



euronews

media kit 2014

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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

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?

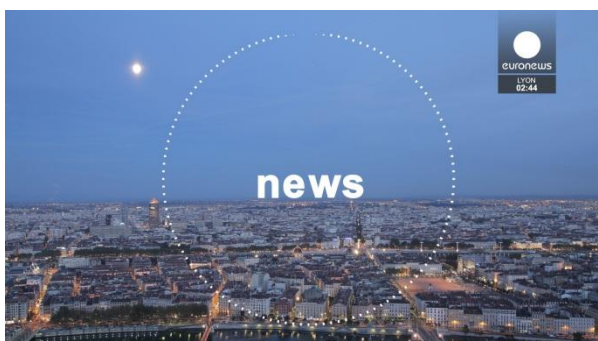
Facts and nothing but facts, in the viewer's language.

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.





2015
launch of Africanews, 1st Pan-African multilingual news channel, in Congo Brazzaville.

2014
euronews will move its HQ to Confluence in the centre of Lyon – France.

February 2014
first news app connected to Sony Smartwatch 2.

January 2014
Now on Windows Phone 8 & Windows 8, Blackberry 10 & Flipboard

November 2013
euronews available on Google Glass.

1st January 2013
20 years of storytelling, euronews' 20th anniversary.

October 2012
launch of euronews' multiplatform digital radio.

2011
euronews smart tv application carried by all major TV manufacturers on their equipment.

August 2011
launch of Ukrainian service..

October 2010
launch of Persian service.

July 2008
launch of Arabic service.

2004
launch in Asia. euronews now broadcasts worldwide.

1999
euronews begins digital broadcast.

December 1998
euronews.com launched..



February 2014
launch of euronews Campus, live broadcast in prestigious universities worldwide.

December 2013
euronews most watched newschannel on YouTube in the world.

2013
euronews goes Hungarian, 13th language service of the channel & website.

December 2012
launch of Greek service.

Summer 2011
launch of Live application for iPhone, iPad and Android mobile devices.



January 2010
launch of Turkish service.

June 2008
euronews, everything changes. Full rebranding of the channel.

May 2007
launch on YouTube.



2001
launch of Russian service.

1999
launch of Portuguese service.

1st 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.



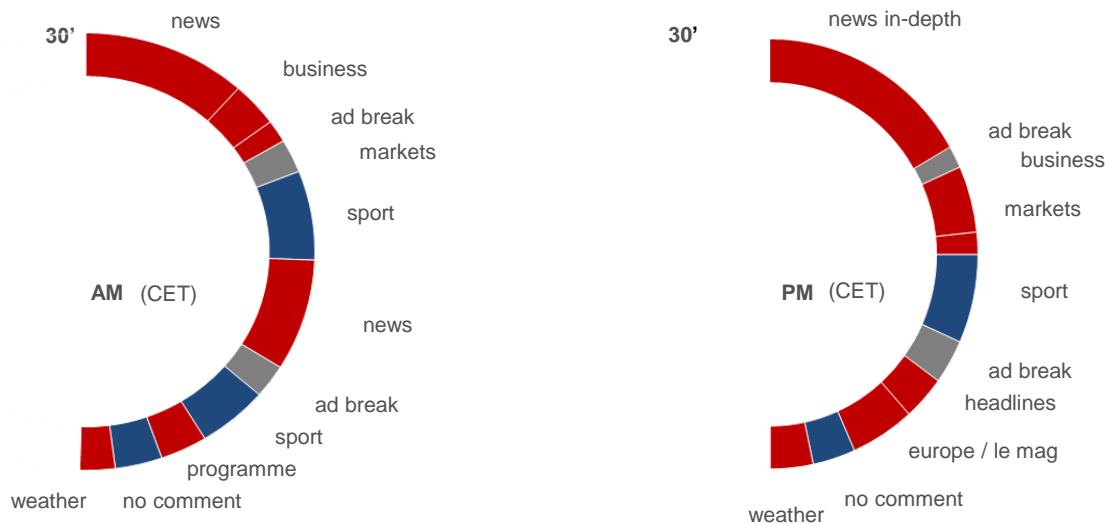
Today's upmarket audience is time-poor. euronews has successfully created a schedule to meet their needs, offering an appointment to view news reports on the half hour, featuring in-depth comment and editorial in the evening with a complementary offering of lifestyle programming during daytime and weekends.

