

At euronews, we believe that a sensationalist approach to news coverage influences and distorts the viewers' perception of the events. We believe that a news channel's role is to supply each person with the relevant information, as quickly as possible, to allow the viewer to form his own opinion of the world.

| 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 370 journalists of more than 20 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.

After conducting an extensive channel evaluation research among our audience, we took a first major step in 2008, **creating a new corporate identity and a new brand signature: pure.**

In 2011, euronews will go one step further and reinvent itself as a state of art, powerful and efficient multimedia global news channel, by building on its unique strength, that of providing a multitude of world news and extra current affairs programmes in 10 language services while maintaining accuracy, balance and trustworthiness.

It is now the right time for euronews' journalists as individuals and the entire unique multi-lingual news team to gain the recognition they deserve. **euronews thorough reporting is now accompanied by visible human values on screen.**

Another objective for 2011 is to **increase our capacity to produce competitive breaking news**, which is the ultimate raison d'être of a news channel, as well as producing competitive prime time flagship programmes.

There are a number of steps taken already to serve all these strategic goals:

- **euronews editorial team has been re-organised**, the news operation workflow has been adapted and the entire production process has been revised.
- **More reporters** will be at the heart of the action, providing a competitive coverage of major events.
- **More live events** will be covered throughout the year and more analysts will be interviewed by euronews teams of experts in the field.
- **The entire internet operation has been restructured.** The new platform includes interactive services and exclusive content dedicated to euronews.net.
- Multiplatform is at the heart of the strategy and **mobile broadcast** will be a focus point, including the development of new mobile applications.



May 1992
Established in Lyon, France

Dec. 1998
euronews.net
launched

1999
euronews
begins digital
broadcast

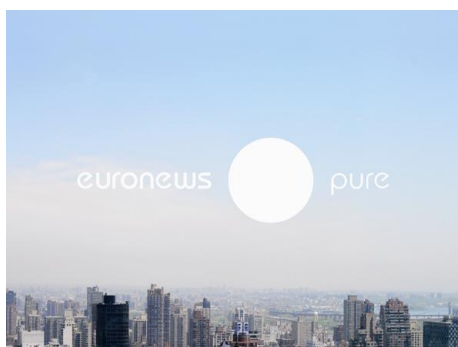
2000
euronews reaches 100 millions homes

2002
Launch in North America & Canada



2004
Launch in Asia. euronews now
broadcasts worldwide

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



30 Jan 2010
euronews launches Turkish,
9th language service of the channel & website

Jan 2011
euronews' new dimension, broad screen format,
new on-air design, new programmes, new offices
worldwide, multimedia developments

August 2011
euronews to launch a Ukrainian
language version

1st Jan 1993
euronews is launched in 5 language
services: English, German, Spanish,
French and Italian

1999
Portuguese language
service added. Launch in
Latin America

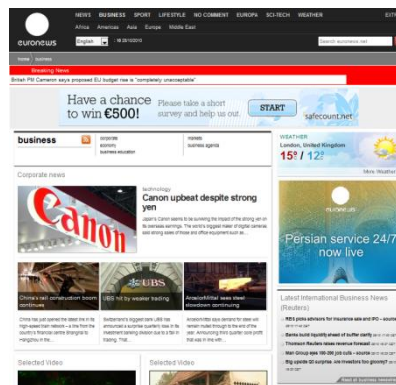


2001
Russian language service
added. euronews is the
1st news channel to
broadcast terrestrially in
Russia.



2003
euronews celebrates 10th anniversary

2007
euronews reaches 200m homes worldwide



12 July 2008
euronews4 launch in Arabic,
8th language service of the channel &
website.

Summer 2010
launch of no comment iPhone application.

27th October 2010
launch of euronews in Persian and
launch of euronews Live streaming on euronews.net.

euronews is the leading international news channel covering world news with objectivity and neutrality. Launched in 1993, euronews today is a multi-lingual, multi-platform news service.

euronews offers programmes and interactive services on cable, satellite and terrestrial TV. In addition, euronews is available in hotels, on airline networks, via IPTV, on internet and on mobile phones.

| 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 over 370 journalists to compare, sort, analyse and report with balance, maintaining impartiality and avoiding a national viewpoint.



| voice of 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.

| simultaneously in 10 language services

Arabic • English • French • German • Italian • Persian • Portuguese • Russian • Spanish • Turkish

euronews is the first multilingual news channel offering such a service. The channel broadcasts all 10 language services 24/7 in simulcast, everywhere in the world. Viewers can then make their personal choice of language using their remote control. euronews.net comprises of 10 sites in euronews 10 language services. Today 40% of the world's population can understand euronews, a quarter of the planet. Euronews programmes are also available locally in partial time in Serbian, Ukrainian, Romanian and Lithuanian.

