

**euronews.**  
A L L V I E W S

# COMMUNICATION OPPORTUNITIES 2018

## RATES IN USD

EURONEWS HAS PUT TOGETHER A WIDE RANGE OF OFFERS TO ANSWER YOUR COMMUNICATION OBJECTIVES. FROM STANDARD SPOT AND DISPLAY ADVERTISING TO BRAND CONTENT PACKAGES, AVAILABLE ACROSS ALL OUR PLATFORMS: TV, WEBSITES, APPS, YOUTUBE AND SOCIAL MEDIA. OUR FORMATS INCLUDE STANDARD SPOTS, DIGITAL DISPLAY, AS WELL AS ENGAGING TAILOR-MADE SPONSORED CONTENTS AND BRAND FILMS. EURONEWS ALSO OFFERS A FULL SERVICE FOR THE PRODUCTION OF COMMERCIAL MATERIAL IN ALL OUR BROADCAST LANGUAGES.



euronews Terms and Conditions apply



# A SPOT / BRAND FILM CAMPAIGN

TO RAISE **AWARENESS** OF YOUR BRAND

2018

## REACH THE HEARTS AND MINDS OF OUR VIEWERS

- ▶ Broadcast in up to 10 languages
- ▶ Spot can be placed in context
- ▶ Up to 2 minutes long
- ▶ Option to optimize plan and reinforce national markets

### 30'' spot / brand film rates

CET TIME	WEEKDAYS	WEEKENDS
05:00-09:00	4,800 \$	3,120 \$
09:00-17:00	1,440 \$	1,680 \$
17:00-19:00	3,120 \$	3,120 \$
19:00-24:00	5,280 \$	3,600 \$
24:00-02:00	1,440 \$	1,440 \$
02:00-05:00	420 \$	420 \$

Note that rates are for a 30'' spot length. Rates for other lengths are pro rata.

A spot or a brand film runs in advertising airtime. Brand film includes Corporate profiles. Advertiser has full control of content displayed but must comply with euronews editorial policy. Embrace - euronews creative agency, offers a full service for the production of any commercial material in all broadcast languages.

#### SALES POLICY

**Languages:** compulsory languages are **French** and **English**. Russian is also compulsory to run on euronews in Russia. **Specific positions:** for a fixed airing position (e.g. in a specific programme environment), a +20% surcharge to our rate card applies. For a specific position in an ad break (for example first or last in break) a +15% surcharge applies to the rate card. All spots run within an advertising break and all breaks have an opening and closing bumper.

### DID YOU KNOW?



ONLY 13% OF THE WORLD POP. SPEAKS ENGLISH. MULTILINGUAL MEDIA IS ESSENTIAL



# SPONSORED CONTENT TO ENHANCE

## YOUR BRAND IMAGE

2018

### ENHANCE YOUR BRAND WITH SPECIFIC THEMES AND MAJOR EVENTS

- ▶ Sporting events
- ▶ Dedicated business forums
- ▶ Cultural magazines
- ▶ high-tech content...
- ▶ 6-second Billboards
- ▶ Both opening and closing billboards
- ▶ In all language editions

### Rates per 6-second billboard

CET TIME	WEEKDAYS	WEEKENDS
05:00-09:00	2,880 \$	1,872 \$
09:00-17:00	864 \$	1,008 \$
17:00-19:00	1,872 \$	1,872 \$
19:00-24:00	3,168 \$	2,160 \$
24:00-02:00	864 \$	864 \$
02:00-05:00	252 \$	252 \$
Promo (ROS)	1,440 \$	

Sponsored content runs in editorial airtime. Editorial has full control of content displayed. Embrace - euronews creative agency, offers a full service for the production of any material in all broadcast languages.

## PACKAGES

Sponsored content is sold as part of a package. Packages are created to offer maximum coverage, including spots in and around peak viewing times, sponsored content, promo sponsorship as well as activity on euronews digital and social media platforms.

