

## Euronews launches « Euronews Next », a vertical dedicated to business and new tech



Lyon, France – 16<sup>th</sup> June 2021 – Euronews, Europe’s leading international news media, is launching today its latest vertical “[Euronews Next](#)”, covering innovation and the new economy from a European perspective with a focus on the future of money, work, health, home and mobility. The launch coincides with VivaTech, the world’s rendezvous for startups and leaders to celebrate innovation, of which Euronews is a media partner.

Euronews Next aims to help the next generation of business leaders think ahead by providing insight and analysis into the trends that are shaping our future. Euronews Next shows how some of the world’s biggest problems are being solved through technology, creativity and innovative thinking. It’s the impact of innovation on people’s lives that will be at the heart of Euronews Next.

**Ali Ihsan Aydin, Deputy Editor-in-Chief, Digital Platforms at Euronews said:**

*“Euronews has long been the go-to media for Europe’s business and political decision makers, so we already have an established audience for this new editorial offering. We want to go further and bring more relevant content to these audiences while also targeting new audiences, young entrepreneurs and business leaders looking for new perspectives and solutions. We want to give our audience an edge on their competition by always informing them of trends that will be the next to influence their business.”*

As part of Euronews Next’s launch, original series will be launched, including “Changemakers”, highlighting five women in business. The series is produced as part of the vertical’s partnership with the 2021 edition of Cannes Lions (21 – 25 June), the annual summit of creativity in the advertising industry. Euronews Next will also launch a



documentary series in September called "The Edge" followed by a podcast series, both presented by Tom Goodwin, author of *Digital Darwinism*.

Euronews Next will be attending Mobile World Congress in Barcelona (28 June – 1 July) to cover the latest trends, innovations and news.

The platform will also be inviting global business leaders and thinkers to present their opinion in an op-ed section called "Re:Think", launched both on Euronews Next's page and on Euronews' LinkedIn page. A [weekly newsletter has also been launched](#) and will be issued every Friday.

From an advertising point of view, the new vertical will offer a range of opportunities for brands seeking to connect with these European audiences.

**Carolyn Gibson, Chief Revenue Officer at Euronews said:** *"Euronews Next will allow Euronews to strengthen its position as a leading media for international audiences and thereby grow its attractiveness to advertisers seeking to associate with high quality specialised content in a brand safe environment. We are proud to have SAP come on board as Euronews Next's launch partner."*

The launch of Euronews Next is part of Euronews' strategy to develop further its digital offer. With almost 19M followers/ subscribers on social media platforms and an average of 23M+ unique monthly visitors on its website and app, Euronews already has a strong digital audience.

Euronews will continue to develop digital formats, both to meet the needs of its existing audiences for more specialized and in-depth content and to attract new audiences. Following the success of [Euronews Green](#) and [Euronews Travel](#), and now Euronews Next, Euronews is planning to launch, in the coming months, verticals dedicated to European affairs, culture and a new video format delivering positive and solutions based storytelling.

Unapologetically impartial, Euronews is a trusted brand that has been delivering quality news for almost three decades, welcoming all views and all voices so that audiences can be empowered to form their own opinion.

Euronews broadcasts in 160 countries and is distributed in over 400 million homes - including 67% of homes in the European Union and United Kingdom. Euronews is available in 15 language editions and has a strong and growing presence on digital platforms.

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Euronews is Europe's leading international news media. Its mission is to empower people to form their own opinion, through offering a diversity of viewpoints: Euronews is "All Views".

Since its launch in 1993 in Lyon (France), Euronews has been delivering impartial news trusted by audiences across the world, available in over 400 million homes across 160 countries, including 67% of homes in the European Union + the UK. It reaches over 140 million people every month, be it on TV or digital platforms.

400 journalists of more than 30 different nationalities work across Euronews' 12 language editions, covering European and world news 24/7 in Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish. Since 2018, Euronews has launched five branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia, Euronews Romania and Euronews Bulgaria.

In 2016, Euronews group launched its sister channel Africanews, the first pan-African multilingual and independent news outlet.

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