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**Interim Evaluation of PressEurop**

*Final Report*

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## **Disclaimer**

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# Executive summary

## The rationale of PressEurop

Online news is a growth industry and PressEurop was established at a time when it could catch a rising wave. An interesting aspect of this evaluation is to see whether it has succeeded in doing so in an increasingly crowded market. Catching that wave is also a prerequisite for fulfilling the underlying objectives of stimulating dialogue between citizens and increasing knowledge, awareness and understanding of European affairs and Europe's diversity with the ultimate goal of reducing the democratic deficit described in the 2006 White Paper on a European Communication Policy.

It was a core objective of the White Paper that communication become more citizen-oriented and that the 'public sphere' within which political life in Europe takes place become a European public space rather than the national sphere that predominated at that time – and arguably still today. "The media remain largely national, partly due to language barriers; there are few meeting places where Europeans from different Member States can get to know each other and address issues of common interest."

The Plan D and the structured debates which followed that White Paper were one strand to the creation of the European public space. Euronews (which predates the White Paper), Euranet and PressEurop support that objective. At the time of its launch in May 2009, the then Commissioner responsible, Margot Wallström described PressEurop as "an expression of our desire to facilitate, encourage and support the establishment of a European public forum for communication, discussion and debate."

Even though the starting point of the PressEurop initiative was indeed the White Paper (2006) as well as the Plan D, the present College of Commissioners has adapted this communication strategy in order to focus on a few political priorities. Within this strategy, PressEurop is one tool for just a piece of the jigsaw of European communication strategy, whose aim is to increase public awareness of EU affairs.

The primary aim of PressEurop as a multilingual website with press articles on EU/European affairs is to stimulate citizens' interest in EU/European affairs and create an open space for democratic discussion and encourage dialogue on different opinions and viewpoints, thereby providing a pan-European platform for information and debate on EU/European affairs.

Hence, the function of PressEurop is not to communicate and explain EU initiatives or to reflect the priorities of the Commission in office, but to invigorate interest in EU/European affairs and develop debate on issues of pan-European interest and of EU competence, in order to avoid important opinions remaining hidden/being marginalised at Member State level. This means that an important role of PressEurop is to also publish criticism about EU policy making, as well as making complex information and analysis accessible without oversimplifying or distorting it.

## The evaluation objectives and methodology

The results of the study are designed to assess the strengths and weaknesses of the implementation of PressEurop since its inception and during the duration of the evaluation. The main focus has been put on the effective achievement of the operational objectives in terms of actual delivery of service to the Commission and looking at its contribution to increasing coverage of relevant EU/European affairs. The evaluation also aimed to provide a meticulous examination of the added value of the project. In order to meet the objectives of this evaluation, the evaluation questions focused on addressing the relevance, effectiveness and efficiency of the PressEurop project.

The findings and recommendations are based on qualitative and quantitative research carried out by a team from Deloitte Consulting between May and November 2012. As a first step, interviews were carried out with EU stakeholders, primarily from DG COMM, but also the PressEurop contractor, representatives of the European Parliament, and other relevant stakeholders, e.g. the European Journalism Centre.

Five web-based surveys were carried out targeting respectively the partners of PressEurop, the sources of PressEurop, the Representations of the European Commission in Member States, the Europe Direct Centres, and the users of PressEurop. In addition to the five web-based surveys, a short multilingual online survey was hosted on the PressEurop website (and included also on its Facebook and Twitter pages) targeting the visitors of the website. The survey aimed to obtain information on the socio-demographic profile of the actual audience of PressEurop.

Fieldwork in five Member States – Germany, France, Hungary, Italy and Poland – was carried out. These five countries were selected with the agreement of DG COMM as representing diversity in geographic spread including a Member State which language was not covered by the language spectrum of PressEurop (Hungary) and a Member State where there is no media partnership with PressEurop (Germany). Some dozen interviews were carried out in each country with PressEurop partners, sources of PressEurop, EC Representations, Europe Direct Centres and other relevant stakeholders such as media actors, think tanks and associations specialising in media.

