and think that our duty is to give you the right amount of information so you can form your own opinion about the world. News is not a matter of having preconceptions. Our role is to broadcast reality and deliver reliable news, real news, pure news.

## euronews pure

Since its launch, euronews has been striving to supply factually-correct information in a non-superficial format. Far from political interests, euronews is already the ultimate TV journalism laboratory. Every day, euronews' team of over 400 journalists of 25 different nationalities work together reporting on relevant stories to serve our global audience, driven by a solid uncompromising journalism.

The concept has proven to be efficient; euronews is the European leader in terms of audience figures in spite of the increasing competition.

### What is euronews' reason for being?

An international view over the world, thus from a new and different perspective. A neutral and objective view of the world.

### What is the main difference between euronews and any other news channel?

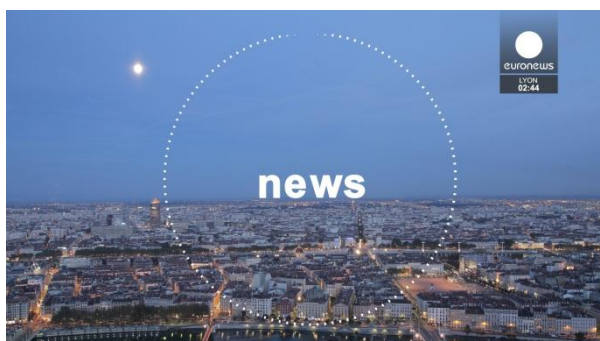
Facts and nothing but facts, in the viewer's language.

### What does euronews stand for?

The belief in human intelligence. The audience is able to make its own opinion.

### What makes euronews popular?

Honesty, integrity and neutrality.





**2014**

euronews will move its HQ to Confluence in the centre of Lyon – France.



**2013**

euronews goes Hungarian 13<sup>th</sup> language service of the channel & website

**1<sup>st</sup> January 2013**

20 years of storytelling, euronews' 20<sup>th</sup> anniversary

**18<sup>th</sup> December 2012**

launch of Greek service.

**2 October 2012**

launch of euronews' multiplatform digital radio.



**2011**

euronews smart tv application carried by all major TV manufacturers on their equipment.

**Summer 2011**

launch of Live application for iPhone, iPad and Android mobile devices.

**24<sup>th</sup> August 2011**

launch of Ukrainian service.



**January 2011**

euronews' new dimension, broad screen format, new on-air design, new programmes, new offices worldwide, multimedia developments.

**27<sup>th</sup> October 2010**

launch of Persian service.



**Summer 2010**

launch of No Comment TV iPhone application.

**30<sup>th</sup> January 2010**

launch of Turkish service.

**12<sup>th</sup> July 2008**

launch of Arabic service.

**4<sup>th</sup> June 2008**

euronews, everything changes. Full rebranding of the channel.

**2004**

launch in Asia. euronews now broadcasts worldwide.



**2001**

launch of Russian service.

**1999**

euronews begins digital broadcast.

**1999**

launch of Portuguese service.

**December 1998**

euronews.net launched.



**1<sup>st</sup> January 1993**

euronews is launched in 5 language services: English, German, Spanish, French and Italian.

## voice of the people

Europe accounts for 34 official languages, making effective communication from one source an issue. 81% of upmarket Europeans choose to watch news in their own language, therefore a multilingual news service is a necessity.



## impartial

Beyond euronews' own production, the channel has access to uniquely rich and varied information streams through the Eurovision Exchange, its shareholders and major press and TV news agencies. Access to this wide range of sources enables euronews' team of journalists to compare, sort, analyse and report with balance, maintaining impartiality and avoiding any national viewpoint.



## simultaneously in 13 language services

euronews is the first multilingual news channel offering such a service. The channel broadcasts all 13 language services 24/7 in simulcast, everywhere in the world. Today 3.5 billion of the world's population can understand euronews.

