

Launch of Euronews Romania

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ROMANIA

Lyon, France – 6th January 2021 – Euronews, Europe’s leading international news channel, has signed a partnership with University Politehnica of Bucharest (UPB) to launch Euronews Romania, a new independent news channel aimed at a Romanian-speaking audience.

Euronews Romania is a branded affiliate of Euronews that will deliver local, regional, national and international news on TV and digital platforms.

Over the last two years, Euronews has already launched three other branded affiliate projects. Euronews Romania is the first branded affiliate to be launched in the European Union. It will build on an existing TV output: UPB Sigma TV.

Euronews’ English language edition is already available in millions of households across Romania, but the new project aims to bring European news to Romanians in their own language.

The new channel will have its own team of journalists and correspondents across Romania, but also in Brussels, who will work according to Euronews’ values of independence, impartiality and its ‘All Views’ editorial line. Ahead of its broadcast launch, over 100 members of staff will be recruited locally. The Romanian media’s editor-in-chief will be hired by Euronews and will be a Euronews employee.

An editorial board will be established and chaired by Euronews: it will, in particular, define strategic editorial orientations, the editorial line and the general balance of programmes, according to the media's fundamental values (such as editorial independence, freedom of expression, impartiality...etc...).

UPB will rely on Euronews' expertise, experience as well as its multicultural and pluralist approach to launch this new media. Euronews will share content with Euronews Romania, which will sit on the Romanian media's platforms alongside the original content produced by the local channel. Euronews Romania will in particular use Euronews' European editorial content and in turn Euronews will benefit from the content made by the local branded affiliate on stories relating to Romania.

Michael Peters, Euronews CEO, said: *"We are very proud of the agreement we have reached with UPB. We have found a trusted partner for an ambitious project. Romania has a very competitive media market with several existing news channels. But we believe that Euronews Romania will deliver a unique offer which is missing today in the national media landscape. Unapologetically impartial, rooted in our European DNA, Euronews has always offered a distinct perspective on news. As Euronews has always done, Euronews Romania will, with objectivity, balance, and accuracy, provide a strong European perspective on news."*

Mihnea Costoiu, Rector of UPB, said: *"We are one of the largest and most prestigious universities in this part of the world, and our strategic goal is to meet the challenges that society is facing."*

Our mission does not stop at transmitting knowledge, developing skills and abilities or carrying out research projects. We also have the responsibility to help citizens be more engaged in society, have a critical spirit, and to promote freedom of information, democratic and European values. Moreover, creating a community around the university, based on values such as inclusion, cooperation, communication and solidarity, is essential.

Thus, through this approach, our goal is to bring a strong, dynamic and objective voice on the Romanian media market.

What better place to host freedom of thought and expression than a university with two centuries of tradition?

We believe that, by providing quality journalism and unbiased information to an audience that needs them more than ever, Euronews Romania is not only a media achievement, but also an educational initiative.

Through Euronews Romania, we join a European family recognised for quality journalism. We thank our partners for their trust and welcome them to the UPB community!"

In a strategic move to become the world's first "glocal media", Euronews has in the past two years signed branded affiliate agreements with media and telecom groups wishing to build

a trusted independent news channel in their country. Euronews Albania started broadcasting in November 2019 and Euronews Georgia in September 2020. Euronews Serbia will begin to air in the spring of 2021. Existing branded affiliates have already enriched the overall Euronews editorial offer with the expertise brought by the editorial teams in these countries.

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.

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. Its English language edition offers 17 hours of anchored news shows, every weekday.

With a team of 500 journalists of more than 30 different nationalities, Euronews' 12 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 bureaus in Brussels, Athens and Budapest, correspondents across Europe, as well as commercial offices in London, Paris, Berlin, the United Arab Emirates and Singapore. In 2018 and 2019, it launched three branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia.

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

www.euronews.com www.africanews.com

University Politehnica of Bucharest

Founded in 1818 in order to support the industrial development of the region, the University POLITEHNICA of Bucharest has been, for over two centuries, the main source of human resources in Romania and beyond.

Today, with over 30,000 students and more than 3,000 employees, operating in 15 faculties and over 300 study programs, at the level of the three university cycles, UPB has become one of the most prestigious technical universities in Central and Eastern Europe. By offering study programs in French, English and German and collaborating with higher education institutions, research entities and companies in over 100 countries, the international visibility of our academic community increases every year. Thus, the university is currently a member of most relevant international and European organisations in the field of higher education and research - in many of them at the management level.

Today, the Politehnica of Bucharest means more than simply quality education - it is also an impressive research centre, which has over 150 laboratories equipped at the highest technological level and which has attracted investments of over 700 million euros in research infrastructure and human resources in the past decade.

The permanent adaptation of study programs in accordance with scientific and technological progress, the orientation towards the development of graduates' practical skills and the concern for the development of technical solutions to various challenges facing the economy, industry or society, make UPB a preferred partner for most of the important companies in Romania, but also for the public authorities. As a natural consequence, over 95% of our graduates find a job after graduation.

The UPB campus, located in the centre of Bucharest and spread over an area of over 100 ha - in addition to spaces for teaching and research - includes 16,000 accommodation places for students and teachers, sports facilities, canteens, but also a power plant, which is not only an excellent laboratory for students, but makes the university a player in the energy market. Last but not least, UPB has a conference centre which includes a hall able to accommodate up to 1,200 people, spaces for meetings, presentations and exhibitions, a hotel, restaurants, all amounting to approximately 20,000 sqm of infrastructure.

www.upb.ro

