

IMMERSIVE JOURNALISM

Euronews partners with The Dream VR to publish 360° content on Smart TVs worldwide

For the first time, Euronews' 360° news content is available on smart TVs across the globe thanks to a partnership with The Dream VR, the world's first VR and 360° TV platform.

Lyon/Madrid – 22 January 2018 – Euronews, the pioneer international newsroom in the production of immersive video reports, partners with The Dream VR, the only technology provider in the world able to broadcast 360° content on connected TVs.



For a potential audience of 300 million Samsung Smart TVs and 50 million Apple TVs in 180 countries, a patented technology allows The Dream VR users to activate Euronews 360° content on Smart TVs using just the remote control arrows.

A selection of Euronews' best immersive content is already available via a dedicated channel on The Dream VR app and fresh content will be uploaded as it is produced.

Euronews is the first news media to partner with The Dream VR, joining over 150 channels, with content from Disney, Sony, Universal, Univision and leading soccer clubs around the world.

The partnership also includes monetisation of Euronews' 360° videos via display advertising.

Euronews was the first international newsroom to fully incorporate 360° video news into its production workflow in 2016. Today, this cutting-edge publishing platform reaffirms Euronews' position as a leading innovator in Europe when it comes to immersive journalism.

The Dream VR team is located in Madrid, Barcelona and Miami. Its VR app has 2 million downloads and is available on every major 360° and VR platform including Samsung

Smart TV, Appel TV, iOS, Android, Google Daydream, Oculus Rift, Samsung Gear, HTC Vive, Topying, Pico and coming soon to PSVR.

Albert Palay, CEO THE DREAM VR

"THE DREAM VR is extremely glad to be able to have Euronews as a partner, the latter being the biggest news player in Europe, with growing potential and influence around the world thanks to their recent partnership with NBC News. This collaboration gives us the chance to have great up-to-date content of general interest, which will attract a varied and high standard public worldwide."

Thomas Seymat, VR & immersive journalism editor, Euronews

"Reaching new audience is the Euronews immersive journalism team's aim in 2018. We are very pleased to benefit from the innovative and exclusive worldwide solution from The Dream VR to allow smart TV viewers to live a unique experience of international and European news."



Euronews 360°

The immersive journalism project was launched in July 2016 with the support of the **Google Digital News Initiative** fund (DNI).

Today, Euronews is the only global and multilingual media outlet to fully incorporate 360° interactive video news into its **production work**.

[The project is supervised by Thomas Seymat, VR & immersive journalism editor, appointed Ambassador of the Journalism360 initiative.](#)

With a multilingual newsroom that has produced more than **140 videos, watched 13 million times**, Euronews is now a **European market leader**.

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Euronews

Euronews offers a unique perspective on world events. It empowers people to make up their own mind by delivering factual analysis and a diversity of viewpoints. Because all views matter, [Euronews is "All Views"](#).

Euronews is a well-established brand in Europe and worldwide, where it is used by 132 million people monthly and 20 million people daily (TV + digital - source: [Global Web Index](#) 2017).

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](#).

Euronews Group: Euronews was established in January 1993 in Lyon, France; and in April 2016 it launched Africanews, the first pan-African, multilingual and independent news outlet, based in Pointe-Noire, Republic of Congo. www.euronews.com www.africanews.com

About the Dream VR

The Dream VR is a digital start-up with registered offices in Miami and subsidiary in Barcelona; with its pioneering technology platform and its proprietary Samsung Smart TV player, it is currently the only technology provider in the world that can reproduce 360° content on 300 million Smart TVs and 50 million Apple TVs worldwide in 180 countries. The Dream VR app has 2 million downloads and is available on every major 360° and VR platform including Google Daydream, Apple TV, iOS, Android, HTC, Vive, Samsung Gear, Oculus, Topying, Pico etc.

For more information look at the webpage www.thedreamvr.com and download the APP using the following links:

Mobiles: AppleStore: <http://apple.co/2i94Blr> Google Play: <http://bit.ly/2i8OaCp>

VR Platforms: Oculus: <http://ocul.us/2nXK1US> Daydream: <https://goo.gl/wmmdVN>

SMART TVs: Samsung Smart TV: <https://goo.gl/IMt9kF>