

## Arnaud Verlhac joins euronews

LYON, FRANCE: Arnaud Verlhac, aged 37, has joined one of Europe's leading international news channels as deputy director of Worldwide Distribution, with the role of developing the channel's international distribution across all broadcast platforms (cable, satellite, ADSL, internet, etc) and in the out-of-home market (aircraft, ships, hotels, public places...).



While strengthening the current contracts under which euronews is distributed to 350 millions in 155 countries, Arnaud Verlhac is also tasked with launching the channel in new markets, developing its footprint in the United States and Asia, and increasing its distribution revenues.

Michael Peters, CEO of euronews, commented: "Arnaud will dynamise our distribution operation beyond its classic commercial function, with the mission of consolidating euronews' base in Europe, the Middle East, and Africa; establishing the channel in Asia; and expanding its reach in the other continents."

### Eleven linguistic services

"While leveraging our strong existing foundations, I wish to develop euronews' distribution by ramping up our marketing actions to raise the channel's visibility. In particular, I intend to dynamise our existing networks of broadcasters and providers, but also to build new networks that will promote the rollout of euronews' offering. Besides my team's presence at all our business sector's big events, I wish to more strongly differentiate euronews in the news-channel space, which is continually growing larger and thus more competitive," said Verlhac.

euronews offers channels in Arabic, English, French, German, Italian, Persian, Portuguese, Russian, Spanish, Turkish, and Ukrainian.

### About euronews

[euronews](http://euronews.com), claimed to be Europe's most watched international news channel, covers world news 24/7. 400 journalists from more than 25 countries produce news in 11 languages services\*. euronews is an independent media hub, unique in its approach to analysing facts and presenting the news. Established in 1993 in Lyon in France, the channel reaches 350 million homes in 155 countries and is available via the full range of digital terminals.