Two focus groups were also carried out in each of the countries. One focus group consisted of 6-8 citizens having an interest in EU affairs and online news. The second focus group consisted of 5-6 university students having at least visited once the PressEurop website in order to test the usability of the web portal. The usability test was complemented by a short questionnaire to collect additional views and opinions on general topics about the PressEurop project.

A target group identification exercise was carried out focusing on assessing the absolute and relative audience shares of PressEurop, its partner magazines, editorial partnerships and other publications around the world and identifying the profile of existing audiences and establishing potential target audience of the portal. This report also integrates an analysis of the PressEurop website features against standards and best practices. Where relevant and comparison permitting, specific aspects of the website has been benchmarked with other websites (e.g. Café Babel, Eurotopics).

## The features of PressEurop

Based on the service contract signed in December 2008, the website was launched in May 2009. Its contractor is the 'PressEurop GEIE', a consortium of Courrier International (France), Internazionale (Italy, a subsidiary of l'Espresso), Forum (Poland, a subsidiary of Polytika) and Courrier Internacional (Portugal, a Portuguese version of Courrier International and a subsidiary of Expresso). They have signed and accepted an 'Editorial Charter' guaranteeing full editorial freedom.

In addition to these consortium publications, there are nearly 30 partners from the written and in some cases audiovisual press. The current language regime (Czech, Dutch, English, French, German, Italian, Polish, Portuguese, Romanian and Spanish, i.e. 10 in total) covers 87.2% of the population of the EU-27.

Under its contract, PressEurop is required to publish online, in at least ten official languages of the EU, at least three quality articles per day from the European and international press on EU/European affairs. By reading and analysing sources from among more than 300 publications, the web portal provides an **overview of press coverage on EU/European affairs** in the form of:

- translated articles,
- 'In brief' pieces (short summaries of one or more newspaper articles on a single topic put together by one of PressEurop's ten editors),
- 'Press reviews' (summaries of more than one source's opinion on the same topic);
- 'News briefings' (i.e. topical dossiers),
- 'The Front Page' section (containing a paragraph of summary about cover page articles from different sources, as well as the link to the original article in the original language),

but it also **incorporates original pan-European press material** via its editorials and its blogs. The main topic headings are "Politics", "Society", "Economy", "Science & environment", "Culture & ideas", "EU and the world"

PressEurop has mobile applications for iPad® and iPhone®, Android®, Samsung Bada®, Blackberry® and Windows Phone 7®. It is on Facebook® and Twitter®, offers RSS feeds, and has provision for feedback and comment.

PressEurop currently has news sections on Politics, Economy, Society, Science & the Environment, Culture & Ideas, Europe & the World. It carries editorials and cartoons, and runs online polls.

## Relevance of PressEurop

### Relevance to its objectives and target audience's needs

The *overall objectives* of PressEurop are:

- to trigger the interest of European citizens in a debate about the EU, i.e. to reduce the democratic deficit;
- to broaden, enrich and expand the coverage of EU/European affairs in the media, i.e. to reduce the communication deficit between the EU and the general public.

PressEurop has three implicit *specific objectives*:

- to help the target audience to broaden their horizons and look beyond national borders;
- to increase the awareness, knowledge and understanding of the audience in relation to EU/European affairs so that they form their own opinion;
- to multiply the impact of 'quality articles' through efficient translation mechanisms.

PressEurop has four *operational objectives*:

- to provide a compilation of the best quality articles on EU/European (and international) affairs,
- to ensure coverage of the written press in at least 10 EU official languages,
- to provide an analysis of EU-related issues
- to facilitate the access to diverse opinions via the articles published on its web portal.

The *target audience* of PressEurop is the wider public. However, there is a de facto primary target group of citizens who look for information online, have some knowledge of foreign languages (for visitors, whose native languages are not available) and are interested in EU/European affairs. The secondary target group are the other segments of the wider public.

Our socio-demographic analysis of the *actual audience* of PressEurop demonstrates that more men than women visit the portal, and that they are primarily in the 21-30 and 51-60 age groups. Most live in an EU country. They are well-educated and speak foreign languages. They are in a range of jobs, but these are primarily in the private sector, students and academics.

They are interested in accessing 'quality', unbiased articles, reading online news, and looking for information about EU/European affairs as well as news from other EU countries. PressEurop is viewed by its users as their most important source of information when it comes to reading about European and EU affairs as well as for finding news from other Member States.

