
Here is the news...

from European commercial television



News programmes are at the heart of commercial broadcasters' schedules.

Innovation.

Consumers' habits are changing. In the digital era, broadcasters distribute news content across all platforms: streamed, on-demand, social, catch-up.

"Sky News is live and on-demand 24/7. [...] The growth of technology has opened previously undreamed of frontiers in the way news is distributed and delivered - smartphones, tablets. The key to exploiting these multiplatform opportunities remains with being a 24-hour service with the live stream at its core. It is the spine ... [the] main source of strength."

John Ryley Head Of Sky News

Source: The Guardian, 2014

Scandinavian news media is at the forefront in reaching its audience on digital platforms, notably via mobile, and **TV4** has raised viewing on digital platforms by **180% since spring 2013**

Global - and local.

Global distribution is combined with local coverage, particularly for non-anglophone markets .

Mediaset's news channel, **TgCom24**, can be viewed on 24 hour free-to-air television, but also online at **TgCom24.it** and on smartphones and tablets thanks to free apps.

In September 2014, **RTL Nederland** announced the launch of the news channel: **RTL Z**. Broadcasting round the clock, the new channel will also offer news services on smartphones, tablets and the Internet.

Investment.

"Newspapers and broadcasters continue to report more news, and reach more people with news than any other kind of media organisation. [Their] revenues underwrite far more journalism than revenues from new digital ventures"

Source: Reuters Institute, Oxford University, 2012

ITV employs **470** news journalists around the world, and reaches more than **8 million** viewers every day as well as running one of the most innovative 'livestream' websites which regularly breaks stories ahead of others.

Contribution to media pluralism.

300 news channels are available in Europe. **Romania** has the most indigenous news channels, with eight national services.

Source: European Audiovisual Observatory/EC

Trust/success with viewers.

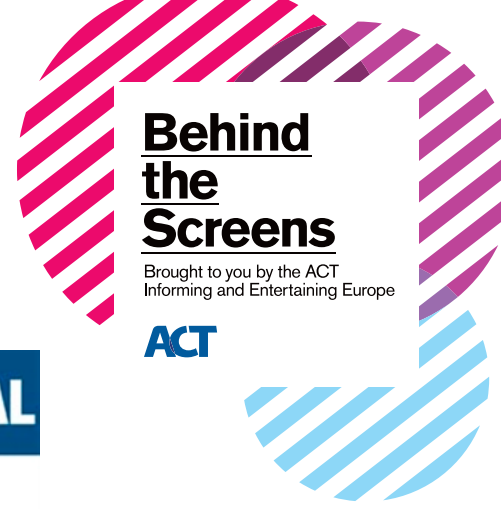
Television is the medium used most by Europeans: **87%** watch it (either on a TV set or via the Internet) every day or almost every day (Source: Eurobarometer, Media Use 2013). It is also the most trusted medium: **48%** trust it, compared to **34%** trusting the Internet (Source: Eurobarometer, Media Use 2013). This trust is repaid in strong viewing figures:

The main bulletin of **VTM Nieuws** in Flanders recorded a **17%** increase in viewing ratings year-on-year.

*"Finnish viewing statistics show there has been **12%** increase in tv news viewing in the past couple of years."*

Merja Ylä-Anttila Head Of News And Current Affairs, MTV3

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