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 400 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 took one step further and reinvented itself as a state-of-the-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 11 language services while maintaining accuracy, balance and trustworthiness.

It was 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.

In 2012 we will continue 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** are 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.com.
- Multiplatform is at the heart of the strategy and **mobile broadcast** will be a focus point, including the development of new mobile applications.
euronews development

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

December 1998
euronews.net launched

1999
euronews begins digital broadcast

1999
Portuguese language service added. Launch in Latin America

2000
euronews reaches 100 millions homes

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

2002
Launch in North America & Canada

2003
euronews celebrates 10th anniversary

2004
Launch in Asia. euronews now broadcasts worldwide

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

12 July 2008
launch of Arabic service

2007
euronews reaches 200m homes worldwide

30 January 2010
launch of Turkish service

Summer 2010
launch of No Comment TV iPhone application.

27th October 2010
launch of Persian service

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

11th language service of the channel & website

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

24 August 2011
euronews launches in Ukrainian
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, on mobile phones and tablets.

| 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 400 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 11 language services |

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

euronews is the first multilingual news channel offering such a service. The channel broadcasts all 11 language services 24/7 in simulcast, everywhere in the world. Viewers can then make their personal choice of language using their remote control. euronews.com comprises of 11 sites in euronews 11 language editions. Today half of the world’s population can understand euronews, a quarter of the planet. Euronews programmes are also available locally in partial time in Serbian, Romanian and Lithuanian.

*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 language versions on a wide range of formats: live streaming, Video on Demand, RSS feeds as well as traditional text & images.

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

euronews launched nocommenttv.com in 2008 in partnership with YouTube, a channel dedicated to the flagship programme no comment. In October 2010, euronews started Live streaming in 3 languages on euronews.com and added Ukrainian Live streaming in 2011.

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 24 mobile networks and worldwide to all internet-enabled phones using m.euronews.com.

In 2010, the No Comment TV iPhone application was launched, followed by the Live application for Iphone, Ipad and Android mobile devices in 2011.
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 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.

| 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 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, thanks to its full team of journalists forming the largest international news desk in Brussels.

This exceptional understanding of Europe is brought into focus with programmes such as perspectives, reporter, U talk, I talk, europe weekly, the network, 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.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 and high technology.

euronews.com has the ability to address a worldwide audience, comprising of 11 sites in a choice of 11 language services: Arabic, English, French, German, Italian, Persian, Portuguese, Russian, Spanish, Turkish and Ukrainian.

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

on euronews.com:

- live streaming
- all programmes free on catch up TV
- podcasts & RSS feeds
- Free language lessons
- 8 years of free archives:
- 35,000 videos and 460,000 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

Source: Nedstat/Sitestat – Q3 2010

**euronews.com / Youtube / Dailymotion**
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 in the news.

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

**silent disasters**
In-depth reports on local human disasters neglected by the mainstream media, but which have the potential to explode into full-blown crises around the world.

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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 weekly**
Our weekly review of the business events.

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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**

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

**Europe Weekly**
Weekly review of the main events, enriched by online user 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 main European political, business or social theme of the week.

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

**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.

**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.

**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.

**Talk Planet**
A look at the current alterations in our world caused by climate change.

**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**
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 344 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.

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.

<table>
<thead>
<tr>
<th>Euronews worldwide coverage (households in '000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America: 68,358</td>
</tr>
<tr>
<td>Europe: 181,103</td>
</tr>
<tr>
<td>Russia: 27,000</td>
</tr>
<tr>
<td>Central &amp; South America: 2,389</td>
</tr>
<tr>
<td>Middle East &amp; Africa: 56,719</td>
</tr>
<tr>
<td>Asia / Pacific: 7,987</td>
</tr>
</tbody>
</table>

Source: inTV distribution report Q2 2011 (latest available for is Q1 2010)
In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 36 countries. 53 national broadcasters take euronews’ signal and broadcast it live on their national networks, bringing an extra 205 million homes to euronews cable & satellite coverage.

