



EuroNews is the leading international news channel covering world news from a European perspective. Launched in 1993, **EuroNews** is today a multi-lingual (7 languages), multi-platform news service.

2007

EuroNews

Programming

Today's upmarket audiences are time stretched; as a result EuroNews has successfully created a schedule to meet their needs, offering 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.

Complementary programmes include:

1- **Economia and Markets**

Financial news, commodity prices plus interviews from world business leaders

2- **No Comment**

Award winning programme broadcasting striking images and no commentary

3- **Le Mag and Agenda**

Covering the arts, cinema, fashion, travel and culture

4- **Europa**

Covering European affairs scheduled at peak times around news and business bulletins

5- **Press Review**

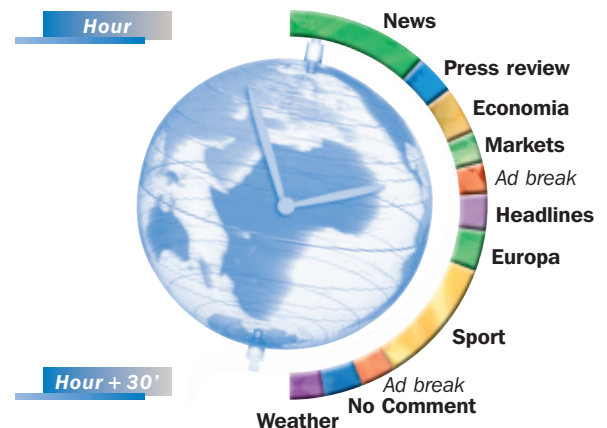
A look at the front pages of Europe's leading daily titles every morning

6- **Special Bulletins**

Covering all key business and sporting events in special bulletins throughout the year.

"International news is made of conflicts and each protagonist has his point of view to defend. Our mission is to allow all those involved to express themselves, allowing viewers to form their own opinions. This debate does not only take place on air but is also at the heart of our editorial process."

Luis Rivas, Director of News and Programmes



At the heart of Europe

EuroNews' ability 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 make it **the only channel best positioned to deliver true "European" news**. This exceptional understanding of Europe is brought into focus with programmes such as Pass, Europa, Euro-peans, Agora, Europinion and Parlamento.



*Examples: the World Economic Forum, CeBIT, Formula 1, Roland Garros, the Tour de France, and many more.

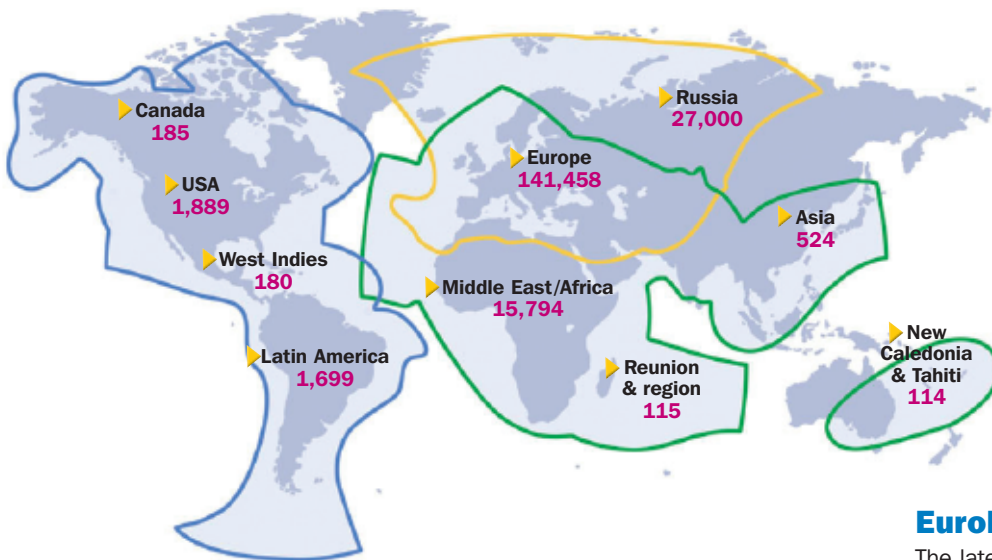
Distribution

EuroNews broadcasts to more than 189 million households in 121 countries, distributed worldwide via cable, digital satellite and terrestrial channels making its reach truly global. Since 2004 EuroNews has also concentrated on securing distribution via multi-media platforms including ADSL, 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 Europe, the Middle East, Africa, the Americas and Asia.

*EuroNews' coverage worldwide Households in '000 **



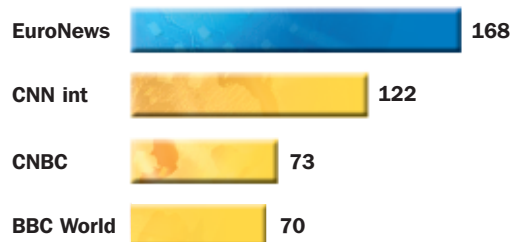
EuroNews increases local penetration

In addition to cable & satellite, EuroNews is also broadcast via exclusive terrestrial windows in 23 countries. 33 national broadcasters take EuroNews' signal and broadcast it live on their national terrestrial networks, bringing an extra 116 million homes terrestrially.

