

**2023**

**TRANSPARENCY**

**REPORT**

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## **I) Scope**

Since being established in 1993, Euronews has had a close working relationship with the European Union while maintaining complete editorial independence.

This document sets out how Euronews meets the commitments it has made as part of this ongoing, strategic relationship.

Today, the European Commission co-funds a variety of aspects of Euronews' European content including a number of programmes and some linguistic editions. This includes: European news and live coverage of European event; Euronews' office in Brussels; the Hungarian and Persian linguistic editions; programmes including Global Conversation, Euronews Witness, State of the Union, Real Economy, Ocean, Smart Regions, Smart Health, The Road to Green, and Business Planet.

## **II) Standards and values**

As part of the contract governing this relationship, Euronews commits to ensuring its output meets the highest journalistic standards and values.

The principles of impartial, fair and balanced reporting are precisely the ideals upon which Euronews was founded and they are central to our mission. They are present in every story we produce, as we strive to meet the needs of a highly discerning and demanding European audience, and to combat rumor, misunderstanding, misinformation and fake news. We regard these journalistic ideals not just as a moral duty, but as key to our success as Europe's leading multilingual, multicultural news media. These values are fundamental to our reputation and credibility and give us a distinct voice and strong selling point in an increasingly challenging and divisive media environment. Over the years, we have strengthened and enhanced these editorial standards in a range of ways.

A full summary of Euronews' editorial responsibilities is available in our Editorial Charter. A full summary of Euronews' editorial responsibilities is available in our Editorial Charter.

### **1) Impartiality and Neutrality**

At Euronews we do not serve or promote any national, political or business interest in our coverage, we do not take sides. Euronews scrupulously avoids adopting any national viewpoint and takes a European view of all news. All Euronews content must be produced without pressure from any national or international institution, government, political party or pressure groups.

The obligation of independence dictates the conduct of all those participating in the process of preparing editorial content, from our newsgathering to broadcasting or publication. Throughout the content creation process, on-air and digital Euronews

journalists and their line managers rigorously monitor and refer to each other's work across our 12 languages (of which 3 are digital-only, namely Turkish, Arabic and Farsi –to ensure adherence to our standards of neutrality and non-national perspective. We ensure the pluralistic expression of opinion and viewpoints as a guarantee of the full exercise of freedom of communication. Euronews exercises editorial responsibility over all of its programming. Whenever we broadcast video and publish information we remain responsible and accountable for our content.

## **2) Objectivity, Balance and Fairness**

All Euronews output reflects a balanced representation and evaluation of the relevant facts. Our content is objective in the sense that we present all sides of a story and we do not take sides. We provide appropriate context, impartial information and explanations. Our journalists do not let themselves be convinced by one statement alone, we always keep an open mind about events and strive to present all sides of the story.

All Euronews content is balanced in the sense that we seek to offer equal space to all players or aspects of a story, appropriately. We present the relevant conflicting views or positions of each party involved in an event we cover. As information comes in and is addressed, each news story, sequence, segment is updated throughout the day adding new statements, reactions with relevant background and context. We aim to achieve balance and objectivity over the totality of our output, which we achieve through regular reviewing of our programmes and bulletins.

## **3) Accuracy and Clarity**

Euronews produces factual content, in which all facts and aspects of a story are properly sourced and researched, are faithful to reality and are presented in a clear manner. Any information that is not factually accurate is excluded. Information is clearly distinguished from comments, opinions and personal viewpoints. Any comments or opinions are clearly attributed.

## **4) European Perspective**

While Euronews has a global outlook we never lose sight of our European DNA and we strive to inform and enlighten our core audience about world events from a European perspective. This does not mean that we always prioritize European affairs over all other stories, but we find an appropriate context in our coverage of developments across the world. Our news and programmes reflect European angles and views on given events where relevant and our storytelling is crafted to reflect the interests and values of a European audience. Our Brussels bureau is a key component of this approach and its programmes provide a much-valued source of information on the political, social and cultural affairs that have a bearing on the lives of all Europeans.