**Arabic • English • French • German • Greek • Hungarian • Italian  
Persian • Portuguese • Russian • Spanish • Turkish • Ukrainian**



34 languages are spoken within euronews. Its newsroom accounts for 400 journalists organized in multilingual news desks. 25 different nationalities compose a total of 800 staff members, making euronews a truly international company.

euronews covers world news with objectivity and neutrality. Its non-national editorial line as well as its multinational structure and staff bring facts and nothing but facts without bias or national view point.

euronews enjoys worldwide distribution and audience offering programmes and interactive services on cable, satellite and terrestrial TV. As a full multilingual, multi-platform news service, euronews is available in hotelrooms, on board major airline networks, via IPTV, on internet, on mobile phones and tablets.



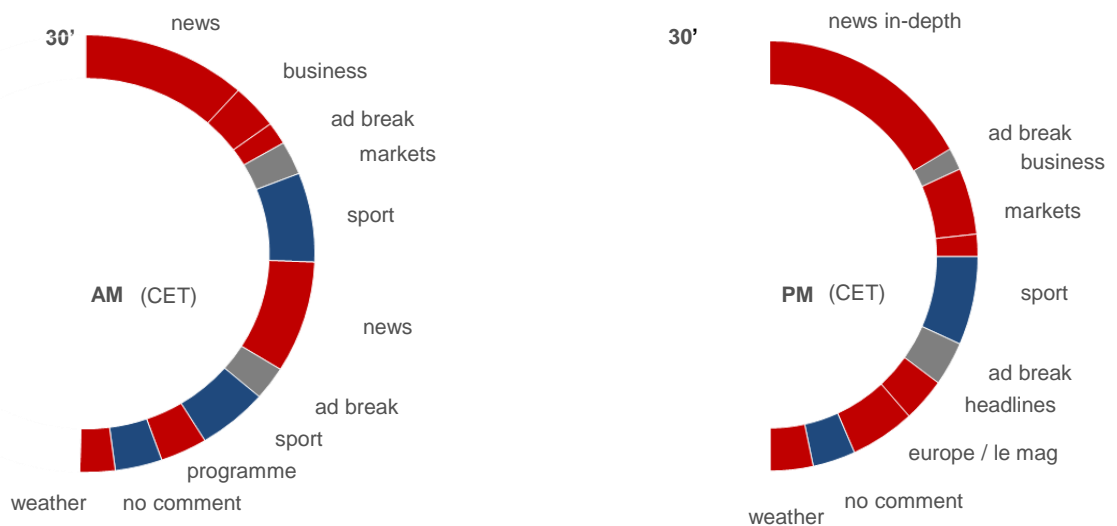
Today's upmarket audience is time-poor. euronews has successfully created a schedule to meet their needs, offering an appointment to view news reports on the half hour, featuring in-depth comment and editorial in the evening with a complementary offering of lifestyle programming during daytime and weekends.

## the line-up

euronews provides up-to-the-minute news bulletins with the latest news, business, finance, sport, current affairs, weather, and live breaking news as it happens.

euronews news bulletins are complete and concise running every 15 minutes from 6 to 10 am CET and every half hour during the rest of the day. Priority is given to the facts and stories. Key issues are presented in brief during daytime and in-depth every morning and evening.

euronews complements core news services with a range of topical current affairs and lifestyle programming, looking into the latest technologies, the arts and entertainment including cinema, fashion, travel and culture.



## editorial bureaux

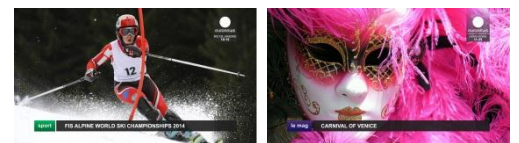
euronews has largely increased its editorial presence all over the world by opening correspondent and editorial bureaux in many countries.

It allows the channel an even more quicker reaction to news events. The efficient fieldwork done by all the bureaux and correspondents guarantees up-to-the minute and dynamic news coverage on regional stories.



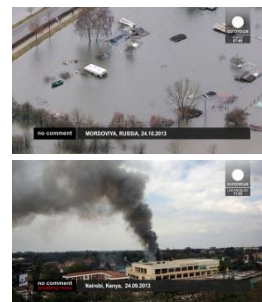
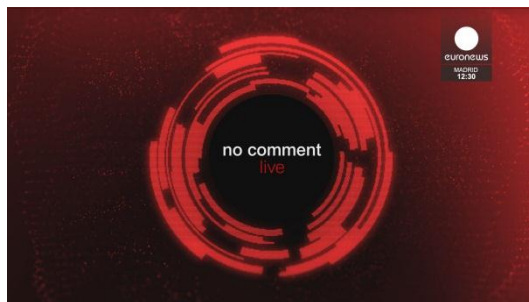
## special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2012 special features will include the World Economic Forum, CeBIT, Roland Garros, the Tour de France, Mobile World Congress, Consumer Electronic Show and many more.



