

EURONEWS - INFORMATION TELEVISION IN THE WORLD

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Annotation: This article provides detailed theoretical information on the importance of the Euronews news program in the world.

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Founded on January 1, 1993, Euronews is a European day-to-day news channel that combines video chronicles of world events and audio commentary in thirteen languages¹. Euronews covers world events from a European perspective. Emergency information is quickly transmitted from the scene in live format; The regularly updated report is broadcast every half hour and includes stories on major socio-political events, financial news, sports news, a report on the activities of the European government, and weather forecasts in Europe and the world.

In addition, a number of thematic programs are devoted to cultural events, the development of science and high technology, environmental protection, various problems of the population of the European region and other topical issues. In 2009, Euronews' cable, satellite, and broadcast broadcasts reached more than 294 million homes in 150 countries, including Europe, Africa, Asia, Australia, North and South America, and the Middle East.

During the first war in Iraq in the early 1990s, the dominance of CNN around the world became apparent. Then, at the initiative of the European Broadcasting Union, it was proposed to give Europe a response to the information problems of our time and the need to strengthen the new interethnic self-identification of the peoples of the continent. In June 1992, French television, RAI, Portuguese radio and television, Greek radio and television, Spanish television, Ileisradio, Tele Monte Carlo, French-speaking Belgian radio and television, the

¹ Новая штаб-квартира телеканала «Евроньюс» в Лионе. Euronews (14 октября 2015). — Новости. Дата обращения: 25 октября 2015. Архивировано 20 октября 2015 года. <https://archive.li/cNYii>

Cyprus Broadcasting Corporation and the Egyptian Broadcasting Corporation. which, in turn, meant SOCEMIE, which began broadcasting on January 1, 1993, in five European languages: English, French, Spanish, German, and Italian.

In 2001, the All-Russian state television and radio company bought a 1.8% stake in SECEMIE, and on October 2, 2001, the full Russian version began broadcasting. On April 24, 2003, the shareholders of the broadcasting repurchased the shares of ITN. On May 11, 2004, the share of VGTRK shares rose to 16.94%. On May 27, 2008, the Spanish Radio and Television Corporation (reorganized in 2007 as the Spanish Radio and Television Corporation by merging Spanish Television and the Spanish National Radio) sold its stake in the capital to SECEMIE. On September 8, 2005, Ukraine acquired a 1% stake in NTC SECEMIE, but the Ukrainian version of Euronews was launched only on August 24, 2011.

In the late 2000s, non-European versions of the channel were launched: on July 12, 2008 - in Arabic, and on October 27 - in Persian. On December 19, 2008, SECEMIE and SOCEMIE merged into Euronews SA. In 2009, the Turkish Radio and Television Corporation bought 15.70% of the TV company's capital, and on January 30, 2010, the full Turkish version was launched. On January 11, 2011, the channel switched to a 16: 9 broadcast format.

On October 2, 2012, Euronews SA launched Euronews Radio in English, Polish, German, French, Italian, Spanish and Russian. In early 2010, several more versions of Euronews were launched in European languages: June 16, 2011 - in Polish, December 18, 2012 - in Greek, May 30, 2013 - in Hungarian.

On April 20, 2016, Euronews SA launched a 24-hour Africanews [en] news channel broadcast in French and English in 33 countries on the African continent.

Since November 2016, Euronews has been in a strategic partnership with the American company NBC, which has acquired a 25% stake in the European

broadcaster. As of November 1, 2016, the English version of the channel began broadcasting in high definition (HD).

After successful negotiations with the European Commission, which feared the partnership would lead to the "Americanization" of Euronews, NBC Universal News Group finally bought a 25% stake in Euronews in February 2017 for \$ 30 million. Deborah Turness, President of NBC News, has been appointed Head of International Operations, and Michael Peters, the current CEO of Euronews, who has headed it since 2004, has been named CEO of the new partnership. Both will report directly to NBC News chief Andrew Luck. As a result, the partnership became known as Euronews NBC².

Although Naguib Sawiris and NBC News have the largest stakes in Euronews, with SOCEMIE members providing editorial control, the broadcasters will have seven branches on the editorial board, unlike Sawiris (three seats) and NBC News. Euronews reduces rumors about the "Americanization" of values. Editorial control is carried out entirely by Euronews teams, with NBC focusing only on planning and coordinating tasks. After the partnership was established, video reports from NBC News properties began to appear frequently on the channel, and NBCNews.com reports began to be broadcast on its digital platforms.

On May 9, 2017, Euronews split its service into 12 language publications, nine of which have a voice-over channel in their own language, but now includes content, broadcast graphics, with the exception of some segments, and the lower third. The Global Strategy allows language editing teams not only to share their content with other languages, but also to personalize the content and presentation of their channel by producing content that is relevant to the local audience and allowing local reporters and presenters to appear on camera. The divorce process ended on May 24, 2017.

² Palmeri, Christopher. "NBC Acquires Stake in Euronews, Taps U.S. News Chief to Lead It". Bloomberg L.P. 14 February 2017. <https://www.bloomberg.com/news/articles/2017-02-14/nbc-acquires-stake-in-euronews-taps-u-s-news-chief-to-lead-it>

In addition to the division of the main language, broadcasting for German, Spanish, Portuguese and Turkish channels has been suspended, and now only fiber-optic IP connectivity is possible. In particular, the suspension of the German-language channel on the satellite caused dissatisfaction among many German satellite TV owners, as a result of which it was restored on July 25, 2017 via an unencrypted SD tape located on the Astra 1L satellite along with the French-language channel³. In addition, publications in Arabic and Persian were available only on the Euronews website and applications, as well as on social networks, and television broadcasts were suspended. In addition, the Ukrainian publication was suspended due to lack of funding from the Ukrainian government and disputes over its broadcasting license. The Turkish channel will eventually be completely shut down after TRT stopped supporting its international news channel TRT World.

Finally, the English-language Euronews channel has been recognized as the World Edition, and distribution to buildings on the American continent via fiber-optic IP connectivity will begin in 2018. These changes resulted in the elimination of 43 employees, mainly from the Ukrainian edition, which led to major layoffs and a more flexible role for production staff.

In 2018, Euronews' English-language channel began a phased update of its programming schedule, releasing a new schedule of leading programs to complement its existing shows. This can be seen from the success of special reports and weekly programs submitted in recent years. In addition to the traditional news shows featuring news readers, debate programs, talk shows, and long-running shows led by newcomers began to be offered on a weekly basis, with Euronews correspondents from different nationalities offering contextual coverage.

On May 24, 2017, Euronews changed its broadcasting strategy: instead of a single video stream in several languages, 12 independent TV channels with

³ Krieger, Jörn. "Euronews puts German channel back on satellite". Broadband TV News. 26 July 2017. <https://www.broadbandtvnews.com/2017/07/26/euronews-puts-german-channel-back-on-satellite/>

different video sequences and programs appeared, and independent news releases began to form for each country. From May 22, 2018, the channel will broadcast the program "Good morning, Europe" every day. According to Euronews' current editorial charter, the multilingual news channel's mission is to "provide round-the-clock coverage of European and world news in the context of building a partnership between the European Union and the Mediterranean." This should complement the "international broadcasting industry" that dominated Anglo-Saxon television before the advent of Euronews. Euronews is pursuing its goal "in close cooperation with the channel's shareholders" and "in the spirit of multiculturalism of the European Broadcasting Union".

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