21 broadcasters*



euronews SA

Philippe Cayla
Chairman of the Executive Board

** in alphabetical order:*

CT (Czech Republic), CyBC (Cyprus), ENTV (Algeria), ERT (Greece), ERTT (Tunisia), ERTU (Egypt), francetélévisions (France), NTU (Ukraine), PBS (Malta), RAI (Italy), RTBF (Belgium), RTE (Ireland), RTP (Portugal), RTR (Russia), RTVSLO (Slovenia), SNRT (Morocco), SSR (Switzerland), TRT (Turkey), TVR (Romania), TV4 (Sweden), YLE (Finland).



euronews is also a full multimedia platform for viewers on the move, offering content and live streaming on a wide range of platforms.

euronews on air, online, all the time

euronews has embraced new technology facilitating access to news and information anytime, anywhere, via any method available. Distribution in hotels, airports, onboard aircrafts, online and via mobile and digital platforms allows euronews to be accessible and valued by travellers.

euronews online

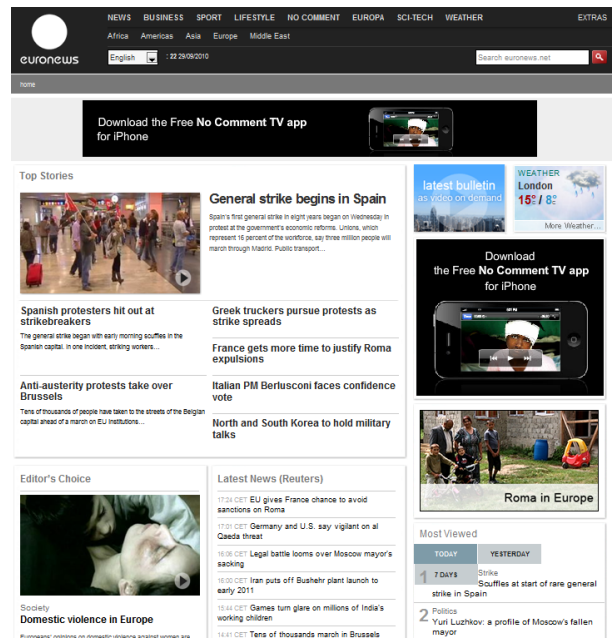
Online, euronews provides around-the-clock coverage in all its languages on a wide range of formats: live streaming, Video on Demand, RSS feeds as well as traditional text & images.

euronews.net provides in-depth analysis of the news as well as catch up TV service.

euronews launched nocommenttv.com in 2006 in partnership with YouTube, a channel dedicated to the flagship programme *no comment*. In Summer 2010, the nocomment iPhone application was launched and in October 2010, euronews started Live streaming in 3 languages on euronews.net.

euronews is now also available on social networkings such as twitter and Facebook.

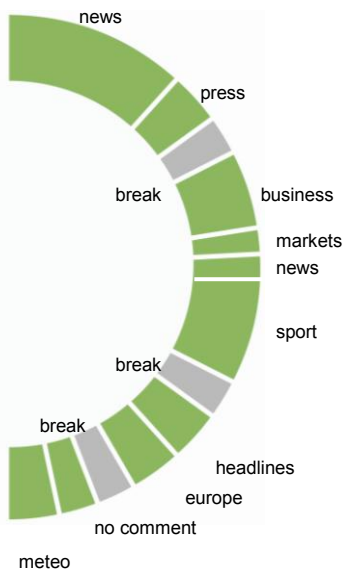
Finally, users can watch euronews over the internet live 24/7 on Real, Livestation, Onet.tv and on Demand on YouTube, Dailymotion, 2424actu & Newstube.



euronews mobile

euronews' multilingual, all-image format lends itself perfectly for new media platforms across the globe. As a result the channel is available live on 26 mobile networks and worldwide to all internet-enabled phones using m.euronews.net.