A SELECTION OF TOP EVENTS COVERED IN 2017





# A DISPLAY CAMPAIGN

TO RAISE **AWARENESS** OF YOUR BRAND

## A VAST RANGE OF DISPLAY FORMATS AVAILABLE

### CPM rates

Format	Desktop <sup>1</sup>	Mobile <sup>2</sup>	Apps <sup>3</sup>	Size	Run of site	Content targeting*	Home page
Leaderboard Top	X			728x90	49 \$	62 \$	76 \$
Leaderboard Bottom	X			728x90	35 \$	44 \$	54 \$
MPU Top	X	X	X	300x250	65 \$	80 \$	95 \$
MPU Bottom	X	X	X	300x250	48 \$	60 \$	71 \$
InRead	X	X	X	16:9	98 \$	-	-
Half-page	X			300x600	91 \$	115 \$	137 \$
Billboard	X			970x250	96 \$	120 \$	186 \$
Parallax	X			Custom	136 \$	170 \$	204 \$
Push-down Banner	X			946x90 <sup>(1)</sup>	124 \$	155 \$	186 \$
Wallpaper	X			custom	144 \$	180 \$	216 \$
Interscroller		X		custom	90 \$	-	-
Interstitial			X	custom	90 \$	-	-
Flipboard full page			X	custom	90 \$	-	-
Native advertising	X	X		custom	72 \$	-	-

- ▶ IAB approved or bespoke formats
- ▶ A wide range of targeting options
- ▶ Prime positions Above the Fold
- ▶ In-house creative studio to provide ad creation
- ▶ 100% Share of Voice: +30%

(1) or 970 x 90 \*Please refer to targeting options

1 Desktop : euronews.com on desktop – 2 Mobile : euronews.com on mobile or Tablet - 3 Apps: euronews mobile & tablet apps

Available in **12 languages**, euronews digital platforms deliver the most comprehensive breaking news, business, sports, European affairs and major events coverage from around the world.



We also offer a wide range of interactive services and reports via live streaming, Live radio stream and video-on-demand.



A WIDE RANGE OF

TARGETING OPTIONS AVAILABLE

## CONNECT WITH YOUR AUDIENCE AND INCREASE YOUR DIGITAL CAMPAIGN EFFICIENCY

### language

Choose from any of the 12 languages available at no extra cost.

English, French, German, Spanish, Portuguese, Russian, Ukrainian, Hungarian, Greek, Turkish, Arabic and Persian.

### content

Benefit from the right editorial environment by selecting one of our site sections.

- ▶ Business
- ▶ Culture
- ▶ European affairs
- ▶ Sci-tech
- ▶ Sport
- ▶ Weather

NB: all sections also include News content. Please refer to CPM rates

### Geography

You can select the countries and cities that are the most relevant for your campaign.

- ▶ Up to 5 countries: +10%
- ▶ Up to 5 cities: +15%
- ▶ Above Free

### Audience

#### What is audience targeting?

We offer two types of targeting. **1<sup>st</sup> party** targeting allows you to target users according to their behaviour onsite.

**3<sup>rd</sup> party** targeting allows targeting users based on their online browsing habits and other data to determine interests, demographics and purchase behaviour powered by Lotame DMP

Bespoke audiences that blend both sets of data can be created for each campaign.

We have thousands of segments to choose from. Please contact us for more details.