## no comment

An avant garde programme, where unedited videos without any comments are shown. Pictures speak for themselves, allowing the audience to draw its own conclusion and thus to accomplish euronews' vision and mission. Viewers can follow no comment on the No Comment TV channels, via YouTube since 2007 and via Dailymotion since 2009.



## at the heart of Europe

euronews is able to understand and decipher the various political debates and implications of political decisions made within Europe and their effects not only on a global scale but also on the day to day living.





## news

### news

The latest international news updated round the clock.

### news +

An in depth coverage and analysis of the day's main event with duplexes, interviews and local expertise.

### no comment

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

### interview

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

### flashback

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



## business

### business

The latest business and financial news.

### markets

Stock exchanges, currency rates and commodity prices.

### wall street live

Live opening of the stock exchange in New York.

### business weekly

Our weekly review of the business events.

### business planet

Turning the spotlight on European Small and Medium Enterprises.

### behind markets

Focus on the major mover of the day and its implications.

### real economy

The underlying issues, challenges and solutions to the economic crisis in Europe.



## sports & weather

### sport

Summaries, highlights and results of major sporting events.

### eurofoot

The latest results of the European football leagues.

### meteo world

An overall look at the forecasts across the continents.

### meteo europe

Concise and constantly updated European weather forecasts.

### meteo airport

For viewers on the move, weather forecasts of the major international airports.



CHAMPIONS LEAGUE SEMI-FINALS GROUP A

Manchester Utd	1-2	Lyon
Benfica	1-4	Liverpool
Manchester Utd		4
Liverpool		3
Benfica		2
Lyon		1

SPORT CHAMPIONS LEAGUE



## european affairs

### perspectives

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

### europe weekly

Weekly review of the main events, enriched by online users reactions.

### reporter

The pros and cons for people affected by EU policies.

### close up Europe

A simulcast between a euronews journalist and an opinion leader on the week's main European political, business or social theme.

### U talk

Videos and messages posted on euronews.com answered by experts and euronews' editorial teams.

### I talk

Face-to-face debate between a guest and our public interacting via videos posted on our website.

### the network

A crossfire between 3 personalities with diverging opinions around the main story of the week.

### right on

Citizenship, fundamental rights, protection, various justice issues across Europe.



## lifestyle

### le mag

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

### rendez-vous

The calendar of major cultural events across Europe.

### cinema

The latest news about the international film industry.

### musica

Classical music: concerts, artists and festivals in Europe.

### learning world

See and hear a vast range of stories covering the many facets of education.

### generation Y

Young Europe's new face and great cultural, social or technological initiatives open to young people in the EU.

### on the frontline

Two guests with opposite views, engaging in-depth analysis on the world's and Europe's lost pressing issues.

### the global conversation

International decision-makers engage with euronews journalists in a frank and constructive exchange of ideas on global affairs.

## science & environment

### hi-tech

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

### science

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

### space

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

### futuris

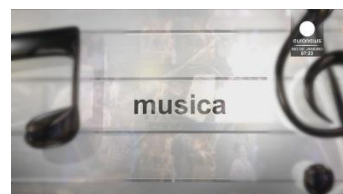
Bringing European's leading research advancements to the public.

### trends

A compilation of the fastest rising terms searched by Europeans on Google during the last 7 days.

### innovation

Companies bringing the results of European research projects to the market.



## euronews.com

euronews.com provides around-the-clock coverage of the most up-to-date news, business and current affairs stories as well as lifestyle features including science, culture, high technology, travel and luxury.

euronews.com has the ability to address a worldwide audience, comprising of **14 sites in a choice of 14 language services**: Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Polish, Portuguese, Russian, Spanish, Turkish, and Ukrainian.

euronews is also available on **Live streaming** in 13 language services.