Today's upmarket audiences are 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

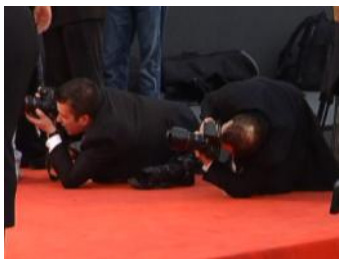
euronews provides up-to-the-minute news bulletins with the latest news, business, finance, sport, current affairs, weather, and live breaking news as it happens.

euronews news bulletins are complete and concise; 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.

special events

euronews also covers all key business and sporting events in special bulletins throughout the year. In 2011 special features will include the World Economic Forum, CeBIT, Roland Garros, the Tour de France and many more.



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 on day to day living. euronews is the channel best positioned to deliver true European news. This exceptional understanding of Europe is brought into focus with programmes such as *question for europe*, *europe review*, *europeans*, *reporter*, *sawa and agora*.

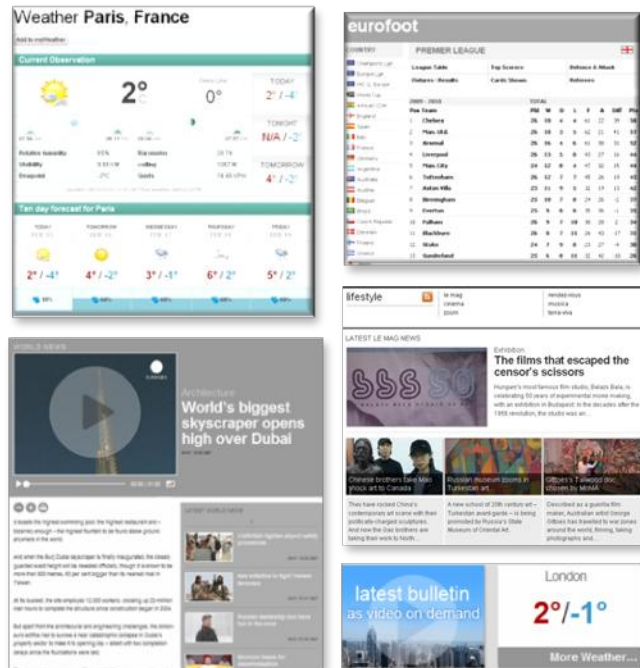
euronews concept, multilingual all-image format, is ideal for new media platforms around the globe. euronews offers live content, video on demand services as well as text format on a wide range of platforms.

euronews.net

euronews.net 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 and high technology.

euronews.net has the ability to address a worldwide audience, comprising of 10 sites in a choice of 10 language services: Arabic, English, French, German, Italian, Persian, Portuguese, Russian, Spanish and Turkish.

euronews is also available on Live streaming in English, French and Persian.



on euronews.net:

- all programmes free on catch up TV
- podcasts & RSS feeds
- Free language lessons
- 6 years of free archives: 5,800 videos and 310,000 articles
- 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



news

news

The latest international news updated round the clock.

no comment

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

interview

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

you

Opinion poll inviting viewers to react online to key topics and issues raised in the news.

comment visions

Interviews with thinkers, innovators and opinion leaders. Their view on how to face world challenges in the future.

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 and closing of the stock exchange in New York.

business agenda

Essential business guide highlighting the most important business events affecting the global economy.

sports & weather

sport

Summaries, highlights and results of major sporting events.

eurofoot

The latest results of the European football leagues

meteo world

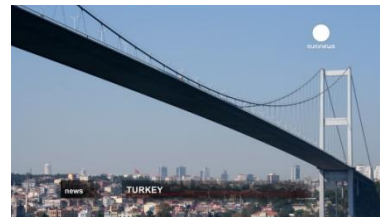
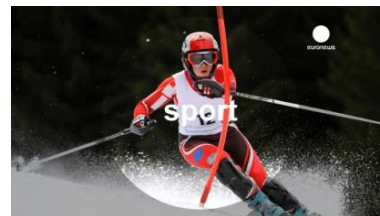
An overall look at the forecasts across the continents.

meteo europe

Concise and constantly updated European weather forecasts.

meteo airport

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



european affairs

europeans

A magazine dealing with whatever is topical throughout Europe.

perspectives

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

agora

Each month, a head-to-head debate between two personalities with different opinions.

question for europe

The essential questions and answers for those who live in the European Union.

sawa

Relationships between the EU and its Mediterranean neighbours.

europe review

Weekly review of the construction of a unified Europe.

reporter

The pros and cons for people affected by EU policies.



sci-tech

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.