- ▶ Audience: +15%
- ▶ Device: +20%

 **Connect**  
with your audience



# VIDEO ADVERTISING TO ENGAGE OUR AUDIENCE

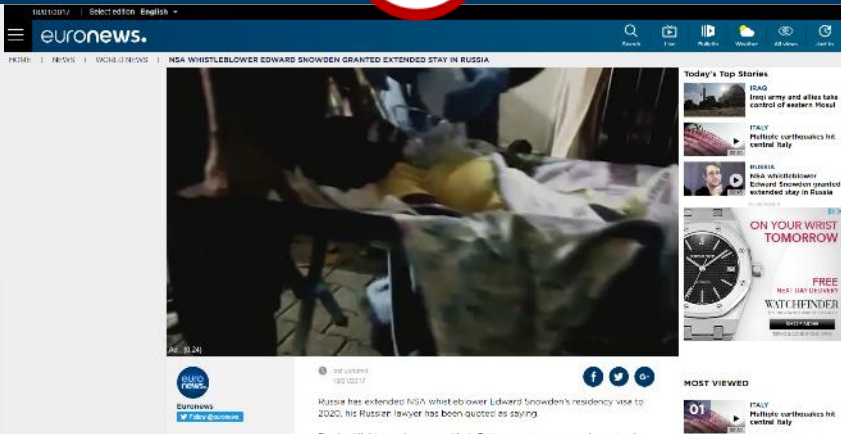
2018

## PRE ROLL ON LIVE AND VOD STREAMING

- ▶ On euronews.com
- ▶ Up to 3 million viewed each month on euronews services
- ▶ Video can be synchronised with an MPU.
- ▶ We accept 15 second pre-roll video, or 30 seconds with a skip function after 15 seconds has elapsed.

### CPM rates

Format	CPM
Pre-roll (Live and VoD) - ROS	98 \$
Pre-roll (VoD) – Content targeting	125 \$



### Video Packages

Package Level	Impressions
Silver	250,000
Gold	540,000
Platinum	860,000

- ▶ Extend reach by adding euronews YouTube channels.
- ▶ A CPM rate up to 50% lower than standard rate.



# YOUTUBE ADVERTISING

## TO EXTEND COVERAGE

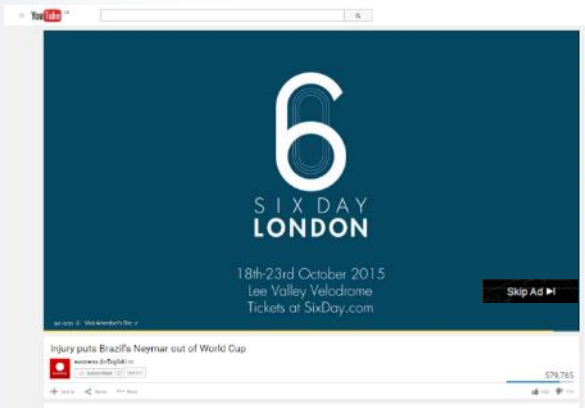
2018

# EURONEWS @ YOUTUBE, AN IDEAL COMPLEMENT TO EURONEWS DIGITAL

### Pre roll CPM rates

Pre-Roll	Skip	Non-Skip
Geo/Interest	72 \$	78 \$
Gender/Age/Lang	84 \$	90 \$

- ▶ 20 channels and 12 languages
- ▶ More than 3 million unique users and 42 Million views a month
- ▶ Just 2% audience duplication with euronews.com audience
- ▶ euronews is YouTube certified having reached MCN status



### Playlist creation

Our YouTube team can create a bespoke video playlist on the homepage of any euronews YouTube channel.

Playlist can be created around the theme of your choice with your brand in the title.

An ideal extension to your TV sponsorship of a euronews programme to gain more audience.



### Pre Roll

**Skippable Pre-roll video:** The user can choose to skip the Pre-roll video after 5 seconds.

**Non Skippable Pre-roll video:** The user must watch the complete Pre-roll video (Max 30 seconds).

Ads can be targeted by Geo, Time of Day, Frequency capped and Interest.



A **YOUTUBE** CHANNEL

CREATED AND MANAGED FOR YOU

2018

## LET US MANAGE YOUR YOUTUBE PRESENCE



Our You Tube team will combine sponsored content with custom playlists and manage the channel.



Regular SEO optimization and community management will ensure that the channel is a success from day one.

**“Globally unprecedented focus on education. And a web service that matches the work on the ground in scale and quality.”**

Professor  
D.Raja  
Ganesan  
Ph.D., Former  
Professor and  
Head,  
Department  
of Education,  
University of  
Madras &  
Editor,  
Experiments in  
Education”

