

**Question for written answer E-004729/2018
to the Commission**

Rule 130

Dominique Martin (ENF)

Subject: The Commission gives EUR 24 million a year to Euronews to provide advertising for Ralph Lauren

Euronews is a television news channel, launched on 1 January 1993 with support from the European Commission¹, public broadcasters, including France Television, and the Rhône-Alpes Region. The headquarters of the station are in Lyon (France)². In February 2005, the channel signed an agreement with the European Commission which enabled it to survive. In return for annual funding of EUR 5 million, Euronews agreed to provide a European news and information service.

In 2017, Euronews received EUR 24 million from the European Commission³. That same year, a similar sum allowed the private US channel NBC to acquire a 25% stake in Euronews⁴. Naguib Sawiris⁵, an Egyptian billionaire and politician, is said to have acquired 60% of the shares for EUR 35 million⁶. The remaining 15% of shares are held by France Television, 20 European public broadcasters and 3 French local authorities (the Auvergne-Rhône-Alpes Region, the Rhône Department and the City of Lyon).

On 11 September 2018, Euronews broadcast a programme dedicated to Ralph Lauren's 50 years in the New York fashion industry.

- 1) Does the Commission use public funds to finance the advertising of foreign groups competing with European groups to the detriment of European jobs?
- 2) What does the Commission Directorate-General for Competition think of such aid?

¹ https://www.lesechos.fr/28/02/1991/LesEchos/15838-095-ECH_presentation-de-la-chaine-d-information-euronews.htm

² The station was launched in 1993 and established its headquarters near Lyon from the outset. At the time, the local and regional authorities provided it with a building for the studios and staff and a loan of EUR 2.56 million to adapt the site. This loan was converted into equity participation in 2011. <https://www.caissedesdepotsdesterritoires.fr/cs/ContentServer?pagename=Localtis/LOCActu/ArticleActualite&cid=1250262105355>

³ <http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=944964416106-32&locale=fr#fr>

⁴ USD 30 million. <https://www.digitaltveurope.com/2017/06/01/nbc-news-takes-25-stake-in-euronews/>

⁵ https://fr.wikipedia.org/wiki/Naguib_Sawiris

⁶ <https://www.digitaltveurope.com/2015/07/10/sawiris-takes-majority-stake-in-euronews/>