fly

The airline industry in Europe, European air traffic management and air traffic control.

trends

A compilation of the most popular terms searched by Europeans on Google during the last 7 days.

innovation

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

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.

terra viva

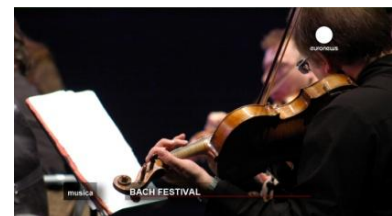
Initiatives by individuals or non-profit and business organisations, who adopted practical solutions to preserve our planet.

musica

Concerts, artists and festivals in Europe.

learning world

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



euronews broadcasts to more than 333 million households in 153 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.

| global reach

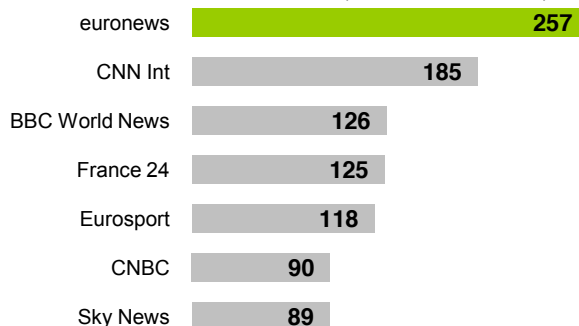
euronews' worldwide distribution has nearly doubled in the last 5 years and the channel continues its global expansion, now covering all 5 continents.

| number 1 in Europe

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

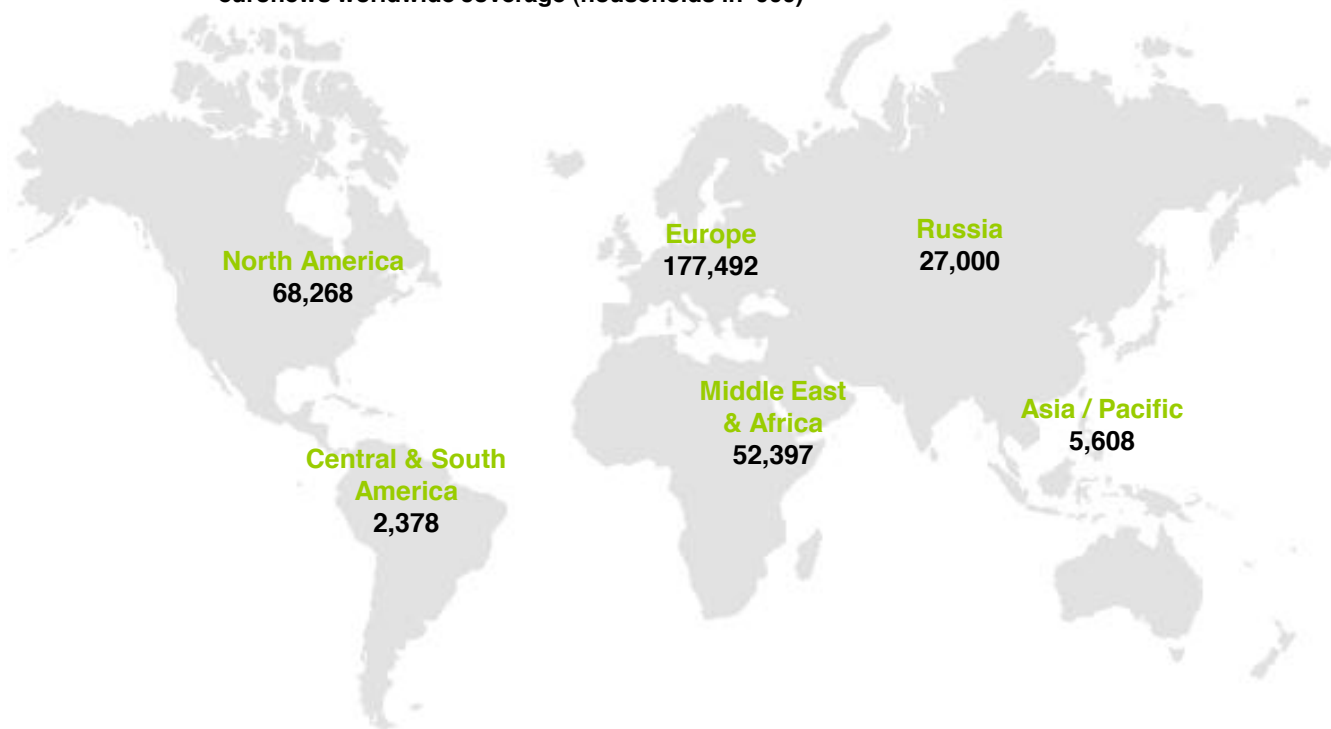
euronews, #1 in Europe/Middle East/Africa