In interviews, the PressEurop project was perceived as relevant to its objectives as well as to the needs of its target audience in terms of topics selected and quality of content. Its operational objectives have been

met and therefore, its specific objectives are attained and lead to the achievement of the project's overarching objectives of reducing the democratic and communication deficits.

PressEurop is not only complying with the terms of its contract, but has moreover developed the product with additional partnerships and services, such as polls, the comment facility, the "Front Page» section, social media, mobile applications etc.

### Relevance of its different components

The overall picture is formed by a series of aspects: content, translational mechanisms, editorial coordination, the web portal and smart/social features.

**Content:** PressEurop cover a range of topics from a large number of 'quality newspapers' over a wide geographic range, including to some extent from outside the EU. Interviewees felt the selection was generally balanced, interesting, and of high quality. They were very appreciative of the fact that PressEurop often publishes controversial articles covering more than one viewpoint. Some felt that there is an over-emphasis on the economy, but the fieldwork was carried out during the euro crisis.

**Translation mechanisms:** these enable the readers to access useful and important information originally written in a language different from their own, though they would not necessarily stop reading it if the material were only available in another language.

**Editorial coordination:** the Consortium has the mechanisms in place to guarantee editorial cooperation of high quality and achieve the results required by the contract.

**Web portal:** PressEurop is distinctive in offering multi-language information, providing a platform for dialogue and links to other news portals. The features and design are in line with industry standards and in many areas compares well with other news websites, though some users felt that the portal lacks originality, a clear identity and is not easy to navigate.

The analysis against industry standards highlighted, moreover, the virtual absence of "rich media content" (podcasts, slideshows, video content, etc.) to attract different audiences, or tools for users with more detailed and in-depth information needs (e.g. interactive datasets). More could also be done to use specific (anonymous) information derived from user preferences to optimise the user experience.

The majority of PressEurop users prefer to access the web portal via the **Internet** and/or receive the **newsletter** rather than using **mobile devices and smart/social features** (i.e. Facebook, Twitter, etc.) – suggesting that the audience is part of the market trend discussed in the report's target audience identification annex to segmentation between 'hot' news read on the move and more analytical news read on the Internet or tablets.

## Effectiveness of PressEurop

### Contribution of PressEurop to increase the visibility of EU/European affairs

The contribution of PressEurop to increasing the coverage of EU/European affairs relies on its appropriateness for increasing the visibility of selected quality EU items via the web portal as such and by increasing the visibility of the website, including through the newsletter (a popular function, as discussed above) and social media/smart applications (not yet widely used). Search engine optimisation (SEO) is used for this supplemented by a number of communication activities.

In terms of the web portal as such, the effectiveness of PressEurop's contribution to better European affairs coverage is somewhat hampered by the layout and the structure of the website, which is not necessarily user-friendly and does not contain audiovisual features that users are coming to expect from a modern website. The limited number of articles that it is possible to select within the existing budget and structure means some subject areas cannot be followed consistently.

The contract does not require PressEurop to have an overall visibility strategy. During this period when PressEurop has been establishing itself, activities have been ad hoc, including the use of Google ad words and regular radio appearances on the part of the editorial team in two countries. The websites, and print publications, of the more than thirty partners are another communication channel, but have not yet been systematically exploited.

### The multiplier effect of PressEurop

One of the attributes that makes PressEurop stand out on the European press market is the breadth of its language offering. Having what is essentially a press review website available in ten languages is very innovative in terms of the number of languages, and does have a multiplier effect by making articles more widely available.

The multiplier effect from reprinting PressEurop's content is, on the other hand, necessarily limited as PressEurop is largely a secondary source. Without copyright agreements, third parties can only pick up the material on the basis of 'fair comment'. Editorials and blogs are an exception, but these are crowded markets in which to make a dent.

PressEurop makes a contribution to the approach and range of journalistic coverage of the EU among partners with whom there is regular contact, i.e. mainly consortium members and their allied publications, but there is not enough evidence to enable us to reach a well-founded conclusion on the issue of whether core partners or other media have increased their coverage of debate and dialogue on EU issues.