### Top 10 countries covered - households in ’000 (main broadcasters carrying euronews)

<table>
<thead>
<tr>
<th>Country</th>
<th>Houses in ’000</th>
<th>broadcaster</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>65 597</td>
<td>MHZ, IHTN</td>
</tr>
<tr>
<td>Russia</td>
<td>27 000</td>
<td>Kultura</td>
</tr>
<tr>
<td>France</td>
<td>25 280</td>
<td>France 3</td>
</tr>
<tr>
<td>Italy</td>
<td>23 600</td>
<td>RAI Uno</td>
</tr>
<tr>
<td>Turkey</td>
<td>17 637</td>
<td>TRT Haber</td>
</tr>
<tr>
<td>Romania</td>
<td>6 763</td>
<td>TVR</td>
</tr>
<tr>
<td>Congo RDC</td>
<td>5 800</td>
<td>Radio TV Nat. Congo</td>
</tr>
<tr>
<td>Portugal</td>
<td>3 487</td>
<td>All RTP channels</td>
</tr>
<tr>
<td>Ghana</td>
<td>3 400</td>
<td>GBC – Metro TV</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3 123</td>
<td>TSI - TSR</td>
</tr>
</tbody>
</table>

### 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.

Source: euronews distribution report Q2 2011
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 3.1 million cable and satellite viewers every day, more than CNN International and BBC World News combined. The channel also delivers a further 2.7 million daily viewers through its national windows broadcast.

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

euronews audience curve by 15’
adults - index 100 = average audience 05.00-05.00

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.

Sources: Eureka - audience Q2 2011
Cable & satellite curve - first semester 2011
Euronews subscribes to EMS series, surveys which analyse the media consumption of high income earners in 33 countries throughout Europe, Middle East and Africa.

<table>
<thead>
<tr>
<th>n° 1 news channel</th>
<th>attracting the elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each month, 14.2m high income earners are in contact with euronews on TV, online or on their mobile. 1.5 million of them watch euronews TV channel every day. euronews is the #1 news TV channel in Europe/Middle East.</td>
<td>Profiling viewers &amp; users of euronews reveals that they tend to be men (67%) aged 47. They have an average personal income of 52,000 €/year. 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 6 business air trips in the last 12 months and 34% flown in 1st / business class last year. Finally, euronews global citizens are curious, extroverted, open to other cultures and value exploration &amp; discovery: 41% lived, studied or worked abroad for at least 6 months.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMS Europe &amp; Middle East</th>
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</thead>
<tbody>
<tr>
<td>Pop: 41,893,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channel</th>
<th>Daily Reach (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>euronews</td>
<td>1,478</td>
</tr>
<tr>
<td>CNN</td>
<td>1,390</td>
</tr>
<tr>
<td>BBC World News</td>
<td>1,120</td>
</tr>
<tr>
<td>CNBC</td>
<td>468</td>
</tr>
<tr>
<td>Bloomberg TV</td>
<td>378</td>
</tr>
<tr>
<td>France 24</td>
<td>310</td>
</tr>
<tr>
<td>Aljazeera</td>
<td>226</td>
</tr>
<tr>
<td>DW-TV</td>
<td>138</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>multi-linguistics, a priority in C-Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>The vast majority of the elite doesn't or cannot watch news in English. With 83% of the viewers watching regularly, news and current affairs is the most popular TV genre in Europe. Although English is widely spoken, only 39% of the Elite actually watch news programmes in English*. Moreover, 11.4 million upmarket Europeans do not understand English enough to watch TV, representing about a quarter of the European elite. An English-only news channel limits strongly its potential viewership. Euronews is the only channel to meet the needs of the European Elite, broadcasting in 11 languages 24/7.</td>
</tr>
</tbody>
</table>

Source: Synovate - EMS Summer 2011 (continental Europe excludes UK/Ireland) & EMS Middle East 2009 – Daily reach in '000

* English as a foreign language
euronews sa

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