257m in EMEA (distribution in million)



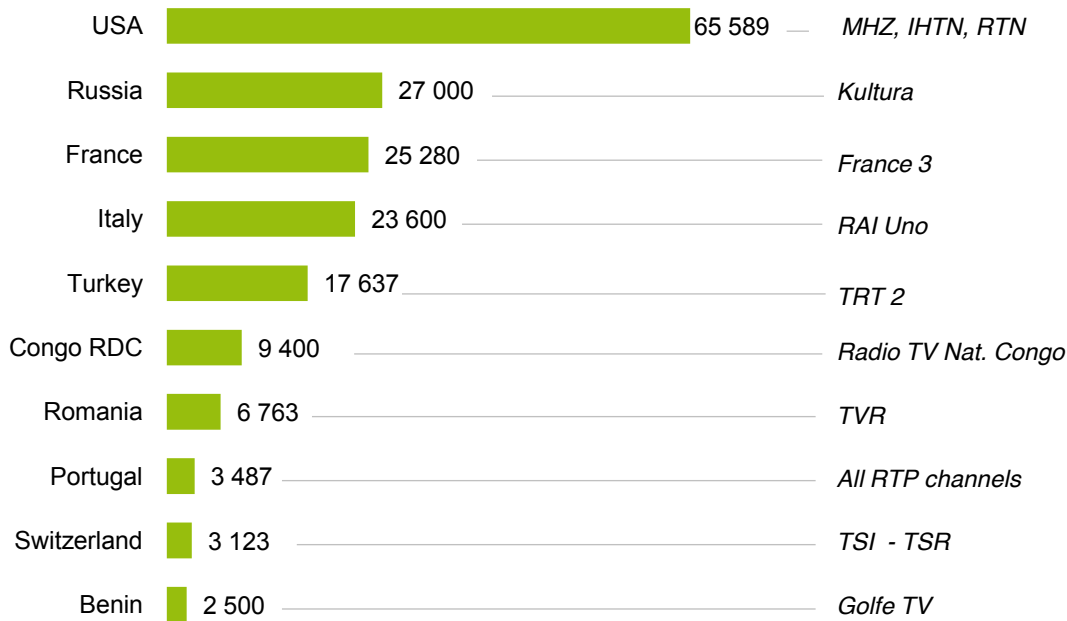
Source: based on inTV distribution Q1 2010, Q3 2010 for euronews, Q4 2009 for CNBC

euronews worldwide coverage (households in '000)



In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 33 countries. 49 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 203 million homes to euronews cable & satellite coverage.

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

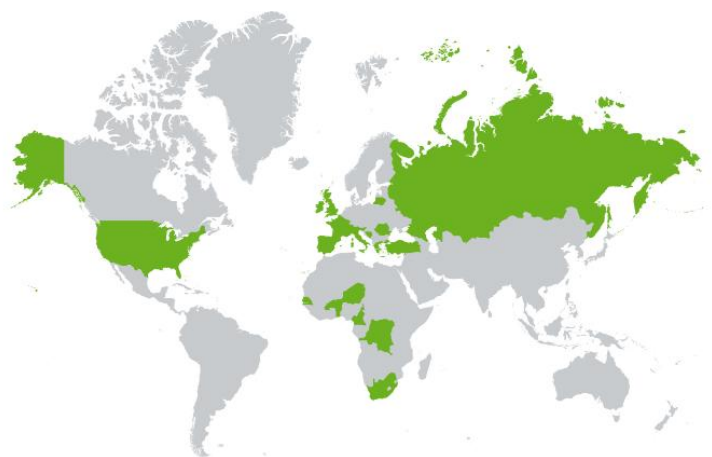


national coverage

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

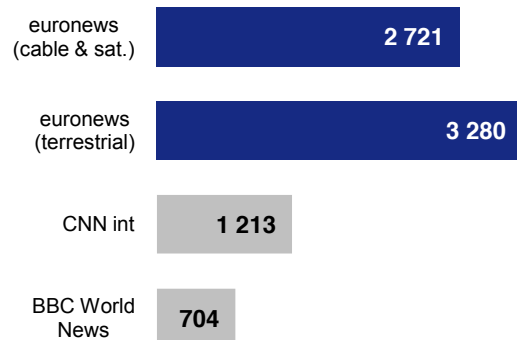


euronews subscribes to people meters, a recognized standard in TV audience measurement, which provide accurate viewing figures from the major European countries.