### Contribution of PressEurop to overcoming national barriers

Providing a selection of articles from different political viewpoints and diverse information from a range of countries and respected quality newspapers, together with 'Press reviews' and a comments section on the website, PressEurop was positively viewed. However, relative to the extent to which readers are interested in EU news as well as news from around the EU, the use of Brussels-based publications as

sources is low. Moreover, although the geographic coverage is wide, there is a preponderance of articles from the UK, France, Germany and Spain, i.e. in the languages that EU citizens are most likely to speak.

#### Appropriate targeting of audience resulting in a growth in readership

Bearing in mind that the concept of PressEurop is to be of interest to the readers of quality newspapers, the socio-demographic profile is what one would expect from this target audience of the readership of a quality newspaper, i.e. a tendency to have achieved a higher level of education and more men than women. The audience itself sees the content as appropriate to this audience. ‘

Readership is growing, but without even a close competitor against which PressEurop could be measured, there is no appropriate benchmark for comparison with industry standards. Nevertheless, there is evidence of underutilised opportunities for promotion among seemingly natural audiences with multiplier potential, e.g. EU Representations and Europe Directs.

## Efficiency of PressEurop

#### Efficiency of PressEurop's implementation mechanisms

The evidence about the mechanisms and the budgetary mix in place for selection and translation suggest that they are efficient relative to the parameters set by the contract, and for attracting the appropriate target audience. They have left discretion and a budgetary margin to develop a number of value-added services and activities, though not necessarily as many as might be expected of a state-of-the-art portal or to develop a full communication strategy.

The results produced are timely without sacrificing quality. The mechanisms also ensure a consistent editorial approach and provide a broad perspective on EU/European affairs, and PressEurop is reaching a sizable and growing audience. The audience profile seems promising for bringing about a sustainable change in perception of EU/European affairs of a significant group.

This suggests that the PressEurop project provides value for the money invested, but without an appropriate industry standard for comparison, this can only be judged in the absolute. We note, however, a consciousness of the need for efficiency in using editorial trainees to moderate social media. Exploiting partnerships and having a communication strategy – as opposed to taking advantage of ad hoc opportunities in the start-up phase – would be likely to improve efficiency.

#### Efficiency of the web media mix

PressEurop tends to be more efficient when it comes to core activities (web portal content, newsletter), while it has yet to perform as well in terms of mobile and tablet access, as well as on social media. However, the unique nature again makes it difficult to know what could reasonably be expected, notably of a site whose key feature is coverage which is less time-bound.

### Appropriateness of the target audience in bringing sustainable change

The data for evaluating the appropriateness of the target audience in bringing sustainable change in the perception of EU/European affairs is limited. Nevertheless, a preliminary analysis of the effect of PressEurop shows that it very often contributes to its readers' process of forming an opinion on issues of Europe-related interest. Furthermore, reading the website also sometimes leads to them changing their opinion. Evidence of an influence on the opinions of key multipliers, such as MEP's, or on the coverage of journalists is limited so far.

### Efficiency of the current language regime

Offering 10 languages and covering 87% of the population is a trade-off between the cost of using all 23 official languages and the value added by doing so. The current language regime appears to be efficient overall when this baseline is taken.

In terms of relative efficiency, the cost of working in ten languages (25% of costs) comes, within the current budget, at the expense of more consistent coverage of some subject areas and the selection of more articles each day for a portal whose current (and probably) natural audience is a group which is in most cases able to read newspapers in a foreign language as our own surveys and Eurobarometers illustrated. The analysis suggests that a three-language regime (English, French and German) would offer greater efficiency.

## Conclusions

We conclude in relation to **relevance** that:

- The PressEurop portal responds to the needs of its audience for a neutral source of thought-provoking information and a range of views on EU/European affairs;
- The topics covered, the quality of the coverage and the countries covered as well as the translation of the news in ten languages are relevant to the needs of the readers;
- The portal is functional, but would benefit from some restructuring to improve navigability and meet expectations of a modern website;
- The portal and newsletter are more relevant to the needs of current PressEurop users than the mobile devices/tablets and social media, but the picture is evolving;
- PressEurop is complying with its contractual requirements and has gone beyond them in a number of ways.

