

Euronews launches its Greek service on air, on mobile and online

LYON, FRANCE: The international news channel announces the launch of its 12th edition in Greek, dedicated to Greece, Cyprus and to the Greek-speaking audience all over the world. Euronews Greek is now available on air and on major Greek and Cypriot platforms, on Euronews Express and Live mobile apps and online on gr.euronews.com.



Euronews' 24/7 Greek service will be launched today, 18 December, at 10AM CET, six months after the official announcement in Athens and will be Euronews' first to be adapted locally and broadcast from Lyon. The wholly-owned subsidiary is based in a state-of-the-art office in the centre of Athens, which will accommodate the Greek newsroom.

Euronews' Greek team & bureau

The Euronews Greece structure is a 100% subsidiary of Euronews Group employing more than 40 media professionals. The new bureau in Athens will be officially inaugurated in early 2013. The launch of a country-based newsroom is part of a groundbreaking "Glocal" strategy by Euronews to reinforce its local presence in key areas of the world.

Michael Peters, CEO of Euronews: "This launch is a big step forward and will ensure to the Greek-speaking community an unrivalled window on world news and a recognised expertise on European affairs.

"The presence of a local team will highly improve our coverage in Greece, both in quantity and in quality, due to the permanent exchange between the journalists based in Athens and the editorial team based in our HQ in Lyon. The news coverage, in all domains, will be an opportunity to enhance the standing and influence of Greece on a European and international scale.

"Finally, we are delighted to provide an additional offer for the benefit of the general audience in Greece, Cyprus and all over the world."

Euronews in Greece and Cyprus

Euronews Greek is available across Europe on Eutelsat Hotbird 13A satellite, in Greece through major platforms such as

Nova, ON Telecom, OTE, Forthnet and in Cyprus all over the country through the CyBC DTT network and on the PrimeTel, CYTA and Cablenet offers. This new service will be available soon through numerous cable, satellite and IPTV partners and will be announced shortly.

80% TV homes in Greece already receive Euronews (i.e. 3,739,000 households)

Up to now Euronews has been received by more than 3 million households in English and in French on the national DTT network operated by ERT, shareholder of Euronews. The channel is also broadcast by all IPTV, cable and DTH offers, and also in hotel rooms through Starwood and independent hotels.

In Cyprus, Euronews covers 100% of the TV population (i.e. 300,000 households)

The channel is available on DTT through CyBC platform, public broadcaster and shareholder of Euronews.

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