At euronews, we feel that a sensationalist approach to news influences and distorts the viewers’ perception of events. We truly believe in individual intelligence and we think that a news channel’s role is to supply each person with sufficient information, as quickly as possible, to allow the viewer to form his own opinion of the world.

| euronews, pure |

For the past 15 years, euronews has been striving to supply factually-correct information in a non-superficial format. The absence of news anchors gives the channel a unique and clearly identifiable style. The concept has proven to be efficient; euronews is the European leader in terms of audience figures in spite of the increasing competition.

In January 2007, euronews entered into a partnership with FFL Paris. A combination of our extensive media experience with a global communication agency expertise led to certain strategic changes within the channel.

To Fred and Farid, Presidents of FFL Paris, this partnership did not come about by chance: “We admire euronews for the work it does, and for having the courage to broadcast the truth for people looking for a clear view of the world around us”.

The first major step of euronews’ repositioning was to define a new brand platform and to show exactly what euronews does, and how.

Subsequent strategy definition gave rise to the word pure - euronews’ true brand signature. Pure is the only word which defines all of the channel’s values: honesty, integrity and neutrality. These values are acknowledged within the industry, but, even more importantly, by our viewers.

FFL Paris created a new corporate identity for euronews to better represent the channel. The logo, a solid white circle, is one of the most simple geometric shapes. euronews is giving information all the space it requires!

The rebranding produced a new logo, a new signature tune, a new on-air look, a new website and a new advertising campaign, all carrying the channel’s brand new identity.
euronews development

May 1992
Established in Ecullay, close to Lyon

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

1st Jan 1993
Euronews is launched in 5 languages: English, German, Spanish, French and Italian

1999
Portuguese language added. Launch in Latin America

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

2003
Euronews celebrates 10th anniversary

4 June 2008 at 20.00 CET
Euronews, everything changes. Full rebranding of the channel

2007
Euronews reaches 200m homes worldwide

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

Beginning of 2010
Euronews to launch Turkish, 9th language of the channel & website.
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, IPTV, internet and 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 200 journalists to compare, analyse and report with balance, maintaining impartiality and avoiding a national viewpoint.

**voice of the people**

Europe accounts for 34 official languages, making effective communication from one source an issue. 85% of upmarket Europeans choose to watch news in their own language, therefore a multilingual news service is a necessity.

**simultaneous broadcast in 8 languages**

Arabic · English · French · German · Italian · Portuguese · Russian · Spanish

euronews is the only news channel offering such a service. Digital technology enables the channel to broadcast all 8 languages in simulcast, everywhere in the world. Viewers can then make their personal choice of language using their remote control.

New: euronews plans the launch of a 9th language – Turkish at the beginning of 2010.

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*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 an easy access to news and information anytime, anywhere via any method available. Distribution in hotels, airports, onboard airlines and via other digital platforms ensures euronews is readily accessible and valued by travellers.

### euronews online

The channel’s website, euronews.net provides around-the-clock news coverage in 8 languages* and supports video streams of the day’s most up-to-date news and business stories as well as sport and weather forecast. euronews launched nocommenttv.com in 2007 in partnership with YouTube, a channel dedicated to the flagship programme no comment.

euronews is now also available on social networking sites twitter and Facebook.

Finally, users can watch euronews over the internet live 24/7 on Real, or VoD on YouTube, Dailymotion, and Livestation.

### euronews mobile

euronews was the first news broadcaster to switch to digital in 1999 and has successfully implemented distribution on other digital platforms. The channel has secured distribution via mobile phones and live video streaming on GPRS and 3G.

euronews’ multilingual, all-image format lends itself perfectly for new media platforms across the globe, resulting in availability of the channel on 26 mobile networks in 17 European markets.

New: euronews plans the launch of a 9th language – Turkish at the beginning of 2010.
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 the daytime and in-depth during 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 2010 special features will include the World Economic Forum, CeBIT, Formula1, 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 f.a.q., europe, europeans, reporter, sawa, agora and parlamento.
news
Every half hour, the latest international news.

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.

press
The most significant headlines from 50 publications.

sport
Summaries, highlights and results from major sporting events.

eurofoot
The latest results of the European football leagues.

no comment
The most striking pictures from around the world, unedited, with original sound.

meteo airport
For viewers on the move, traffic forecasts for the major airports.

meteo europe
Concise and constantly updated European weather forecasts.

meteo world
An overall look at the forecasts across the continents.
What the European broadcasters say about the week's main event.

A magazine dealing with whatever is topical throughout Europe.

A focus on a city's innovative and effective solution found to a specific issue.