“EU affairs” transcends the narrow definition of daily news reports about the activities of the main EU institutions. It involves in particular:

- Economic, political and cultural affairs of all Member States, compared and contrasted in the way in which they deal with the same issues;
- Decisions taken at national and regional level which have the potential to shape views on the EU or affect the daily lives of significant numbers of EU citizens in other Member States;
- Economic, political and cultural affairs of one EU Member State, illustrating to citizens of other EU countries how issues of common concern are addressed.

The “European perspective” comes from:

- Reporting on EU Affairs in the broadest sense of the word, i.e. going beyond daily news reports about the activities of the European Union institutions;
- Reporting national news from a cross-border perspective and issues that themselves have a direct influence on European Union policy;
- Reporting on international affairs relevant directly or indirectly to EU citizens, taking the European perspective into account, e.g. predominantly using commentators based in the EU or in a position that qualifies them to comment from a European point of view.

An appropriate coverage of EU affairs with a European perspective then means Euronews being seen by its viewers as:

- A reliable source of up-to-date news about the EU and the Member States, that is objective and informative;
- Providing the right balance for the viewers between local, European and international news;
- Contributing to debate about European issues;
- Contributing to a sense of European identity.

## **5) All Views**

Perhaps the most significant driver of the aforementioned journalistic standards and practices is our concept of “All Views”, which seeks to enhance our editorial values and capitalise on the unique qualities that we have to offer our international audience. Diversity of perspective has always been one of the core strengths of Euronews and the All Views mission reinforces that asset by presenting viewers with a meaningful, insightful and varied range of views and reactions to our stories, providing them with

the raw material to form their own views on global developments and trends. Our website features an All Views section that highlights viewpoints and comments in a balanced and considered way. Our team of international journalists, with their particular insight into national affairs are uniquely positioned to harvest opinion from within their own countries or spheres of specialist knowledge. Our newsroom, in effect, acts as the richest exchange of knowledge and information in the media world and we exploit this resource to the full through the All Views concept.

### **III) Management and supervision**

#### **1) Role and Composition of the Editorial Board and the Editorial Steering Committee**

The Editorial Steering Committee is a forum for regular dialogue between the Euronews management and the editorial staff on major editorial issues and this guarantees a real balance in the editorial governance of Euronews.

The Editorial Steering Committee consists of the Director of Publication (Chief Executive Officer), the Editorial Director (Chief Content Officer), the editors in chief and 2 elected staff representatives (journalists). This structure ensures a continuous debate on all editorial aspects related to editorial standards, editorial evolutions and plans, content oversight, complaints, monitoring, staff situations and in general any issues which may raise issues for the editorial independence, integrity and credibility of the Company. The steering committee meets on a quarterly basis.

The Editorial Board shall independently carry out its own analysis of any matter presented to it based on the information provided by the Editorial Steering Committee and the procedures of the Editorial Board.

#### **2) Activity of the Editorial Board in 2023**

Throughout 2023 the Director of Publication, the Chief Content Officer and the Chairman of the Editorial Board have ensured continuity in the treatment of major editorial issues, in accordance with the principles of the By-laws and the Editorial Board was held in November 2023 for an overview of topics covered throughout the year.

#### **3) External oversight**

In 2023, the reputable Osservatorio di Pavia media agency conducted three monitoring processes to assess Euronews coverage on the following topics: the Nagorno-Karabakh crisis, the Wagner rebellion in Russia as well as Euronews' coverage of the European Commission activities over a period of month. All the monitorings resulted in comprehensive reports stating that with each of the three topics Euronews complied with its fundamental editorial values and principles as well as the industry level media principles.

Media analysts of the Osservatorio di Pavia (OdP) reviewed dozens of news stories, applying an ad hoc qualitative content analysis form. The analysis investigated the level of compliance of the stories with several professional benchmarks, namely: balance, truth and accuracy, independence, fairness and impartiality, accountability, clarity, timeliness, relevance, variety, omissions of facts, if any.

