

Presentation to the European Parliament



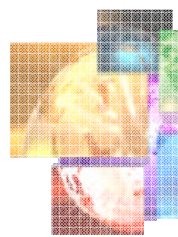
*Tuesday 3 June
2008
Brussels*



EuroNews: a unique channel

- **Multinational: 21 public-service shareholders from 21 countries**
- **Multilingual: 7 languages, and soon 8**
- **Multicultural: a staff of 35 nationalities**
- **Global: distributed in 150 countries worldwide**





EuroNews: Europeans' favourite news channel

-  **No. 1 in overall audience (7m daily viewers)**
-  **No. 1 in affluent audience (2m daily viewers)**
-  **11 general or specific programmes on Europe and Europeans (700 hours/year)**
-  **News, Business, Sport, Culture, Science**



EuroNews: made in Europe

- **Broadcast worldwide via a network of 35 satellites**
- **A news channel with a difference: it's made in Europe**
- **Conveys the European values defended by the European Parliament**
- **A showcase for Europe, outside Europe**



EuroNews: a little-known public service

- EuroNews' editorial policy is defined by its public-service shareholders
- EuroNews' editorial policy prefigures that of a European public service
- In the absence of a legal basis for a European public service, EuroNews must operate like a commercial channel



Unequal competition

- Of the international news channels in Europe, EuroNews receives the least public funding:

EuroNews: €10m (EU) + €10m (shareholders) = €20m

Competitors: about €100m each

- Whereas EuroNews broadcasts in 7-8 languages and its competitors broadcast in 1 or 2



Public-service shareholders who need motivation

- EuroNews' shareholders, all European public services, have invested more than 200 million euros in EuroNews
- They are all subjected to important financial pressure due to competition enhancement
- They don't have specific European mandates
- They often created national information channels
- They need to be encouraged



How the European Parliament can help EuroNews

- In the long term, EuroNews should be a European public service
- In the short term, the European Parliament can pass funding that corresponds to existing EU policies
 - Politique de communication
 - External relations policy
 - Audiovisual policy
 - Multilingual policy
 - Scientific policy
 - Etc.



Objective 1: Improve content

- Foreign bureaux to improve news coverage (ideally in each EU capital + major world capitals)
- Magazine programmes on Europe's and Europeans' centres of interest
 - Culture
 - Science
 - Environment
 - Tourism
 - Business, globalisation
 - Development and cooperation



Objective 2: Expand language offer

Fund additional languages

In the EU: Polish, Greek, Dutch, etc.

Outside the EU: Turkish, Farsi, Hindi, Mandarin

Fund specific signals to allow on-screen idents for each language and for each specific alphabet



Objective 3: Improve cable distribution

- EuroNews has only 60% of CNN's distribution in Europe
- Switzerland is the only state where EuroNews has must-carry status for cable operators
- The European Parliament can offer regulatory or financial incentives for cable operators to carry EuroNews



Objective 4: Improve terrestrial distribution of EuroNews

- EuroNews is broadcast part-time on all the terrestrial networks of its shareholders, who pay it a fee to do so
- A financial mechanism should encourage all terrestrial channels to broadcast EuroNews' European programmes



Objective 5: Encourage distribution of EuroNews via mobile TV

- EuroNews is an ideal programme for mobile users, with its format and multilingual output
- The long-term goal is for EuroNews to be available via mobile TV across the continent, in its 8 languages
- In 2011, the digital dividend will open up opportunities across Europe
- The European Parliament should recommend to member states that EuroNews be given must-carry status on direct-terrestrial mobile TV
- The European Parliament should decide to impose must-carry status for EuroNews on mobile TV via satellite



Objective 6: Raise EuroNews' profile

- **More resources for a global advertising campaign**
- **Financial incentives to broadcast EuroNews in hotels and public places (airports, railway stations, etc.)**



Objective 7: Create a legal basis to transform EuroNews into a European public service

- Long-term objective coherent with the Lisbon Treaty
- Funded by a European licence fee
 - €1 per household per year = €200m / year
 - Budget 4 times EuroNews' current budget, reflecting a genuine European ambition for European public service and Europe's external audiovisual presence



Objective 8: Motivate EuroNews' shareholders

- **The European Parliament should promote politically the commitment of public-service shareholders in EuroNews**
- **It can act through financial incentives for EuroNews to be broadcast on analogue and digital terrestrial networks**
- **It can encourage national governments to give a legal basis to the commitment of their public-service shareholders in EuroNews**



Conclusion

- **EuroNews: a SME mainly funded by advertisement**
- **which ensures, without a legal basis, a function of European public service**
- **and distributes worldwide the European values and the “Made in Europe” quality label**





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Thank you for your attention