***Overall, the PressEurop project is in line with its overarching objectives and its activities are likely to serve its operational objectives which are rationally linked to its specific and overall objectives. The project is complying with its contractual requirements.***

We conclude in relation to **effectiveness** that:

- The content consists of quality EU items providing coverage of EU/European affairs appropriate to the target audience, but PressEurop's contribution to the development of EU/European affairs coverage is somewhat hampered by the layout and the structure of the website;
- Current measures aiming to increase visibility and attractiveness (partner publications, radio appearances, social media and the newsletter) bring added value, but there is scope to develop these and to do so more strategically.
- PressEurop potentially reaches 87% of the EU population. As such, the language regime per se has a multiplier effect.
- The multiplier effect from reprinting and being a source for other publications is small, but PressEurop could only ever play a limited role as it is primarily a secondary source. It will take time for original material, i.e. blogs and editorials, to become recognised authoritative sources;
- The selection and diversity of sources helps readers to look beyond borders and consider diverging views on EU/European affairs. The added value to the readers might be increased by more coverage of smaller countries;
- Bearing in mind that the concept of PressEurop is based on being of interest to the readers of quality newspapers, the socio-demographic profile is largely what one would expect from this target audience.
- Readership is growing, but there is no appropriate benchmark for seeing how the growth rate relates to an industry norm. Nevertheless, there are some opportunities for promotion among natural audiences which appear not to have been seized.
- PressEurop is making some contribution to the approach to journalistic coverage of the EU among journalists and editors of closely allied publications, but there is little evidence of a wider influence on media debate and dialogue on EU issues so far.

***PressEurop contributes to wider EU/European Affairs coverage through increased visibility of selected quality EU items displayed on the web portal and through the multiplier effect of the translation of those items. Overall, the activities and audience of PressEurop reached so far are those to be expected in meeting this objective.***

We conclude in relation to **efficiency** that:

- The mechanisms in place for selection/translation contribute to the overall efficiency of the PressEurop project relative to the parameters established for it, but there is no industry equivalent against which a comparison could be made.
- The mechanisms also ensure a consistent editorial approach and a broad perspective;
- PressEurop seems to provide value for the money invested in terms of the objectives set for it and with the proviso that there are no similar web portals which could be used as a source of comparative efficiency analysis;
- The combination of web media dissemination tools (including the newsletter, mobile devices, links etc.) contribute to the efficiency, but the social media have yet to prove themselves as efficient tools;

- PressEurop is contributing to forming, and in some cases changing, the opinions of individual users. The evidence for influence on key multipliers, e.g. other media, is more limited at this stage.
- The current language regime operates efficiently in terms of the current baseline, but a more limited language regime, could reach much the same audience and possibly make the portal more attractive by freeing resources to widen the coverage.

***The current implementation arrangements of the PressEurop project maximise the efficiency of the scheme in terms of the selection/translation mechanisms defined for it, and in the mix of media, albeit the social media products have yet fully to prove their worth. A more limited language regime would free resources for some services for which there is a demand, e.g. expanded coverage, and probably without a significant loss of audience in the target group of readers of quality newspapers.***

## Recommendations

We recommend that the Commission:

**Based on the analysis of its relevance, effectiveness and efficiency, continue the PressEurop project. However, the Commission should seek to strengthen implementation in any new Terms of Reference by:**

- Better defining the target group of PressEurop, and its needs and interests. Taking into consideration that the news market is evolving fast and that PressEurop finds itself on the cusp of major changes facing the whole of the media, conduct a new study on the profile of the current audience of PressEurop, its needs and interests and its use of the website (follow up on the study carried out in 2010) including other factors such as broadband access, propensity to read a newspaper, and ability to read a newspaper and comment on newspaper articles in another language.
- Depending on the target group's profile, consider a more fitting language regime to maximise relevance and efficiency of the project.
  - Should PressEurop reduce its language coverage, the main languages to be considered should be English, French and German.
  - Should the language regime remain the same, there should be a more conscious **choice** on which articles they translate fully and which are featured in the 'In brief' pieces (available in full in the original language). Full translations should concentrate on less accessible/less widely spoken languages and articles in more commonly understood languages could be shortened.
- Continue the current content while allowing for a rationalisation of the subject areas covered and ensuring a proper follow-up of the subjects featured on the website in order to retain readership.
- Continue the current geographic coverage through the selection of 'quality items' on EU/European Affairs. However, in order to optimise the selection mechanism, further statistical analysis of the use and contribution of the different sources should be required from the contractor.