- all programmes free on demand
- 125,000 videos and 545,000 articles archived
- podcasts & RSS feeds
- free language lessons
- opinion polls
- national news wires
- all European football league results
- exclusive online interviews
- interactive maps of cultural events
- 10-day weather forecasts by city
- city business guide worldwide
- euronews community



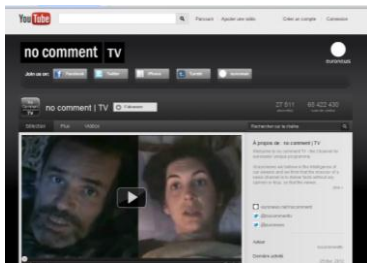
The screenshot displays the euronews.com website interface. At the top, there is a navigation bar with categories like NEWS, BUSINESS, SPORT, CULTURE, NO COMMENT, EUROPEAN AFFAIRS, SCI TECH, TRAVEL, IN VOICE, and WEATHER. Below this is a search bar and a 'Free Live application' banner for iPhone, iPad, and Android. The main content area is divided into several sections: 'TOP STORIES' featuring 'French pupils stand in silence' and 'Bomb blasts rock cities in Iraq'; 'EDITOR'S CHOICE' with 'Ukraine: Mums do-be could face fines for smoking or drinking'; 'Business' with 'Get the traffic moving - invest in a road'; 'European Affairs' with 'Good progress on fish discard ban, say EU ministers'; 'Sport' with 'Planes, trains and automobiles for Ukraine's Euro 2012'; 'Sci-tech' with '3D television under spotlights at MIP-TV'; 'Culture' with 'Dark and mysterious: Lebanese rockers The Korz'; 'Picture of the Day' featuring a large image of a person in a dark, fiery environment; and 'World News' with regional headlines. On the right side, there are sections for 'WATCH euronews LIVE', 'RIGHT ON' with a poll 'If you were the boss of Apple, how would you decide to spend \$98 billion?', 'Most Viewed' list, 'Utalk' section, and 'Latest News (Reuters)'. The bottom of the page has a footer with the euronews logo and navigation links.

## video sharing website & social media

euronews has a strong presence on leading video sharing websites and social media therefore reaching additional audiences, to its traditional communication channels. Results show a great interest in euronews' content, and its unique and independent perspective on international news.

### You Tube

- No Comment TV: 88M views
- euronews' 14 channels: 288M views



### Dailymotion

- Live streaming
- No Comment TV: 5M views
- euronews' 5 channels: 18M views



### euronews knowledge

euronews knowledge on YouTube, selected among 60 premium channel projects in Europe.

Main attractions:

- The **Do you know?** series, the themed strands **Space** on Mondays and **Science** on Wednesdays.
- 200,000 subscribers and 1,400,000 views in 5 months

### facebook

- 14 euronews pages
- 400,000 fans

### twitter

- 20 euronews accounts
- 122,000 followers
- Daily news service on Vine App
- "Euronews Vine of the Day"

### Google+

- 1 euronews account
- 111,000 subscribers

Users can watch euronews over the internet live 24/7 on Livestation and on Demand on YouTube.

Livestation™

You Tube

euronews is more than a TV station, it is the first multilingual, multi-platform news hub worldwide. Wherever you are, stay tuned to euronews.



### euronews universal - for iPhone & iPad

Access to all euronews content: articles, photos and video on demand and the channel live – plus original, entertaining features. Users can rotate the cube interface to access the latest news, watch programmes or live tv, or take our interactive quiz. Users can also interact with a world map of good and bad news stories, as voted by our users.



### euronews express - for iPhone & Android

The lightweight and most responsive news app on the market, it allows users to be kept up to date, even under minimal reception conditions (Edge).



### euronews Live - for iPhone, iPad & Android devices

The euronews LIVE app allows users to follow all the world news in real time, 24/7 and watch live streaming anytime, anywhere in 12 language services.



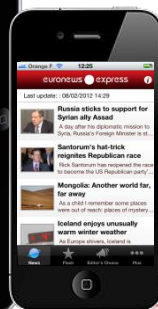
### euronews radio - for iPhone & Android devices

When you cannot watch tv, you can listen to the radio: news, business, sport, culture, science and a music selection by euronews on digital radio in 6 language services.