In the news randomly selected for the three monitorings, the commitment of Euronews to fairness, accuracy and impartiality was noticeable, with no evidence suggesting biased coverage. The analysts concluded that in each of three topics,

Euronews presented the facts with due diligence, context and avoided any sensationalisms.

The stories adhered to the commitments of truth and accuracy. First-hand and second-hand sources were distinguished, and the reports were based on credible sources, verifiable facts, and sound evidence. Opinions and conjectures were distinguished from facts, abiding by the benchmarks of the Euronews editorial policy on news reporting and to broader recognised good practices in journalism.

The principles of clarity, promptness, and relevance mostly informed the news stories. The media coverage focused on the latest events and brought to the audience relevant information. In line with the Euronews editorial charter, the coverage avoided sensational or antagonistic language.

Although Euronews generally complied with the main professional standards, the OdP noticed minor shortcomings in each of the three cases, mainly linked to useful contextual background.

### **Overall assessment of the editorial independence of the media: <sup>1</sup>**

During its prolonged coverage of the Nagorno-Karabakh crisis between Armenia and Azerbaijan and Europe's implication in this long-standing conflict as well as with the fast-moving evolution of the Wagner rebellion, Euronews applied unabated its editorial policy of factual journalism based on its fundamental editorial values of accuracy, balance, and objectivity. With the highly emotional aspects of the Nagorno-Karabakh coverage, Euronews stayed the course of its journalism with its factual journalism, fairly portraying all aspects of this event, with the presentation of the views from both sides. We received various feedback especially on social media which we quickly reviewed vigorously and in good faith - and our analysis showed that there was no bias and our journalism respected all editorial values presented above, a reality which we presented publicly in our response letters.

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<sup>1</sup> Please note that the text below is based on reports produced by the Osservatorio Di Pavia and focuses only on the topics agreed between euronews and the Osservatorio Di Pavia in September 2023.

With the fast-moving, high-stakes Wagner rebellion, Euronews only chose official, verified information, staying away from rumours or disinformation in a responsible way. We constantly updated our audiences in real time with the main evolutions of this crisis.

With the coverage of the European Commission activities Euronews constantly aimed at presenting all sides of any debate in a factual manner, with objectivity, accuracy, and balance.

Therefore, we at Euronews are confident that we safeguarded the editorial independence and all editorial values during what has been an unprecedented news coverage.

#### **4) Management**

In the News unit, Euronews' language services consist of journalists with a significant depth of editorial and production experience covering international news. They work under the daily supervision of Editors of the Day for each language section. Four Deputy Editors in Chief in our central newsroom in Lyon coordinate the overall daily news operations.

The entire content editing is supervised and decided by one Editor in Chief for News in our Lyon newsroom together with one Deputy Editor in Chief in our Brussels bureau.

The content unit is coordinated by a Chief Content Officer who is in charge with the respect of all editorial values and strategies.

The most important stories of the day are centrally edited and become mandatory for each language team. This is one edit based on Euronews' editorial values written by all teams based on a guide script which sets the angle and the content. All Euronews content on television and digital is based on our unique pan-European perspective.

A head of language for each team is responsible for checking the quality of the output and establishing best practices for his or her team.

The newsroom managers have several daily and weekly meetings to outline the editorial agenda for each day and planning ahead, and to ensure that editorial values and independence are maintained.

The language services are managed by three Deputy Editors in Chief, overseen by the Editors in Chief, who in turn report to the Chief Content Officer. On a daily basis, the production and output of each language service is carried out by dedicated Editors of the Day for each language. The daily main stories covered by all language services are decided in a morning and an afternoon editorial meeting, where the



editors and their managers discuss all events, ways to cover the stories, sharing all the information and productions of all language teams.