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 5 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

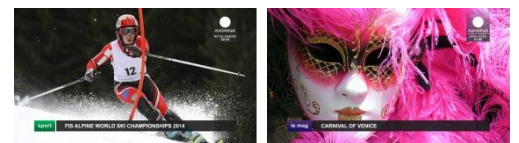
euronews has largely increased its editorial presence all over the world by opening correspondent and editorial bureaux in many countries.

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.



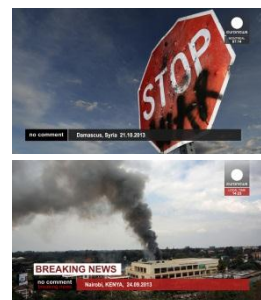
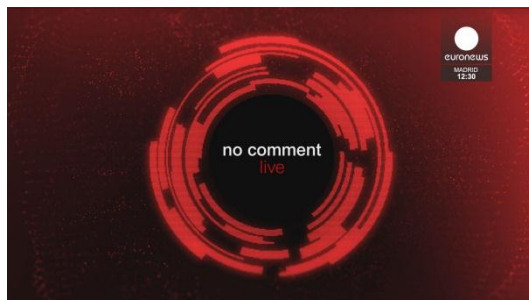
special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2014 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.

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.

the corner

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.



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.

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

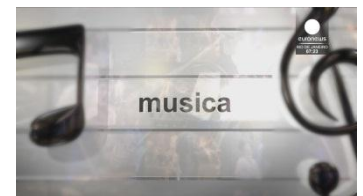
Bringing European's leading research advancements to the public.

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
- 226,200 videos and 625,000 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



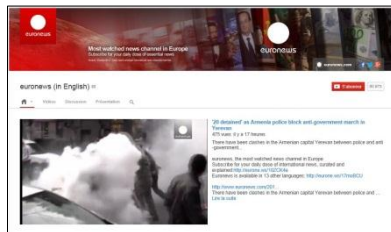
The screenshot displays the euronews.com website interface. At the top, there is a navigation bar with categories like NEWS, BUSINESS, SPORT, CULTURE, NO COMMENT, EUROPEAN AFFAIRS, SCI TECH, TRAVEL, IN VOGUE, and WEATHER. Below this, there are sections for 'Free Live application' for iPhone, iPad, and Android smartphones, and 'WATCH euronews LIVE'. The main content area features 'TOP STORIES' with a large article titled 'French pupils stand in silence' and several smaller articles such as 'Bomb blasts rock cities in Iraq', 'Moscow backs Red Cross call for ceasefires in Syria', and 'Farmers rise up in Greek 'potato revolution''. There is also an 'EDITOR'S CHOICE' section and a 'no comment OF THE DAY' section. The right sidebar contains a 'WATCH euronews LIVE' section, a 'RIGHT ON' section with a poll 'If you were the boss of Apple, how would you decide to spend \$98 billion?', and a 'Most Viewed' list. At the bottom, there are sections for 'Business', 'European Affairs', 'Sport', 'Sci-tech', 'Culture', and 'Smart Irrigation bears fruit'. The footer includes a 'PICTURE OF THE DAY' section and a 'WORLD NEWS' section with regional headlines.

video sharing websites & 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.

