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Innovation For Your Communication

We **believe** the **difference** is our **diversity**

- 24 shareholders
- 500 journalists from more than 30 nationalities
- Only multilingual news platform: 13 languages
- Independence - Integrity - Accuracy

A balanced and accurate view of the news

Languages Generate **Emotion**

*"If you talk to a man in a language
he understands,
that goes to his **head**.*

*If you talk to him in his language,
that goes to his **heart**"*

Nelson Mandela

Emotional Content Multiplies Effectiveness

Euronews available in 13 languages

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

...More Than A Breaking News Channel

News / Biz

News, Finance
Business, European
affairs, no comment



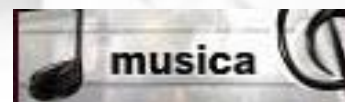
Sports

Football, motorsport,
winter sports...



Culture, Lifestyle, Science...

Arts, Technology, Science
and Education



Travel & Tourism incl.
weather reports



With many Tourism Special Content Magazines



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Metropolitans

Zoom in on a city in country: tourism, economy, etc



Life

Overall perspective on life in country



City Tour

Discover landmarks of your city



Le Mag

Platform to discover artists & festivals in country



Postcards From –

Practical guide looking to make the most of a country



Rendez-vous

A visual appealing segment focusing on cultural and artistic events worldwide





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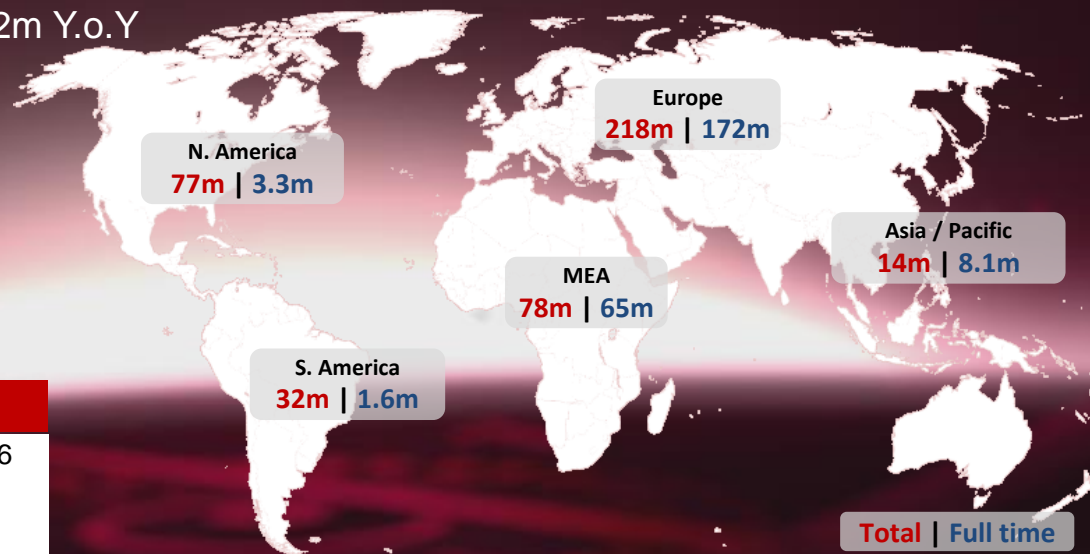
Le mag Apollonia



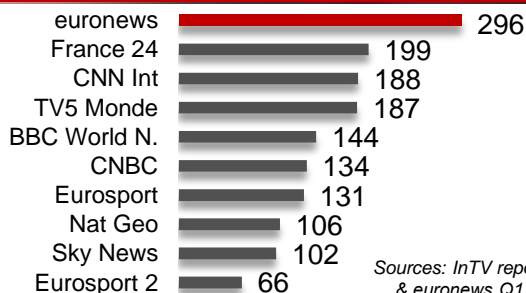
A worldwide distribution in 158 countries

In 419 million households

249 million homes in full time: +22m Y.o.Y



#1 coverage of EMEA (in million homes)



Sources: InTV reports
& euronews Q1 '15

World coverage via cable,
satellite, IPTV and terrestrial.