### No Comment TV - for iPhone

Watch the best of euronews' flagship programme: No Comment, You can send your own No Comment TV photos & videos, by using the No Comment application for iPhone or via euronews.com. The most striking ones will be shown on No Comment TV and broadcast on euronews TV all over the world.



## when watching news is not an option...

- get the latest news every half hour and every 15' from 6 to 10am CET.
- business, sport, culture, science and a music selection by euronews.
- 6 services: English, French, German, Italian, Spanish and Russian.



### online



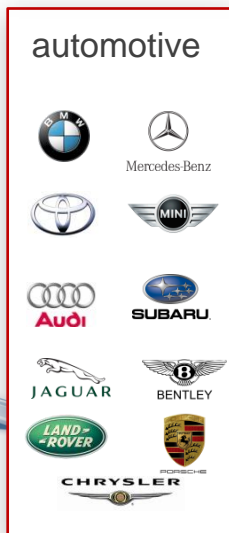
euronewsradio.com and euronews.com

### mobile & tablets



## our partners

available to an audience of millions of listeners across the world

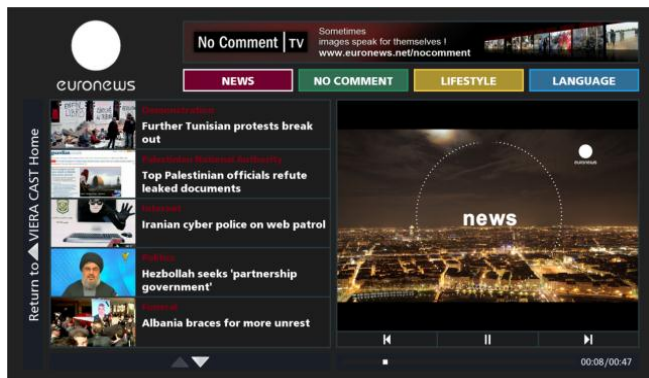
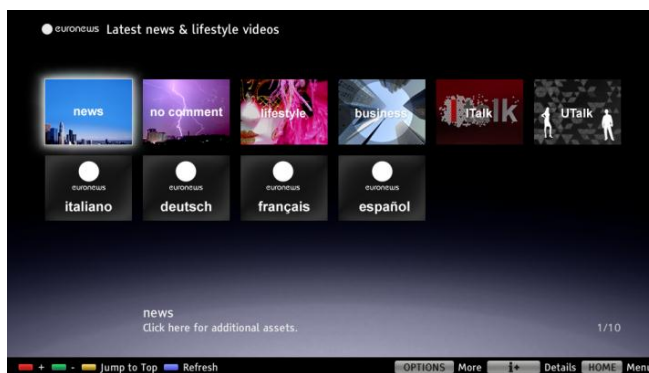


## smart tv

euronews is the world's most connected news network. More than 90% of the world manufacturers carry euronews' smart TV application on their equipment (TVs and Blu Rays). With these apps, viewers can watch the latest news (on-demand), No Comment videos and lifestyle magazines.

Leading edge in connected TV, euronews has signed agreements with world-class manufacturers and is fast becoming the most prevalent channel in the connected TV national and international world.

Market estimates show that in 2015, 350 million units will be sold.