YouTube

- Network of 20 channels, including 3 thematic channels
- 600,000 subscribers
- 500M views



euronews knowledge on **YouTube**, an original content channel dedicated to space, science and technology

- 200,000 subscribers and 1,600,000 views
- Fastest growing premium channel in Europe

Facebook

- 13 euronews pages
- 5 magazines pages
- 470,000 likes



Twitter

- 14 euronews accounts
- 4 magazines accounts
- 37 journalists accounts
- 140,000 followers



Google+

- 850,000 subscribers



Vine

- "Euronews Vine of the Day"
- Daily news Vine video on Twitter



Dailymotion

- 6 euronews channels
- 3,200 subscribers
- 24M views



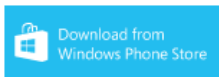
Vkontakte

- 220,000 followers



Users can watch euronews on the internet live 24/7 on Livestation

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, Windows 8 & Blackberry

Access to all euronews' content: news articles, photos and video as well as the euronews channel live and on demand. The experience is enriched with advanced features: test your knowledge with the news quiz, express your opinion, visualize other users' opinions on an interactive map, share articles, search stories easily and receive alerts for breaking news.



euronews express - for iPhone, BlackBerry, Nokia & Android devices

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



euronews Live - for iPhone, iPad & Android devices

The euronews LIVE application allows users to watch the euronews tv channel live 24/7 anytime, anywhere in 13 language services.



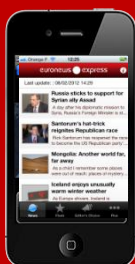
euronews radio - for iPhone, iPad & Android devices

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.



euronews radio, when watching news is not an option...

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



online



euronews.com/radio

mobile & tablets



our partners

available to an audience of millions of listeners across the world

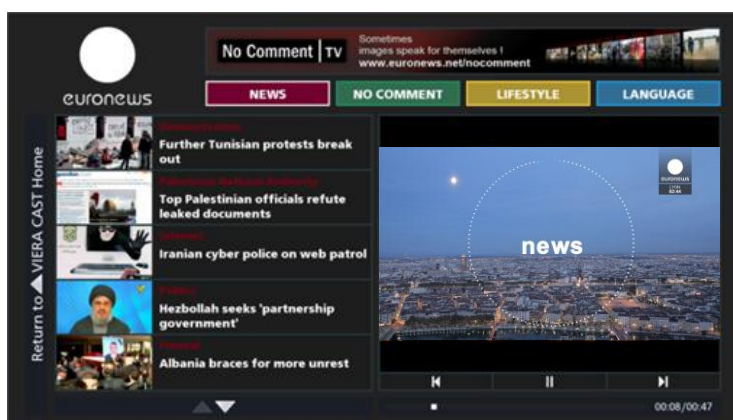


smart tv

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.



PHILIPS

Panasonic

SAMSUNG

LG

TOSHIBA

LOEWE.

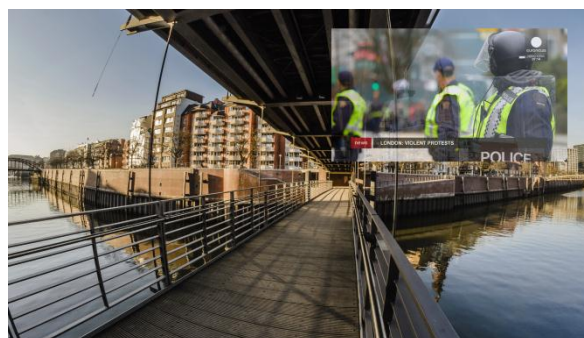
B&O
BANG & OLUFSEN

SONY

Roku
Google TV

euronews is the first European media to become available on Google Glass, in partnership with the start-up Watchup

euronews was selected to join this innovative project, the channel being a pioneer in adapting content to new practices in digital consumption of news. On the Watchup app, euronews is presented as part of a very selective line-up of international media.



The **8,000 early testers of Google Glass in the United States** have high-quality access to the news produced by euronews (videos and text) in English, since October 2013, when Watchup for Glass has been presented at the annual conference of the Online News Association in Atlanta.



The first Google Glass devices will be available to the public in the US some time during 2014.

euronews joins Flipboard, the top social magazine as a premium partner

Flipboard allows people to create their own intuitively designed magazine which aggregates news and other content from major media sources and social networks.