The so-called core language teams, which are English, French, Portuguese, Spanish, Italian, German and Russian, operate both on television and digital platforms simultaneously. They cooperate constantly in devising common coverage plans and establishing ways to produce the main stories, sharing all editorial and production resources of the overall newsroom.

Euronews also operates for language services on digital platforms only: Turkish, Arabic, Persian.

In 2022, the Greek and Hungarian services switched to a hybrid TV-Digital video-based with a Digital First approach, meaning the long term productions and workflows are evolving towards digital-native formats, one content for both TV and Digital platforms.

The embedded digital journalists work with TV journalists to reflect TV output on digital platforms, update TV stories on digital platforms in real time, and output digital-only content that is complementary to the TV news agenda. The self-contained teams operate in tandem with TV teams, ensuring the availability of TV output on digital platforms, collaborating on stories in multiple languages, as well as generating original, digital-only, content that enhances Euronews' coverage for their audiences.

In 2023, Euronews built and implemented its so-called digital transformation towards a "Digital First" approach meaning that the entire newsroom converges towards a digital-first publishing system, by producing a "one-content for all platforms" system.

The Editors in Chief ensure balance across the entirety of the output, while the Chief Content Officer takes charge of overall strategy and direction.

Euronews operates a large network of permanent correspondents and freelancers together with the editorial and production bureaux in Brussels.

The Hungarian and Greek language services' teams are based in Budapest and, respectively, Athens. In addition to the daily centralised output, they also produce a variety of content in their own countries and regions, deploying journalists to major events and key European stories. These stories work both for television and digital, in the sense that the core European languages based in Lyon take the Hungarian and Greek self-produced stories to their output.

Our Brussels bureau is the center-stage of our European Affairs coverage, operating a full team of journalists from all language services who act as correspondents for all. They produce a variety of daily news stories and other elements for the News bulletins with news packages and relevant interviews of key players in Brussels and Strasbourg.

## **IV) Summary of performances in 2023**

### **1) Programmes**

In 2023, Euronews was mobilised again to bring viewers the latest on the political, economic, humanitarian impact of the war in Ukraine as well as the ensuing war between Israel and Hamas. These major events provided the overall context for most of our flagship current affairs programmes, Global Conversation and Witness, from our trademark European perspective.

#### **THE GLOBAL CONVERSATION**

During the World Economic Forum in Davos, we interviewed at length Polish president Andrzej Duda and Croatian Prime Minister Andrej Plenkovic on Europe's response and political evolution regarding the war in Ukraine. In our traditional partnership with the WEF, Euronews organised and conducted a panel event during the Davos conference called "War in Europe" with the panelists being Moldovan president Maia Sandu and Finnish Prime Minister Sana Marin.

Also, during the WEF in Davos, we conducted a second panel called "Europe's Pandemic" with health officials and academics about the lessons learned in Europe's response to the Covid pandemic.

At the Globsec summit in Bratislava we conducted a panel on Europe's security in the context of the war in Ukraine, with Polish Foreign Minister Zbigniew Rau, Slovakian Foreign Minister Miroslav Wlachovsky and former Estonian president Kersti Kaljulaid.

During 2023, we also interviewed the president of the European Council Charles Michel, the EU's High Representative for Foreign Affairs and Security Policy Josep Borrell as well as US Secretary of State Antony Blinken, all on the massive impact of the war in Ukraine across Europe.

Together with the Brussels-based think tank Center for European Policy Studies, we produced a special Global Conversation on the war in Ukraine, interviewing Margrethe Vestager, European Commissioner for Competition; Marija Pejčinović Burić, Secretary General of the Council of Europe and Svetlana Tikhanovskaya, the leader of the Belarusian Democratic Movement.

On the ongoing tensions over Kosovo, we interviewed Serbian president Aleksandar Vucic and the Prime Minister of Kosovo, to bring our viewers their two-opposing views on these concerning evolutions for Europe.

On the ongoing controversies around migration in Europe, we interviewed Antonio Vitorino, the director general of the International Organisation for Migration.