1.5 million hotel rooms worldwide



on board major airlines (on-demand or Live) & cruise ships



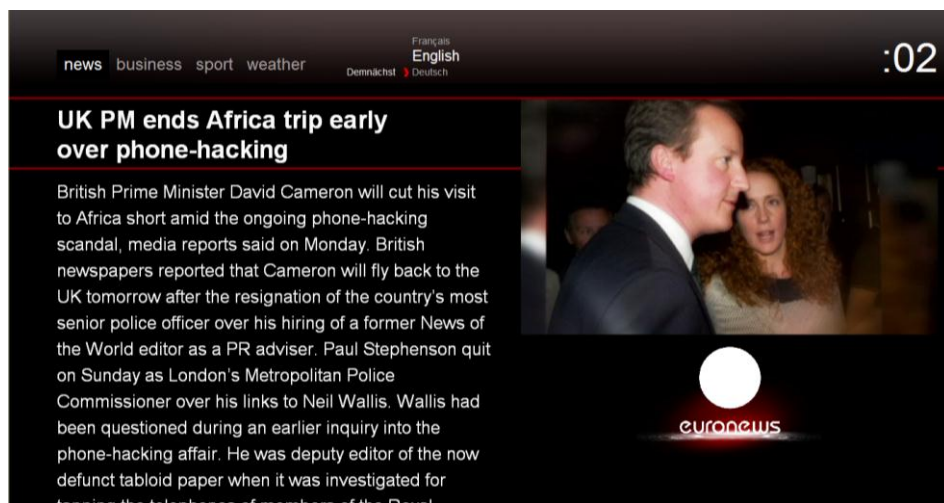


euronews is the ideal source of information for viewers on the move, offering content and live streaming on a wide range of platforms. Whatever the place, whatever the way the news is consumed, euronews has a tailor-made solution.

## euronews display

euronews for busy places. When listening to commentary is impossible, you can read the story. A service offering 5 news sections: news, business, lifestyle, sports and weather, available in 9 language services: English, French, German, Italian, Portuguese, Russian, Spanish, Turkish and Ukrainian.

The set up of the content of euronews display service is tailor-made: one can choose the language, the number of news items and the different cities in the weather forecast.



## public places

Many institutions, companies and transport hubs choose euronews to provide up-to-date news and information to their passengers, clients and visitors.

Among many other places, euronews offers the latest news at the NATO, EU and European Commission headquarters in Brussels and Strasbourg, at the Brussels train stations, at the French Parliament in Paris at major international airports in Kiev, Tunis, Bucharest, Istanbul and at media companies like Le Figaro Newspaper in France or the OMD media agency in London.



euronews broadcasts to more than 372 million households in 155 countries worldwide via cable, digital satellite and terrestrial channels, making its reach truly global. euronews is also concentrating on securing distribution via multi-media platforms including IPTV, digital media and digital terrestrial TV.

## worldwide coverage

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

### euronews worldwide coverage (households in '000)

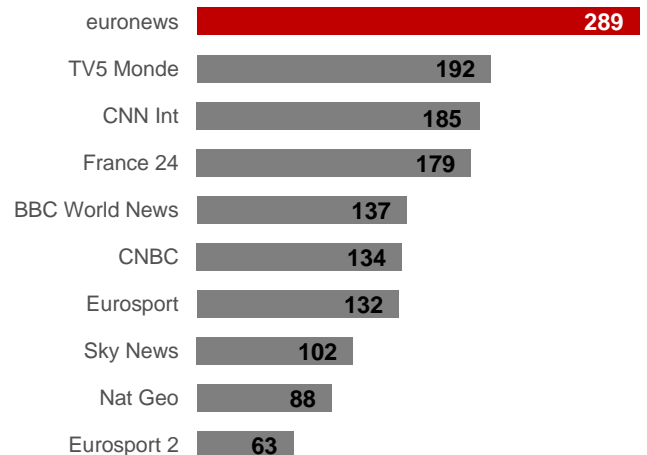


Source: euronews distribution report Q1 2013

## number 1 in Europe

The latest distribution report shows that euronews is the leading international news channel in Europe/Middle-East/Africa.