As a premium partner, euronews has more visibility, credibility and a stronger presence on the application.

euronews publishes its news feeds in 10 languages on Flipboard, offering the channel's unique perspective, trademark impartiality and independence to the millions of readers of the world's first social magazine.



The euronews headings: "Top Stories", "News", "Business", "Sci-Tech", "Culture", "Europe" and "No Comment".

Flipboard today: 85 million readers worldwide "flipping" 7 billion pages every month.

1.5 million hotel rooms worldwide

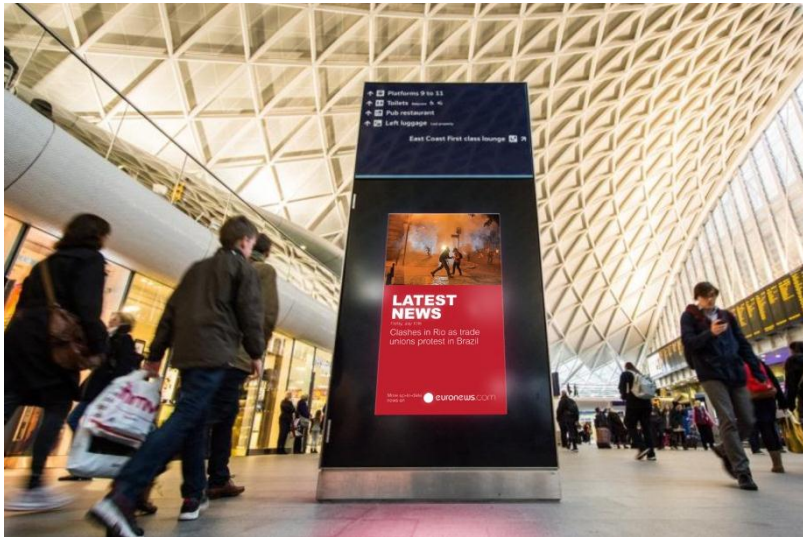


on board major airlines (on-demand or Live) & cruise ships



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. Animated dynamic informative screens with a mix of hyper-local and international info, available in 13 languages. The euronews display service includes: latest news, local weather forecast, the picture of the day, stock market, Google trends, etc.

euronews campus

Through its offer Euronews Campus, euronews allows partner universities to live broadcast its international news coverage and the use of euronews' magazines (thanks to VOD), which serve as course material in classes of journalism, communication, business, international relations, politics, science and language studies. Euronews has concluded partnerships with universities in Belgium, Cyprus, Egypt, France, New Zealand and Turkey, for more than 130,000 students.



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 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 415 million households in 156 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)

