

Euronews partners globally with Pluto TV starting with the US



Lyon, France – 6th May 2021 – Euronews, Europe's leading international news network, has signed a global partnership with Pluto TV - the leading free streaming television service - which started with the launch of Euronews' Spanish language edition on 5th May in the United States.

Euronews in Spanish's addition to the platform comes as Pluto TV unveils *Pluto TV en español*, an update and expansion of its pioneering US Hispanic category. With over 40 channels, streaming for free, the category is now double its original size featuring 20,000 hours of multiethnic and multilingual content from hit television shows, favorite movies, news, sports, realities and more.

Euronews in Spanish will offer Pluto TV users 24/7 live TV coverage from a European perspective, including round-the-clock fact-based news bulletins, as well as dedicated shows covering topics like science, climate, business, current affairs and culture.

With this latest move, Euronews continues to grow its presence in the United States. The recent digital distribution development has enabled Euronews to reach 90 million new monthly users on various platforms in the United States in the last few months alone.

Maxime Carboni, Director of Worldwide Distribution at Euronews said:

"We are proud to be launching Euronews on Pluto TV starting with in the new 'Pluto TV en español' category in the US. We have considerably increased our reach in the United States over the last few months, as audiences are ever more eager to access quality impartial fact-based news and other content. Our distinct perspective has for the last three decades enabled us to be a trusted and well-known network. Through global partnerships, like this one, Euronews is strengthening its position as one of the fastest growing news networks of the streaming industry."

Paul Edwards, Vice President, Content, Pluto TV Europe, said:

"This global partnership with Euronews is testament to the depth and quality of the content available on Pluto TV. We strive to deliver unique experiences to our audiences worldwide, through important partnerships and carefully curated content, while combining the best of traditional TV and streaming. We are delighted to enrich our news offering to US audiences, and we look forward to rolling out the partnership in other markets."

Unapologetically impartial, Euronews welcomes all views and all voices so that audiences can be empowered to form their own opinion. With 12 distinct cross-platform language editions and bureaus and correspondents across the world, Euronews cultivates a “glocal” approach to news, brining global media content tailored to the expectations of local audiences.

Euronews broadcasts in 160 countries and is distributed in over 400 million homes - including 73% of homes in the European Union and United Kingdom. With 19 million followers on social media platforms and over 23M average monthly unique viewers on its website and app, Euronews has a strong presence on digital platforms. According to the Global Web Index (2020), it reaches over 140 million people, both on TV and digital platforms.

Pluto TV en español brings an authentic and artisan approach to the market, with specially curated channels designed to reflect the rich tapestry of the US Hispanic community. *Pluto TV en español* is the most comprehensive, one-stop-destination to stream English & Spanish speaking content, reflecting the unique duality of the culture.



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Euronews

Euronews is Europe's leading international news channel. Its mission is to empower people to form their own opinion. Euronews is unapologetically impartial and seeks to offer 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 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.

In 2017, Euronews renewed its offer by launching 12 distinct language editions, with a "glocal" approach to news: Euronews continues to grow as a global media offering content adapted to the expectations of local audiences. Aside from round-the-clock news coverage, Euronews has dedicated shows covering topics like science, climate, business, current affairs and culture, both on television and on its digital platforms.

With a team of 400 journalists of more than 30 different nationalities and correspondents across Europe, Euronews' 12 cross-platform language editions cover European and world news 24/7 in Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish.

With its headquarters in Lyon, Euronews also has offices (editorial and/or commercial) in Brussels, Athens and Budapest, Berlin, London, Paris, Luanda, Johannesburg, the United Arab Emirates and Singapore. Since 2018, it 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.

www.euronews.com www.africanews.com

Pluto TV

Pluto TV, a ViacomCBS Company, is the leading free streaming television service, delivering hundreds of live and original channels and thousands of on-demand movies in partnership with major TV networks, movie studios, publishers, and digital media companies. Named by Fast Company as one of 2020's Most Innovative Companies, Pluto TV has a global audience of over 43 million monthly active users and an international footprint that spans three continents and 25 countries throughout the US, Europe and Latin America. Pluto TV is available on all mobile, web and connected TV streaming devices where millions tune in each month to watch premium news, TV shows, movies, sports, lifestyle, and trending digital series. Headquartered in Los Angeles, Pluto TV has offices across the United States, Europe and Latin America.