EuroNews, the number 1 in Europe

The latest distribution report shows that EuroNews is the leading international news channel in Europe.

*168 million households in Europe
PETV distribution data Europe*



Source: PETV Distribution report Q3 2006

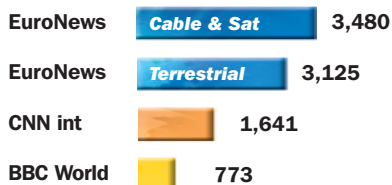
Audience

EuroNews subscribes to people meters, a recognised standard in TV audience measurement, which is collated to provide accurate viewing figures from the major European markets. EuroNews also subscribes to EMS, the European Media & Marketing Survey, which analyses the media consumption of upmarket Europeans in 16 western European countries.

The first choice news channel in Europe

EuroNews reaches more than 3.5 million cable and satellite viewers every day, more than CNN International and BBC World combined. The channel also delivers a further 3.1 million daily viewers through its terrestrial windows broadcast.

Daily reach people meters Q3 2006 in '000:

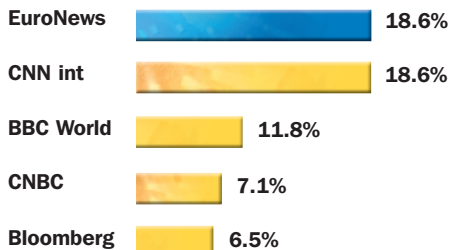


People meters Under subscription

- Germany (AGF/GfK)
- France (MédiaCabSat)
- Spain (Sofres AM)
- Poland (AGB Polska)
- Belgium (CIM)
- Switzerland (IHA Telecontrol)
- Russia (Gallup)

When targeting Europe's elite*, EuroNews is the leading news channel in Europe, head to head with CNN Int. In 10 years, EuroNews' weekly audience has nearly doubled, currently attracting 7.3 million upmarket viewers.

PETV News, EMS Weekly reach in %



Attracting Europe's Elite

An analysis into EuroNews' typical upmarket viewer reveals they are usually male (73%), high income earners on average earning up to € 55,200 per year, they are opinion leaders, decision makers and high level consumers with 60% owning equity and bonds. They are also frequent travellers making on average 10 business and 3 leisure air trips a year.

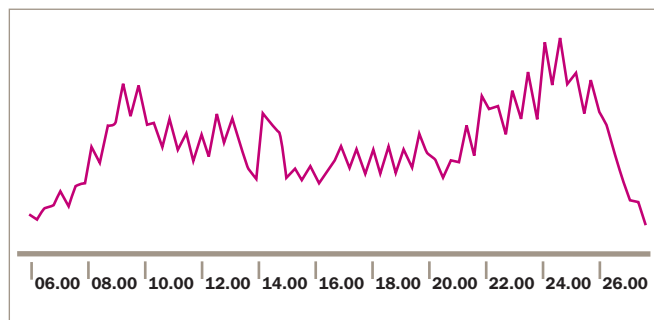
Viewing habits

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 leading to 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.

When do they watch EuroNews?

Eureka - Forecast audience - Q1 Q2 Q3 2007



Telmar Peaktime supplies optimisation software for media planning and yield management, as well as consultancy services to 4,000 users across 30 countries.

* Sources: Interview NSS winter 2006 - universe: top 20% of households by income in 16 western European countries

Profile based on Daily reach - Eureka, European modelling based on people meters has been designed by Peaktime.



The channel

EuroNews offers programmes and interactive services via cable, satellite and terrestrial TV. In addition EuroNews is available via hotels, airline networks, ADSL, internet, PDA and mobile phones.



*** Public broadcasters in alphabetical order:**

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

Impartial

EuroNews 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

The continent accounts for 34 official languages, making effective communication from one source an issue. **86% of upmarket Europeans choose to watch news in their own language;** as such a multilingual news service is a necessity. EuroNews remains the only multilingual news channel broadcasting simultaneously in 7 languages to a global audience.

EuroNews on air, online, all the time

EuroNews has embraced new technology allowing a seamless transition for viewers to have access to news and information anytime, anywhere via any method available. Distribution via hotels, airports, onboard airlines and via new media platforms ensures EuroNews is a readily accessible and valued channel for any traveller. The channels website, www.euronews.net, provides round the clock news in 7 languages and supports video streams of the day's most up to date news and business stories. EuroNews was the first news broadcaster to switch to digital in 1999 and has **successfully implemented distribution on new media platforms.** The channel has secured distribution via PDA's, mobile phones and live video streaming on GPRS, 3G, WAP and i-mode services. EuroNews' multi-lingual, all image format lends itself perfectly for new media platforms across the globe and has led to availability of the channel on 25 mobile networks in 17 European markets in multiple languages.



Simultaneous broadcast in 7 languages

English • French • German • Italian • Portugese • Russian • Spanish



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