

Euronews Albania recognised for its commitment to “fairness, accuracy and impartiality”



Lyon, France – 27 January 2021 – World-renowned media analysis consultancy firm Osservatorio di Pavia has recently issued an independent report recognising Euronews Albania for its commitment “to fairness, accuracy and impartiality, with no evidence suggesting biased reporting.”

Euronews Albania is a Euronews branded affiliate delivering local, national, regional and international news to Albanian-speaking audiences. The report was commissioned by the Euronews group one year after its Tirana-based branded affiliate first started broadcasting.

Through an analysis of different news stories produced by Euronews Albania over the last few months, the Osservatorio di Pavia further concluded that:

- “The independence of the journalists never appeared undermined in the news stories.”
- “Independence and editorial freedom from external interests informed the news coverage”.
- “Most news stories gave accounts of diverse viewpoints, respectfully and truthfully presented.”

- “National viewpoints did not prevail over the effort to provide a pan-European and cross-border perspective.”
- “The journalists based the stories on credible and reputable sources and reported accurately about the opinions expressed by interlocutors.”
- “In the coverage of the Covid-19 pandemic, opinions and conjectures were clearly distinguished from facts.”

François Chignac, Editorial Manager Branded Affiliates at the Euronews group said:

“We were very satisfied to read the Osservatorio di Pavia’s conclusions on Euronews Albania’s news coverage. Euronews Albania was launched with the specific aim to provide a strong independent and impartial media with a European perspective, just as Euronews has always done. We are proud to see that one year after it started broadcasting, it is fulfilling this promise and has developed high quality programmes bringing a distinct offer to the region’s media landscape.”

Ilva Tare, Head of News at Euronews Albania said: *“Our team is flattered and proud to reach such a high score on quality reporting and professional standards. Euronews Albania journalists strive to make a difference in the Albanian and regional media market, by offering a different view of the daily news that includes all sides of the story and most importantly by remaining impartial and unbiased in a heavily politicised media environment.”*

Euronews Albania was the first of Euronews’ branded affiliates to start broadcasting in November 2019, employing 128 people. It has gone from strength to strength since.

Today, Euronews Albania produces seven live one-hour long news shows. Its flagship 90 minute show ‘Ilva Now’ presented by Ilva Tare is on air four times a week. Other shows offer viewers political debates, investigative reports, and stories on themes such as the economy, tourism, or regional affairs.

Since launching Euronews Albania, the Euronews group has launched three other franchise projects: Euronews Georgia which started broadcasting in 2020, Euronews Serbia which will start broadcasting in the spring and Euronews Romania which was announced at the beginning of January.

Euronews is a leading international news channel and one of the best known and most trusted news brands operating across Europe. Worldwide, Euronews is broadcast in 160 countries and distributed in almost 400 million homes - including 67% of homes in the European Union + UK. Every month, Euronews reaches almost 150 million people, both on TV and digital platforms, according to the Global Web Index (Q1, 2020).

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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 in almost 400 million homes across 160 countries, including 67% of homes in the European Union + the UK. It reaches almost 150 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 four branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia and Euronews Romania.

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

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