

PROFILE



NAME:

Jill Grinda

JOB TITLE: Worldwide
Distribution Director

COMPANY: euronews

MY CAREER

My career in content distribution actually began by accident. In 1996 I was working in Sydney as a producer for Bloomberg Television, and had arranged an interview with Rod Thole the original CEO of Foxtel, prior to the launch of Foxtel in Australia. While preparing for the interview I asked him if he had seen Bloomberg Television which had only launched shortly prior in the US, and he responded that he had. I cheekily suggested that it may be a good idea to include Bloomberg when the Foxtel platform launched two weeks later....and he agreed. I just had to work out how to get the signal to Australia.

We went upstairs to PanAmSat who occupied the floor above us to see how we could get the Bloomberg TV signal from the east coast of the US to Australia. They advised that technically it was possible... so now we just needed the budget. We called Mike Bloomberg in NY, who eventually gave us the green light. So the deal was concluded for Bloomberg Television with the Foxtel platform that launched in Australia just two weeks later.

Once we got the Bloomberg signal onto PAS 2, Mike Bloomberg decided that the channel should be distributed across the entire footprint, so he called for 'that girl who did the

Foxtel deal' to do the same thing across Asia. That was my start in the distribution business 13 years ago.

I was transferred with Bloomberg from Sydney to Paris in 1998. In 2000, I joined CNBC Europe as Distribution Director based in Paris where I worked for five years developing distribution of the channel across various territories including Southern Europe, Eastern Europe and Africa.

In 2005 I took up a position with Al Jazeera English as Distribution Director for Europe & Asia. This was an exciting opportunity to build the distribution of a new HD international news channel from scratch. In many ways it was a start-up operation with the support of a globally recognized brand behind it - a brand that did have some challenges associated with its perception in the Western world. We promised the Al Jazeera board that we would deliver 40M households at launch and we in fact doubled that target to launch the channel to 80m households. This was a huge achievement given that we were selling a channel that didn't yet exist.

I joined Euronews in 2007 as Worldwide Distribution Director. In these past two years the channel has launched its eighth language (Arabic) and successfully undergone a complete rebranding. Our distribution has grown 50% over the past two years and takes us to 300m households today.

ABOUT EURONEWS

Launched in January 1993, euronews covers world affairs from a European perspective. euronews is broadcast 24 hours a day, simultaneously in eight languages: Arabic, English, French, German, Italian, Portuguese, Russian and Spanish.

euronews presents a complete news bulletin every half hour, followed by in-depth programmes: business, europe, sport, a review of press headlines from Europe's major dailies, and the weather forecast. euronews' feature programmes cover a wide range of topics including science, cinema, fashion, new technologies, and space.

PROFILE | THE CHANNEL

euronews is broadcast all over the world, reaching 300m households in 151 countries by cable, digital satellite and terrestrial TV. The channel is also available on mobile operators (3G, VOD), on ADSL/High Speed Internet networks, and live on board the aircraft of international airlines. Viewers can watch euronews on their PDAs and live on the Internet in Europe on RealNetworks Superpass. euronews and no comment TV are also available on YouTube and Dailymotion.

euronews is the most-watched international news channel in Europe: every day, 2.9m Europeans watch euronews on cable and satellite, while another 3.6m watch on terrestrial channels.

LATEST INITIATIVES

In January 2010, euronews launched its ninth fully-fledged language: Turkish. euronews in Turkish is broadcast on euronews' comprehensive satellite network via 34 satellites covering the entire world. It is available on all of the digital networks that distribute euronews and via the euronews web portal. In collaboration with TRT, a shareholder of euronews, euronews' Turkish-language version is also reaching more than 17m households in Turkey and Turkish-speaking neighbouring countries via a range of distribution networks.

FUTURE STRATEGY

With regards to distribution of the channel, our objective is to maintain our revenues and growth and to increase the penetration of the channel internationally. Euronews has major penetration in Europe due to the history of the channel and the fact that it is broadcast in several European languages.

However our brand recognition in other markets such as Latin America, Asia and the Middle East is less developed. These regions are our key priority for 2010. We are also focusing on non-linear development and increasing our VOD offer.

OUTLOOK

Optimistic !