### euronews, No. 1 in Europe/Middle East/Africa

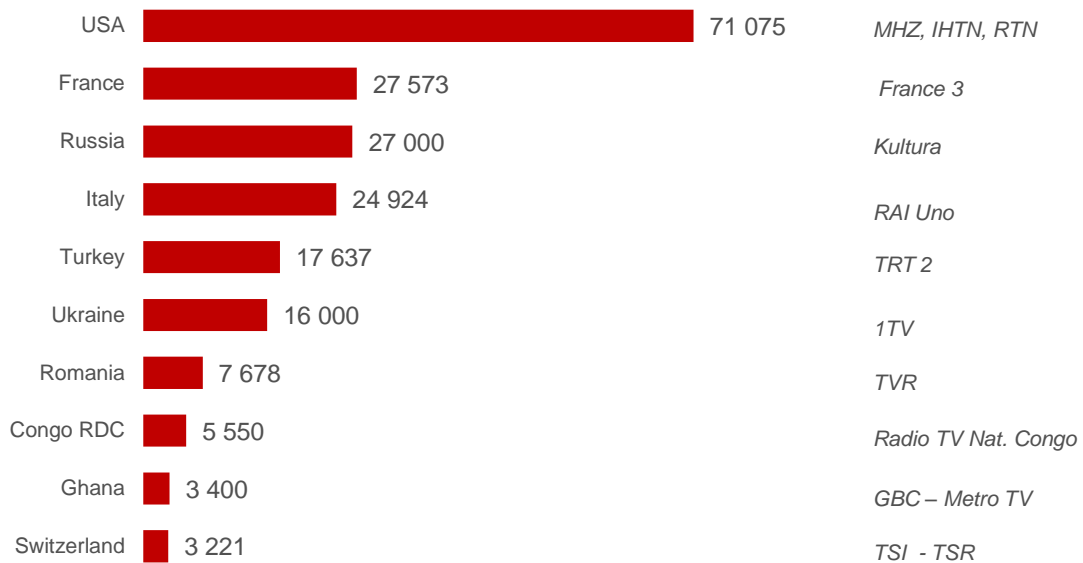


Source: based on inTV distribution Q1 2013 (latest available for CNN is Q1 2010)

In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 34 countries. 47 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 225 million homes to euronews cable & satellite coverage.

## national windows

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



## national coverage

National windows are an efficient way to achieve 100% coverage of the population in countries where cable & satellite is not widespread.

It is also a unique opportunity for viewers who have access to terrestrial channels only to receive international news as part of their daily consumption.

## presence of a window carrying euronews



	in '000 households	full time	partial time	total
<b>WESTERN EUROPE</b>	Austria	2,951		2,951
	Belgium	4,265		4,265
	Denmark	354		354
	Finland	357		357
	France	22,567	27,573	27,573
	Germany	22,822	10,352	33,174
	Greece	3812		3812
	Ireland	984	1,607	1,607
	Italy	7,622	24,924	24,924
	Luxembourg	173		173
	Netherlands	6,436		6,436
	Norway	912		912
	Portugal	2,608		2,608
	Spain	4,884	2,408	7,292
	Sweden	626		626
	Switzerland	3,821	3,221	3,221
	UK	16,652		16,652
<b>total</b>	<b>101,846</b>	<b>70,085</b>	<b>136,937</b>	

<b>CENTRAL EASTERN EUROPE</b>	Albania	476		476
	Armenia	10	450	450
	Belarus	1,309		1,309
	Bosnia-Herzegovina	316		316
	Bulgaria	911		911
	Croatia	822		822
	Czech Republic	1,120		1,120
	Estonia	312		312
	Georgia	178		178
	Hungary	816		816
	Latvia	463		463
	Lithuania	435		435
	Macedonia	52		52
	Moldova	60		60
	Poland	8,960		8,960
	Romania	3,644	7,678	7,678
	Russia	6,937	27,000	27,000
	Serbia & Monten. & Kos.	532		532
	Slovak Republic	802		802
Slovenia	153	272	425	
Ukraine	1,261	16,000	16,000	
<b>total</b>	<b>29,299</b>	<b>51,400</b>	<b>68,847</b>	

<b>OTHER</b>	Cyprus	200		200
	Malta	64	200	200
	Turkey	7,896	17,637	17,637
	Other Europe	3,812	2,040	5,852
	<b>total</b>	<b>11,972</b>	<b>19,877</b>	<b>23,889</b>

<b>total Europe</b>	<b>143,117</b>	<b>141,362</b>	<b>229,673</b>
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Source: euronews distribution report Q1 2013