- Increase its visibility, identity and readership by defining a clear communication strategy, based on additional research into the needs and media consumption behaviour of its audience. This should involve strengthening PressEurop's current measures and allocating specific and adequate budget to promotion and communication, as well as ensuring a uniform substance of partnerships (including in particular proper visibility of the PressEurop logo on partners' websites). As a first step, marketing activities should focus on the core target group.
- Optimise the effectiveness and attractiveness of the web-portal by improving its structure, design, usability and navigability, including the clear distinction and visibility of the different type of articles and user interaction.
- Improve the current combination of web media in the light of the identification of the needs of target group. In addition, strengthen audio-visual media use on the website.
- Taking into consideration the current evolution of the online news market, continue exploring use of smart phone/tablets applications, even if currently those seem underused by the readership.

# 1. Introduction

The Commission's Directorate General Communication (DG COMM) mandated Deloitte, as a request for services under the Framework Contract on "Services in the support of Information Society and Media DG's Evaluations" N°SMART 2009/0042 – Lot 2 'Conducting Evaluation Studies of an Interim and Ex-Post Nature', to perform the interim evaluation of PressEurop.

This report constitutes the Final Report of the interim evaluation of PressEurop, due five months after the kick-off meeting. According to the requirements of the Terms of Reference, this report provides the answers to the evaluation questions based on the overall project work, and conclusions and recommendations. The report covers all points of the work plan and includes sound analysis of findings, and factually based conclusions and recommendations.

As required by the Terms of Reference, the final report includes:

- an executive summary of no more than 10 pages;
- the report itself;
- technical annexes, including the data used for the evaluation;
- a PowerPoint presentation of the work done, its conclusions and recommendations.

This Final Report presents:

- the context of the PressEurop project (Section 2);
- the purpose of the evaluation, its scope as well as the summary of the methodology applied to design and conduct the evaluation (Section 3);
- the sources of information, the structure of the analysis carried out and the evidence found by evaluation criterion (Section 4);
- the general conclusions and recommendations (Section 5).

The Annexes include all technical data used to carry out the analyses presented in the main report as well the methodological tools used, namely:

Analytical Annexes:

- Annex 1: Target group identification (TGI)
- Annex 2: Traffic

- Annex 3: MIT<sup>1</sup> outline for the expert review
- Annex 4: Usability sessions
- Annex 5: Benchmarking and fit/gap analysis
- Annex 6: Diversification of EU-27 sources (January-June 2012, 2011, 2010)

Methodological Annexes:

- Annex 7: Analytical framework
- Annex 8: Overview of documentation to be assessed during desk research
- Annex 9: List of interviewees
- Annex 10: List of interviews conducted during fieldwork
- Annex 11: Members of the expert panel

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<sup>1</sup>Massachusetts Institute of Technology.

## 2. Context of the PressEurop Initiative

### 2.1. Introduction

Online news is a growth industry and PressEurop was established at a time when it could catch a rising wave. An interesting aspect of this evaluation is to see whether it has succeeded in doing so in an increasingly crowded market. Catching that wave is also a prerequisite for fulfilling the underlying objectives of stimulating dialogue between citizens and increasing knowledge, awareness and understanding of European affairs and Europe's diversity with the ultimate goal of reducing the democratic deficit described in the 2006 White Paper on a European Communication Policy<sup>2</sup>.

### 2.2. Reducing the democratic deficit

As that White Paper pointed out: "the gap between the European Union and its citizens is widely recognised. In Eurobarometer opinion polls carried out in recent years, many of the people interviewed say they know little about the EU and feel they have little say in its decision-making process. Communication is essential to a healthy democracy. It is a two-way street. Democracy can flourish only if citizens know what is going on, and are able to participate fully." As that White Paper pointed out, knowing "what is going on" is a prerequisite for active citizenship, i.e. participating fully in democracy.