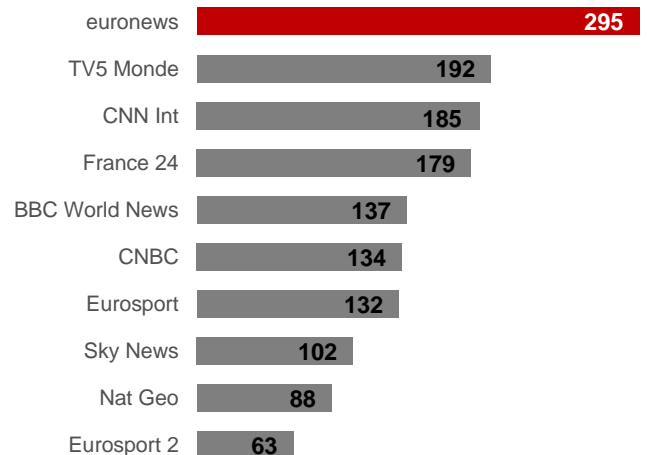


Source: euronews distribution report Q1 2014

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

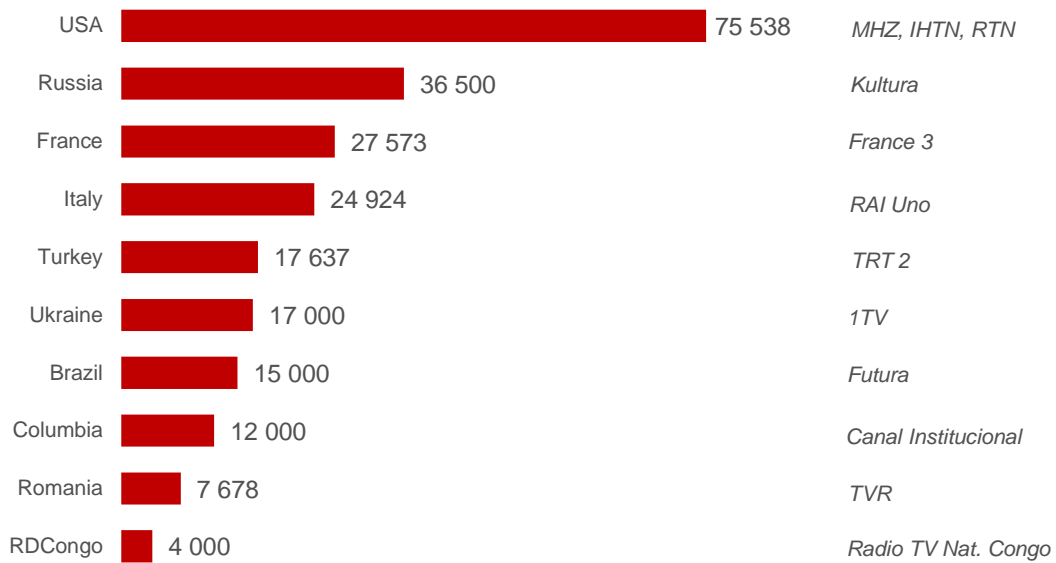


Source: based on inTV distribution Q1 2014 (latest available for CNN is Q1 2010)

In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 38 countries. 48 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 259 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
WESTERN EUROPE	Austria	3,032		3,032
	Belgium	4,417		4,417
	Denmark	336		336
	Finland	353		353
	France	23,283	27,573	27,573
	Germany	30,532	3,474	31,755
	Greece	1,352		1,352
	Ireland	1,045	1,607	1,607
	Italy	7,892	24,924	24,924
	Luxembourg	173		173
	Netherlands	7,117		7,117
	Norway	971		971
	Portugal	2,683		2,683
	Spain	4,285	500	4,785
	Sweden	623		623
	Switzerland	3,933	3,221	3,221
UK	16,540		16,540	
total	108,567	61,299	131,462	
CENTRAL EASTERN EUROPE	Albania	476		476
	Armenia	9	450	450
	Belarus	1,558		1,558
	Bosnia-Herzegovina	347		347
	Bulgaria	909		909
	Croatia	704		704
	Czech Republic	1,143		1,143
	Estonia	307		307
	Georgia	236		236
	Hungary	1,192		1,192
	Latvia	496		496
	Lithuania	441		441
	Macedonia	60		60
	Moldova	53		53
	Poland	8,794		8,794
	Romania	3,652	7,678	7,678
	Russia	17,052	36,500	36,500
	Serbia & Monten. & Kos.	603		603
Slovak Republic	798		798	
Slovenia	145	272	417	
Ukraine	1,254	17,000	17,000	
total	40,314	61,900	80,162	
OTHER	Cyprus	200		200
	Malta	137	200	200
	Turkey	8,121	17,637	17,637
	Other Europe	3,903	2,040	5,943
	total	12,361	19,877	23,980
total Europe	161,242	143,076	235,604	