	in '000 households	full time	partial time	total
<b>M. EAST</b>	Israel	1,028		1,028
	Lebanon	747		747
	Saudi Arabia	2,596		2,596
	Syria	1,820		1,820
	United Arab Emirates	876		876
	Other Middle East	10,817		10,817
	<b>total</b>	<b>17,884</b>		<b>17,884</b>
<b>AFRICA</b>	Algeria	3,113		3,113
	Egypt	7,532		7,532
	Morocco	3,216		3,216
	Tunisia	957		957
	Other North Africa	5,514		5,514
	<b>total</b>	<b>20,332</b>		<b>20,332</b>
	South Africa	2,886		2,886
	Other S. African	458	450	908
	East Africa	190	430	620
	West Africa	267	8,900	9,167
	Central Africa	2,021	7,250	7,271
	Other Africa	1		1
	<b>total</b>	<b>5,823</b>	<b>17,030</b>	<b>20,853</b>
	<b>AMERICAS</b>	Argentina	984	
Brazil		25		25
Canada		164		164
Caribbean		184		184
Chile		12		12
Colombia		18		18
Honduras			1,000	1,000
Mexico		741		741
Nicaragua		25		25
Peru		188		188
Uruguay		8		8
USA		2,492	71,075	73,567
<b>total</b>	<b>4,841</b>	<b>72,075</b>	<b>76,916</b>	
<b>ASIA - PACIFIC</b>	Afghanistan		1,933	1,933
	Australia	27		27
	Hong Kong	20		20
	Indonesia	1,042		1,042
	Japan	1		1
	Korea	700		700
	Malaysia	30		30
	Mongolia		1,800	1,800
	New Zealand		300	300
	Pakistan	2		2
	Taiwan	777		777
	Thailand	1,003		1,003
	<b>total</b>	<b>3,602</b>	<b>4,033</b>	<b>7,635</b>
<b>total world</b>	<b>195,599</b>	<b>234,500</b>	<b>373,293</b>	

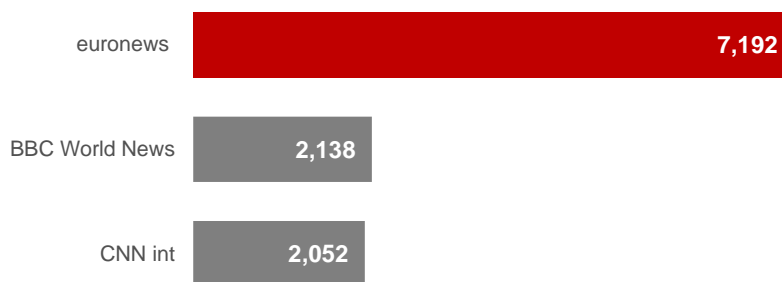
# the number 1 news channel in Europe

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

## the first choice news channel in Europe

euronews reaches 4 million cable and satellite viewers every day, more than CNN International and BBC World News combined.

The channel also delivers a further 3.8 million daily viewers through its national windows broadcast.



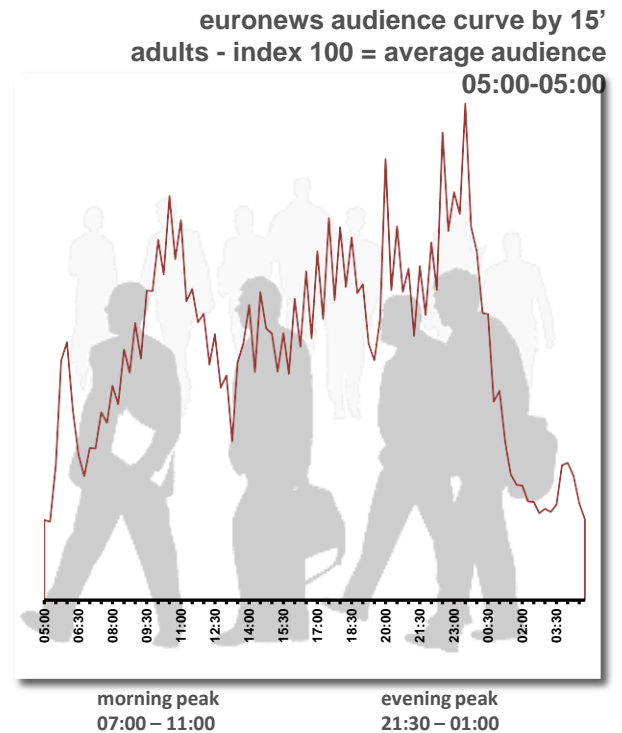
source TelmarPeaktime / Eurodata TV / peplemeters from Armenia, Cyprus, France, Ireland, Italy, Ukraine, Austria, Belgium, Belarus, Moldova, Norway, Poland, Romania, Russia, Serbia, Slovenia, Spain, Switzerland, UK and Portugal.

## viewing habits

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

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

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



Sources: Eureka - audience  
Cable & satellite curve - Q4 2012

**euronews HQ**

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