As Europe's premier news channel, Euronews conducted in-depth interviews with European Commissioner for Home Affairs Ylva Johansson, Commissioner for the Environment, Oceans and Fisheries Virginijus Sinkevicius, Commissioner for Home Affairs Ylva Johansson, Commissioner for Values and Transparency Very Jourova, Commissioner for Internal Market Thierry Breton, the EU envoy for Russian sanctions David O'Sullivan and European Ombudsman Emily O'Reilly to bring our European viewers the EU's top representatives views on these themes.

For the Bulgarian elections we conducted two interviews in the same programme with the main elections contenders, Kiril Petkov and Bojko Borisov.

We mounted a special Global Conversation with United Nations Population Fund Executive Director Natalia Kanem and European Commission Vice-President for Democracy and Demography, Dubravka Suica on the opportunities and challenges of the demographic evolutions across Europe and the world.

## **EURONEWS WITNESS**

From January 2023 until December 2023, we produced 36, weekly 10-minute programmes and five 20-minute special reports.

Socio-economic issues impacting the lives of Europeans informed our production agenda, as did climate change-induced disasters and access to water. Migration was featured in several of our reports. We also reported from countries, which are candidates or potential candidates for EU membership.

Here are the highlights of the season:

In mid-January, we documented Albania's massive emigration to Western Europe, with record numbers of youths leaving the country for better economic opportunities. The country has one the world's largest diaspora. Many blame politicians for failing to create incentives that would make them stay, starting with a sub-standard education system.

In early February, we looked into how the way we build our cities and towns has to adapt to climate change and natural disasters. Our reporter traveled to Italy, France and Germany to find out whether local and national governments have reviewed the reconstruction of habitable areas in the wake of natural disasters (20-minute report).

That same month, we devoted another 20-minute special report to the one year of the war in Ukraine. Our reporter collected testimonies of civilians from all occupations, trying to go on with their lives and when possible, their businesses.

In March, we devoted two reports to the pension reform in France and the strong opposition of unions and workers in the country. In the first report, we sought to understand why so many French are rejecting the reform when most Europeans

already retire at an older age. In the second report, we looked into why young French are massively turning out in street protests when retirement is a long way off for them.

In May and early June, we aired a two-part series on migration to Europe. The first episode sought to explain the record-high arrival of migrants in Italy and large number of deaths at sea. The second episode took us to Tunisia to find out who the would-be migrants to Europe are. We also looked into Europe's migration policy as NGOs accuse Europe and its institutions of letting those fleeing conflict and poverty die at sea.

In mid-May, we documented a historic drought in southern Spain where water theft is becoming rampant as irrigation-dependent farming – both legal and illegal -- takes up more and more land. Two thirds of Spain are under threat of desertification.

In end-June, we traveled to Serbia where tens of thousands of people are hitting the streets of Belgrade protesting against the government and President Aleksandar Vučić. Protesters denounce an atmosphere of fear and corruption. We also met with President Vučić's supporters who also take to the streets.

In July, we produced a 20-minute episode on the root causes behind nationwide riots in France, following the killing of a 17-year-old boy by a police officer in a Parisian suburb.

In September, we travelled to Hungary to find out how the country makes up for the shortage of local workers. Despite a strong anti-immigration stance at the EU level, the government is opening the country's doors to hundreds of foreign workers from third countries

In end- September, we boarded a rescue ship whose mission is to save migrants' lives in the Mediterranean Sea. Our reporter joined the 'Humanity 1' crew for 11 days, navigating on the deadliest migration route to Europe to tell the story of a rescue from the inside (20-minute report).

In October, ahead of Poland's general elections, we profiled first-time voters and found that their political views reflect the deep divisions of Polish society.

In November, we produced two reports on the Israel-Gaza war, talking to both Israelis and Palestinians while shedding a light on the role of Europe in the conflict.