And Out Of Home targeting frequent travellers

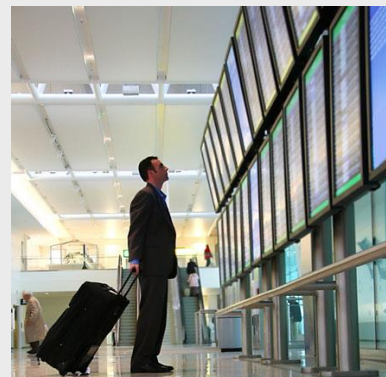
Airlines: 640 aircraft broadcasting euronews live or Vod

Cruise lines 121 ships and 80,000+ cabins



Hotels: 1.3m hotel rooms covered live worldwide

Airports & train stations



Sophia (Bulgaria) - Lyon & Paris (France) - Vilnius (Lithuania) - Bucharest (Romania) - Tunis (Tunisia) - Istanbul (Turkey) - Kiev (Ukraine) - Bologna (Italy) - Faro (Portugal) - Brussels and Antwerp train Stations - Adlux (private jet terminals)

Euronews Reaches Frequent Holiday Makers

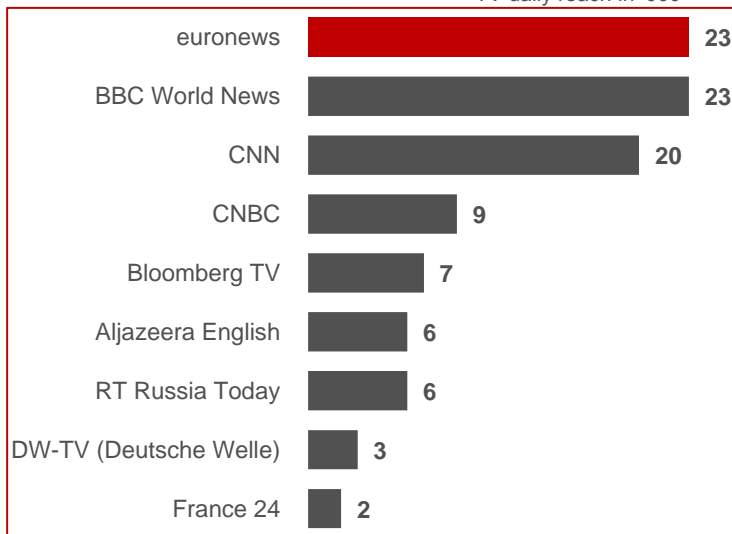
Euronews **leader** among news international channels to reach:

- People travelling to Bulgaria: over the last 12 Months

Pop: 566,000



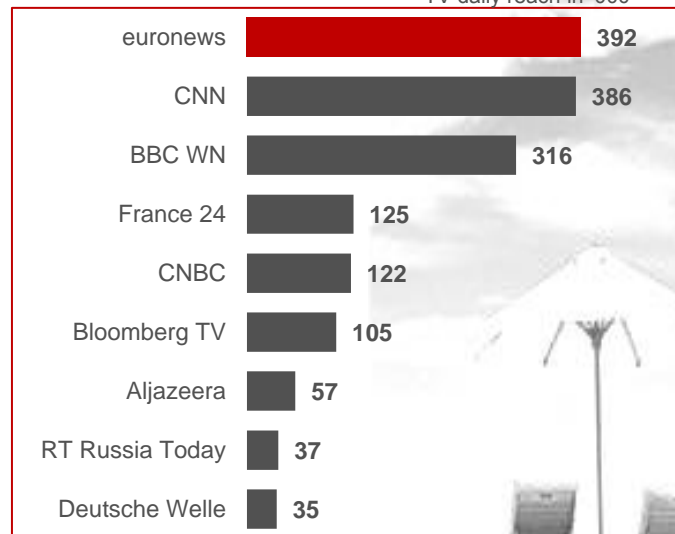
TV daily reach in '000



- People who went 4+ times on holidays abroad in the last 12 months

Pop : 8,953,000

TV daily reach in '000



In Our Audience: Strong Proportion Of Frequent Flyers

Business and leisure travels

- Euronews' audience accounts for a strong proportion of frequent flyers, whether for business or leisure.
- Proportion of travellers amongst euronews' audience is much higher than average.