Implications of political decisions within a greater Europe.

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

The pros and cons for the people affected by EU policies.

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

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

The relationships between the EU and its Mediterranean neighbours.

The essential questions and answers for those who live in the European Union.
**le mag**
A daily look at arts, entertainment and the world around us.

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

**cinema**
The latest news about the international film industry.

**hi-tech**
The latest innovations in technology including an extensive coverage of international trade shows.

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

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

**futuris**
Bringing European’s leading research projects advance-ments to the public.

**rendez-vous**
The calendar of major cultural events across Europe.

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

**terra viva**
Initiatives by individuals or non-profit and business organisations, who adopted practical solutions to safeguard our planet.

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

**green-tech**
Seeks out the most innovative projects that will have a genuine impact on our living conditions.
euronews broadcasts to more than 294 million households in 150 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.

**euronews worldwide coverage (households in ’000)**

- **North America**: 53,432
- **Europe**: 154,861
- **Central & South America**: 1,754
- **Middle East & Africa**: 52,425
- **Russia**: 27,000
- **Asia / Pacific**: 4,254

Source: euronews distribution report July 2009

Source: inTV distribution report Q1 2009 for euronews data refers to July 2009
In addition to cable & satellite, euronews is also broadcast via exclusive national windows in 29 countries. 44 national broadcasters take euronews' signal and broadcast it live on their national networks, bringing an extra 175 million homes to euronews cable & satellite coverage.

| top 10 countries covered - households in ‘000 (main broadcasters carrying euronews) |
|-----------------------------------|------------------|
| USA                              | 50,275           |
| Russia                           | 27,000           |
| France                           | 25,280           |
| Italy                            | 23,600           |
| Congo RDC                        | 10,000           |
| Romania                          | 6,763            |
| Spain                            | 5,880            |
| Portugal                         | 3,487            |
| Switzerland                      | 3,123            |
| Benin                            | 2,500            |

national coverage

The 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 July 2009
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 million cable and satellite viewers every day, the equivalent of CNN International and BBC World News combined. The channel also delivers a further 3.6 million daily viewers through its national windows broadcast.

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

adults daily reach in Europe in ‘000

<table>
<thead>
<tr>
<th>Channel</th>
<th>‘000</th>
</tr>
</thead>
<tbody>
<tr>
<td>euronews (cable &amp; sat.)</td>
<td>2,994</td>
</tr>
<tr>
<td>euronews (terrestrial)</td>
<td>3,563</td>
</tr>
<tr>
<td>CNN int</td>
<td>2,008</td>
</tr>
<tr>
<td>BBC World News</td>
<td>701</td>
</tr>
</tbody>
</table>

Viewing habits

euronews enjoys distinct peaks in audience during morning and evening day parts, along with a higher volume of audience at the 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 that meets viewers’ needs and consumption habits; such attention to detail ensures euronews maintains a loyal audience.

Sources: Eureka - audience Q1 2009
Cable & satellite curve during the full year 2008
Number 1 to reach the European elite

euronews also subscribes to EMS, European Media & Marketing Survey, which analyses the media consumption of upmarket Europeans in 20 European countries.

Number 1 news channel

With a reach of 17.4% every week (8 million viewers), euronews has a clear lead over all the other international news channels.

<table>
<thead>
<tr>
<th>20 EMS &amp; CEMS countries Pop: 45,997,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>euronews</td>
</tr>
<tr>
<td>CNN Int.</td>
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<tr>
<td>Sky News</td>
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<tr>
<td>BBC World.</td>
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<td>CNBC</td>
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<tr>
<td>Bloomberg TV</td>
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<tr>
<td>Aljazeera</td>
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<tr>
<td>France 24</td>
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</tbody>
</table>

Attracting Europe’s elite

Profiling viewers of euronews reveals that they tend to be men (68%) aged 47, with private investments averaging at €472,000.

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: our viewers took on average 9 business air trips in the last 12 months.

Finally, they are early adopters of new technologies; 45% of them are equipped with HDTV or a plasma screen and one in four has a PDA or palmtop computer.

Multi-linguistics, a priority in C-Europe

79% of Western Europe and only 51% in Central Eastern Europe 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 8 languages* allowing advertisers to maximize their coverage.

<table>
<thead>
<tr>
<th>Languages understood – in % of the population</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of Europeans who...</td>
</tr>
<tr>
<td>speak English only</td>
</tr>
<tr>
<td>speak one of euronews 8 languages</td>
</tr>
</tbody>
</table>

Source: Synovate - EMS Summer 2009 release

New: euronews plans the launch of a 9th language – Turkish at the beginning of 2010.