the first choice news channel in Europe

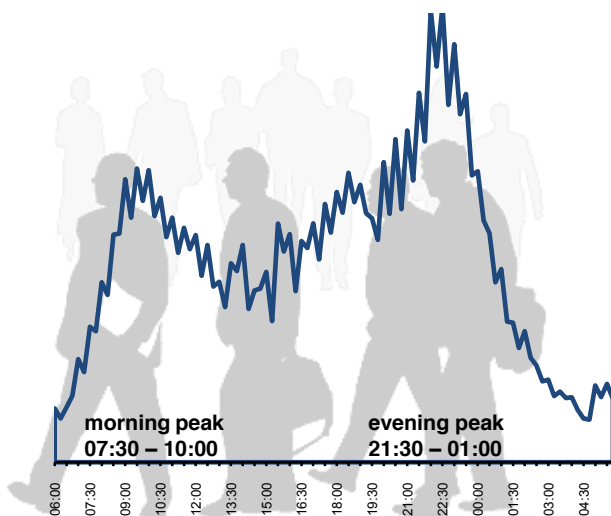
euronews reaches 2.7 million cable and satellite viewers every day, more than CNN International and BBC World News combined. The channel also delivers a further 3.3 million daily viewers through its national windows broadcast.

adults daily reach in Europe in '000



euronews subscribes to the following people meter systems: AGF/GfK (Germany), Sofres (Spain), AGB Polska (Poland), GfK Romania (Romania), Telecontrol (Switzerland), BARB (UK), CIM (Belgium), Gallup (Russia), IPSOS Stat (Lebanon).

euronews audience curve by 15' adults - index 100 = average audience 06.00-06.00



viewing habits

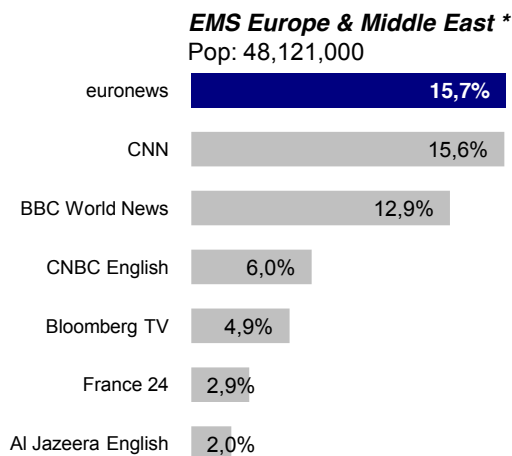
euronews enjoys distinct peaks in audience during morning and evening day parts, along with a higher volume of audience on weekends. euronews' investment in people meters enables advertisers to target audiences accurately, resulting in improved efficiency and effectiveness.

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 also subscribes to EMS, European & Middle Eastern Media & Marketing Survey, which analyses the media consumption of upmarket populations in 20 European and 8 Middle Eastern countries.

| n° 1 news channel

With a reach of 15.7% every week (7.6 million viewers), euronews has a clear lead over all the other international news channels.



| attracting the elite

Profiling viewers & users of euronews reveals that they tend to be men (67%) aged 47. More than half of them belong to the top 10% wealthiest households.

They occupy higher strata of management, frequently make business decisions and their position requires them to engage in opinion leading activities and to travel frequently: they took on average 7 business air trips in the last 12 months.

Finally, they also enjoy comfort and luxe when travelling for leisure: 18% flown in 1st / business class last year and a third took a holiday costing over €3,000 +.

| multi-linguistics, a priority in C-Europe

79% of Western Europeans and only 54% of Central Eastern Europeans understand English.

Although English is a popular language in Europe, choosing an English-only channel limits the potential viewership, particularly in Eastern Europe.

euronews broadcasts in 10 languages allowing advertisers to maximize their coverage.

languages understood – in % of the population

% of Europeans who...	Eastern Europe	All Europe
speak English only	54%	76%
speak one of euronews 9 languages	82%	97%

Source: Synovate - EMS Summer 2010 release



euronews



pure