In December, as the European Commission had just renewed the authorization to use Glyphosate for another 10 years, we met advocates and opponents of the controversial pesticide.

## 2) Brussels office and the network of correspondents

In 2023, Euronews' "All Views" philosophy has been expressed by the range of interviews and reports it has conducted throughout the year across Europe. By questioning key players in the Commission and Parliament, as well as experts throughout Brussels, combined with a variety of reports from Euronews journalists from the streets of Europe, we provide a key link between national interests and pan-European policy thinking as well as Europeans' daily concerns.

The longer format programmes produced from Brussels – State of the Union and The Global Conversation, as well as our digital output – provide more opportunities to go deeper into policies and concerns at the heart of the European decision-making process.

During 2023, the Brussels bureau remained the core of our multilingual European Affairs operations. We gave citizens across Europe insights into European policies and explained how they impact their daily lives.

At the same time, we informed our audiences about how legislation is made and how political battles at the level of political groups and member states shaped decisions. We also provided detailed information to the economic sectors influenced by these decisions.

And all in all, our multinational journalists explained in eight languages how these decisions impact the changing international context.

For this our correspondents continued to produce original reports and questioned the key players of the European institutions, including Commissioners, MEPs, civil society representatives and industry representatives.

In terms of format, the Brussels newsroom worked on two main fronts: the television content, which is the original essence of Euronews, and the digital content, which has been expanding rapidly through the My Europe digital section.

Our TV and digital workflows are now well established. This allows us to be faster when publishing news, but also to provide greater depth of analysis with adapted formats.

We also launched our new European affairs talk-show "Bruxelles, je t'aime?" in English and Spanish, and occasionally in German. Our talk show is produced from our Brussels studio in which politicians, experts and civil society representatives analyse the most topical EU issues for our European audiences.

In terms of content, there were two major news fronts: the war between Ukraine and Russia, and the war between Israel and Hamas. Both with serious repercussions for Europe, which we covered in detail.

Euronews' European Affairs correspondents based in Brussels travelled across Europe to cover the main political events and we also travelled with President Ursula Von Der Leyen to China and to Kyiv when the European Commission met the Ukrainian leadership for a special summit.

We also dealt with European legislation and analysed landmark bills in detail. These included the Digital Services Act and the preliminary approval of the EU's Artificial Intelligence Act, a world-first attempt to ensure citizens are protected from the disruptive impact of the fast-evolving technology.

The Green Deal remained a priority on the political agenda, even if a certain legislative fatigue was observed. We provided in-depth coverage of a bitter political battle around the Nature Restoration Law and the phasing out of combustion-engine cars.

Migration was also another of the year's hot topics, with a last minute agreement reached by the end of the year on the EU's major overhaul of its migration policies, capping off a three-year effort that at times seemed doomed to fail.

We also followed the corruption scandal at the European Parliament, with the release of ex-EP vice-president Eva Kaili, alongside some exclusive interviews.

Throughout all this coverage, we want to guide viewers through the intricacies of European affairs and put the spotlight on the matters which affect us all with our first-hand, original reports.

In addition to the Brussels bureau productions, Euronews' correspondents covered the various European evolutions of 2023, focusing on the lives of Europeans on multiple aspects..

### **3) Digital strategy**

Euronews has been undergoing a digital transformation of its newsroom for the last year to put digital at the heart of its news offering. This means thinking with a more digital mindset - stressing the importance of good visuals and human stories. This was designed to connect with our audience and encourage them to consume our content more.

Our digital strategy is to always think of the headline or angle that will make our content as compelling and useful as possible for our audience - both in text and also in digital video. This approach has helped us to deliver more than 1bn page views in 2023 – a new record for Euronews.

We have introduced data to our editorial meetings and started a weekly review meeting in the newsroom of our successes and what we can learn from them.

We have been hiring journalists for our new bureaux in the European capitals as well as our expanded office in Brussels and have been concentrating on hiring journalists with strong digital skills.