Source: euronews distribution report Q1 2014



	in '000 households	full time	partial time	total	
M. EAST	Iran	3,952		3,952	
	Israel	1,028		1,028	
	Lebanon	868		868	
	Saudi Arabia	3,994		3,994	
	Syria	2,086		2,086	
	United Arab Emirates	1,328		1,328	
	Other Middle East	6,666		6,666	
	total	19,922		19,922	
AFRICA	Algeria	6,194		6,194	
	Egypt	7,532		7,532	
	Morocco	5,807		5,807	
	Tunisia	2,480		2,480	
	Other North Africa	3,238		3,238	
	total	25,251		25,251	
	South Africa	3,508		3,508	
	Other S. African	744	2,123	2,867	
	East Africa	34		34	
	West Africa		6,150	6,150	
	Central Africa	2,000	5,500	5,500	
	Other Africa	1,941		1,941	
	total	8,227	13,773	20,000	
	AMERICAS	Argentina	914		914
		Brazil		15,000	15,000
Canada		895		895	
Caribbean		296		296	
Chile		16		16	
Colombia		17	12,000	12,000	
Costa Rica		4		4	
Honduras			1,000	1,000	
Mexico		226		226	
Nicaragua		45		45	
Peru		56		56	
Uruguay		2		2	
USA		2,630	72,908	75,538	
Venezuela		18		18	
total	5,119	100,908	106,010		
ASIA - PACIFIC	Afghanistan		1,933	1,933	
	Australia	33		33	
	Hong Kong	19		19	
	Indonesia	784		784	
	Korea	485		485	
	Malaysia	59		59	
	Mongolia		1,800	1,800	
	New Zealand		950	950	
	Philippines	103		103	
	Taiwan	781		781	
	Thailand	1,006		1,006	
	total	3,270	4,683	7,953	
	total world	223,031	262,440	414,740	

Source: euronews distribution report Q1 2014

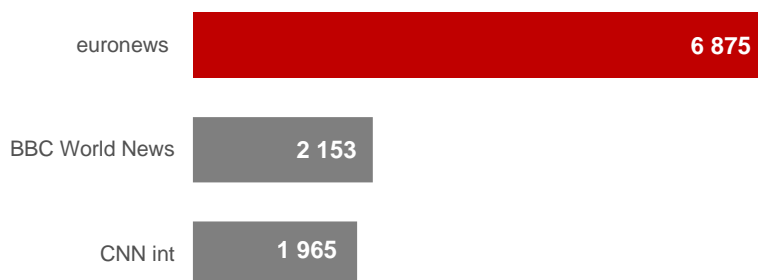
the number 1 news channel in Europe

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

The channel also delivers a further 3.4 million daily viewers through its national windows broadcast.



source TelmarPeaktime / Eurodata TV / peplemeters Q1 2014 from Armenia, Cyprus, France, Ireland, Italy, Ukraine, Austria, Belgium, Belarus, Moldova, Norway, Poland, Romania, Russia, Serbia, Slovenia, Spain, Switzerland, UK and Portugal.

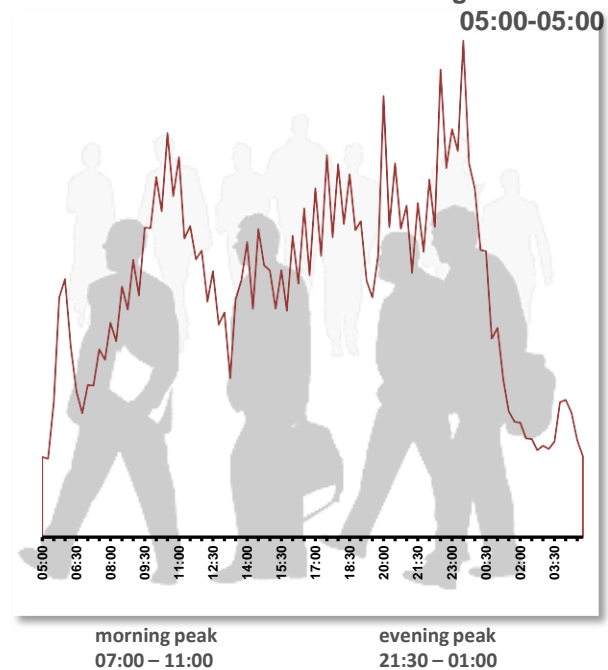
viewing habits

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.

euronews audience curve by 15' adults - index 100 = average audience 05:00-05:00



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



euronews HQ

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