Frequent flyers

Number of air trips last year
(for business or leisure)

	euronews %	index
1+	78%	109
3+	53%	129
6+	32%	150



Business air trips

Number of air trips last year
(for business)

	euronews %	index
1+	38%	129
3+	27%	156
6+	17%	188

Leisure air trips

Number of air trips last year
(for leisure)

	euronews %	index
1+	68%	107
3+	40%	131
6+	18%	160



Index base 100 = average EMS population

Euronews Is Trusted By Major Tourism Brands

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Tourism Boards, Resorts, Cities, Airlines, Hotels & Car Rentals

Accor, Albania Tourism, Algeria Tourism, Aeroflot, Airbus Industry, Air France, Andalusia Tourism, Armavia, Armenia Tourism, Austrian Airlines, Austria Tourism, Azerbaijan Tourism, British Airways, Brussels Airlines, Bulgaria Tourism, Cabo Verde Tourism, Cameroon Tourism, Croatia Tourism Board, Cuba Tourism, Cyprus Tourism, Delta Airlines, Dominican Republic Tourism, Dubai Municipality, Dubai Shopping festival, Egypt Tourism, Emirates, Finnair, Four Points by Sheraton, Greece Tourist Office, Goa Tourism, Gulf Air, Helsinki Tourism, Hyatt, Hungary Tourism, India Tourism, Iran Tourism, Italy (regione Lombardia & Siciliana), Kazan Tourism, Kazakhstan Tourism, Kerala, Kirghizstan Tourism, KLM, Korean Air, Kosovo Tourism, Kyrgyzstan, Le Meridien, Le Vendome, Luxembourg Tourism, Macedonia Tourism, Malaysian tourism, Marriott Hotels, Montenegro Tourism, Moscow Tourism, Munich Tourism Nahrawness Hotel, Perou Tourism, Portugal Tourism, Poznan, Prague Tourism, Promexico, Qatar Tourism, Qatar Airways, Relais et Chateaux, Rhone Alpes Tourism, Romania Tourism, Sheraton hotels, Skyteam, Sochi 2014, South Korea Tourism, Starwood Hotels, Tech Valley, Thai Airways, Thailand Tourism, Taiwan Tourism, Tunisair, Turespana, Turkish Airlines, Total, Uzbekistan Tourism, Venezuela Tourism, Visit London.



Campaign performances



TV Methodology: Ipsos Affluent Europe

How do we measure such a diverse audience:

- Survey conducted by Synovate, now part of Ipsos
- EMS Survey created in 1995 and **conducted in 21 countries:**

Austria, Belgium & Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, UK, Czech Republic, Hungary, Poland, Russia.

- **Methodology:** mixed mode telephone / postal and online.
- **Universe:** Main Income Earners in the top 20% of households by income
- **Universe size:** 51.6 million (45.1 million in EMS + 6.5 million in C-EMS)
- **Age groups:** 21 – 74 years old.
- **Sample size:** 27,788
- **Fieldwork:** full year 2014 (continuous fieldwork)
- EMS is representative of the population of the country (except Russia & Turkey, survey conducted in main cities only).



And a digital campaign with pre-rolls and banners

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- Excellent **click through rate of 4,35%, way above market average**
- For the period June to October, **48 567 clicks** were recorded in 2015 for **1 116 104 delivered impressions**
- **Top countries:** Russia, Spain, Turkey, UK, Germany, France



LINE ITEM	START DATE	END DATE	DELIVERY INDICATOR	BOOKED IMPRESSIONS	DELIVERED IMPRESSIONS	RECORDED CLICKS	RECORDED CTR
Leaderboard ROS	10/06/2015	31/10/2015	100%	546 000	546 066	2 770	0,51%
MPU ROS			100%	450 000	450 026	2 609	0,58%
Pre-roll ROS			100%	120 000	120 012	43 188	35,99%
TOTAL				1 116 000	1 116 104	48 567	4,35%



PRE-ROLL



Leaderboard + MPU

Source : google DFP