This year we will focus more on developing our editorial pillars that deliver on audience needs – catch me up, compare, connect, how to and opinion.

Our approach is increasingly data-informed which means we answer the questions we can see our audience is asking. With this approach we hope to improve the impact of our output - increasing the number of people who consume our content but also focusing on how long they are staying with our content - improving the dwell time of our pages so that we know the audience is finding our content offer as useful as possible.

We tell our stories in our key European languages to share our best content and ideas with as wide an audience as possible across Europe.

Our content verticals have performed really well over the past year and we will continue to build on the success of Euronews Next, Euronews Green, Euronews Travel, Euronews Culture and My Europe to continue to connect with emerging audiences in Europe, to identify their needs & expectations and to offer them well-crafted, original and relevant content in accessible and effective digital storytelling formats.

We believe European topics and issues where we can find structured data from certified data sources, and develop “compare” stories across Europe, particularly using data visualization techniques – is a particularly compelling offer.

## **V) The role of our audience in shaping our offering**

Euronews gauges digital audience opinion through these main routes:

- Monitoring audience behavior and consumption patterns through GDPR-compliant analytics. This method reflects the views of the entire Euronews audience. We have introduced deeper measurement tools, such as Chartbeat, to understand better how our users engage with digital text, video, and the website as a whole (UX)
- Monitoring off-platform performances of our content (outside of euronews website & mobile app). An important amount of our content consumption is made through distribution on social networks, YouTube but also news aggregators & content portals. It allows us to get a 360 view of our audience.
- Linking audience performances and navigation context (type of content, editorial categories)

- Receiving audience opinion on our website, newsletters, apps, and social platforms. Usually, our most engaged users are the ones who provide the most specific feedback in this way.
- Panel-based surveys, focus groups, and online market research on non-Euronews platforms. This helps us understand what our audiences care about, how they experience our digital properties and output, what they think of it, and how they think we might improve. It also helps us understand how to retain existing audiences and attract and build new ones.

The feedback is used to:

- Help inform editorial choices
- Develop our production and distribution strategy
- Influence design and functionality across our platforms and products

Audience monitoring was a key element in the creation and launch of the new digital verticals in 2021, Euronews Green, Euronews Travel, Euronews Next & Euronews Culture and My Europe in 2022. Each dedicated editorial team is able to make daily evolutions on their priorities based on the performances of the content coverage.

We also continue to train both TV and digital journalists in how to read and interpret digital analytics, so they can see which content audiences are engaging with in their language, and respond to audience feedback and preferences.

- **Examples of feedback**

We receive data from **Google and Apple** relating to Euronews apps.

- No of reviews on Store: 1.1K
- No of emails to App Support: 748
- Average rating 4.3/5 on Stores (iOS + Android)

**Euronews Brand Tracker, GWI**

*June 2023*

Statement	% of euronews consumers who agree
Covers a greater variety of stories and countries	79.20%
Credible	78.50%
In depth	78.00%
Trustworthy	77.00%
Sticks to the facts	76.90%



Statement	% of euronews consumers who agree
Balanced	73.90%
Has a greater diversity of standpoints	73.70%
Insightful	73.60%
Impartial	62.30%

- **Feedback and complaints**

Euronews welcomes user feedback and complaints, which are dealt with by each head of language edition. Depending on the type of complaint and sender, Euronews escalates the complaint to the editors in chief or the chief content office in order to proactively answer the raised case.

Euronews receives a variety of feedback each day, from comments on events, stories to suggesting coverage ideas, invitations, all through the Contact Us section on each language service website. The feedback also covers non-editorial aspects such as technical issues with the digital platforms or distribution questions. These are forwarded to the appropriate teams for consideration.

All feedback and complaints are urgently reviewed by the editorial management followed up by swift action in answering them.

We did not encounter major issues with the complaints and feedback in 2023.

Feedback and complaints can be communicated in any of Euronews languages via our contact page <http://www.euronews.com/contact>