

Euronews Group and Al Jazeera Media Network sign a key business agreement to scale the distribution of AJ+ globally

Lyon, France – 6 February 2018 – **Al Jazeera Media Network (AJMN) appoints Euronews Group as its content and brand syndication agent to represent Al Jazeera’s digital flagship brand AJ+ at a worldwide scale.**

Euronews Group is now in charge of marketing and promoting AJ+ digital channels to third party clients and specifically to its well established worldwide network of content and syndication partners.

Since 2014, AJ+ is available on its own social networks and through its mobile app in English, Arabic, Spanish and soon in French. Euronews has proposed its expertise to AJMN to develop the online infotainment brand. Euronews will make AJ+ content available on new media partners' digital products and will propose creating new programmes tailored to specific markets and partners.

Michael Peters, CEO, Euronews

“We are proud to have been chosen by AJMN to participate to AJ+ future development, which has gained worldwide recognition among young people at a very fast pace since its launch.

Our experience in marketing content licence agreements in coordination with a fantastic product such as AJ+ provides a solid platform for the success of this collaboration. This partnership is an exciting milestone for both our companies in terms of global commercial roll-out and paves the road for potential additional collaboration with AJMN in the future.”

Dr. Yaser Bishr, Executive Director of Digital, Aljazeera Media Network

“Al Jazeera has made great strides over the last few years to organically target younger segments of audience through its digital native AJ+. The growth has been organically fuelled through social media, but it is time to consider strategic partnerships for direct scaling of our message. We are very pleased to partner with Euronews to explore untapped distribution opportunities through their impressive & multicultural network within Europe and globally. This collaboration cannot come at a better time as we flourish AJ+ into a diverse audience centric digital network with the recent launch of its French and 4th language edition.”

Abdulla Alnajjar, Executive Director, Global Brand and Communications

"I am delighted by this strategic engagement with Euronews, which will further extend the reach of the AJ+ brand to new markets and diverse audiences across the globe. This marks the beginning of a strategic commercial relationship between our organisations and I look forward to continuing this fruitful collaboration into the future."

The Euronews/AJ+ partnership agreement has been led by Harold Marraud. Based in Paris, Harold is Euronews Group Head of Business Development in the team of Kostas Oikonomou, VP Partnerships & Distribution. For business inquiries: Harold Marraud harold.marraud@euronews.com

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Note to editors

AJ+

Launched in 2014 by AJMN, AJ+ is a global community for digital natives (18-35 years old), that promotes the different thinking of other cultures and understanding of news in a first person perspective. AJ+ content is available on all digital platforms and produces videos in Arabic, English and Spanish. French will soon be launched in Q1 2018. AJ+ generates more than 500 million monthly videos views on Facebook. www.ajplus.net/english/

Euronews Group

Euronews Group operates two international, multilingual, multiplatform and independent news media: Euronews and Africanews.

Euronews, based in Lyon, France and launched 25 years ago in January 1993, offers a unique perspective on world events in 12 languages thanks to a team of 450 journalists from 30 countries. Euronews, a well-established brand in Europe, is available worldwide in more than 400 million households in more than 160 countries.

In June 2017, NBC News and Euronews closed a transaction in which NBC News acquired 25% of the company to make a significant financial investment in Euronews to support expanded news coverage and programming. The company's TV and digital output will ultimately be co-branded **EuronewsNBC**.

www.euronews.com

Africanews is the first pan-African multilingual and independent news outlet produces simultaneously in English and French by a team of 85 professional from 15 nationalities. Launched in April 2016, and based in Pointe-Noire, Republic of Congo, is already available in 38 countries across sub-Saharan Africa and around the world via its digital platforms.

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