It was a core objective of the White Paper that communication become more citizen-oriented and that the 'public sphere' within which<sup>2</sup> political life in Europe take place become a European public space rather than the national sphere that predominated at that time – and arguably still today. "The media remain largely national, partly due to language barriers; there are few meeting places where Europeans from different Member States can get to know each other and address issues of common interest."

The Plan D and the structured debates which followed that White Paper were one strand to the creation of the European public space. Euronews (which predates the White Paper), Euranet and PressEurop support that objective. At the time of its launch in May 2009, the then Commissioner responsible, Margot Wallström described PressEurop as "an expression of our desire to facilitate, encourage and support the establishment of a European public forum for communication, discussion and debate."

Even though the starting point of the PressEurop initiative was indeed the White Paper (2006) as well as the Plan D, the present College of Commissioners has changed its communication strategy, focusing on a few political priorities. Nowadays PressEurop is just a piece of the puzzle of the European communication strategy, whose aim is to increase public awareness on EU affairs.

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<sup>2</sup> COM(2006) 35 final.

## 2.3. The rationale of PressEurop

Based on the service contract signed in December 2008, the website was launched in May 2009. Its contractor is the 'PressEurop GEIE'<sup>3</sup>, a consortium which is made up of Courier International (France), Internazionale (Italy, a subsidiary of l'Espresso), Forum (Poland, a subsidiary of Polytika) and Courier Internacional (Portugal, as Portuguese version translation of Courier International and a subsidiary of Espresso). In addition to these consortium publications, there are nearly 30 partners from the written and audiovisual press.<sup>4</sup> The current language regime (Czech, Dutch, English, French, German, Italian, Polish, Portuguese, Romanian and Spanish, i.e. 10 in total) covers 87.2% of the population of EU27.

PressEurop is housed in the offices of Courier International in Paris but it has its own designated staff including an editor-in-chief and his deputy, ten full-time journalists, each of them being responsible for one of the ten language versions. Three of them are based at the headquarters of their respective publication of the consortium, the remaining seven work from Paris. In addition, a network of freelance correspondents monitors the national press of Albania, Bosnia Herzegovina, Bulgaria, Croatia, Denmark, Estonia, Greece, Hungary, Lithuania, FYROM, Serbia, Sweden and Turkey (but not all of these are based in the country they cover). Translations are the work of professionals and revised/edited by the journalists. The latter also each write a blog and are also responsible for the animation of their desk's Facebook and Twitter page, as well as the networking with potential partners and source publications. The editor-in-chief and the deputy editor-in-chief were to have the last word on selection and usually to write the editorials.

The primary aim of PressEurop as a multilingual website with press articles on EU/European affairs, is to stimulate citizens' interest in EU/European affairs and create an open space for democratic discussion and encourage dialogue of different opinions and viewpoints, thereby providing a pan-European platform for information and debate on EU/European affairs. According to the contract, PressEurop has to publish online, in at least ten official languages of the EU, at least three quality articles per day from the European and international press on EU/European affairs. Via reading and analysing sources from among more than 300 publications,<sup>5</sup> the web portal provides an **overview of press coverage on EU/European affairs** in the form of

- translated articles,
- 'In brief' pieces (short summary of a single newspaper articles written by one of PressEurop's ten editors),

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<sup>3</sup> i.e. Groupement européen d'intérêt économique (GEIE) or European Economic Interest Grouping (EEIG), an entity whose purpose is to facilitate or develop the economic activities of its members by a pooling of resources, activities or skills.

<sup>4</sup> *EU*: Euranet, Euronews; *Austria*: EU-Infothek, *Czech Republic*: Euroskop.cz, Respekt; *France/Germany*: Arte; *France*: France Inter, LeMonde.fr, Radio France Internationale, Toute l'Europe.fr; *Germany*: Spiegel Online, Spiegel Online International; *Italy*: italiafutura, TM News, l'Unità; *Netherlands*: BNR Europa, Donau, 360 Het Beste Uit de Internationale Pers, Trouw.nl, *Poland*: Nowa Europa Wschodnia, New Eastern Europe; *Romania*: Institut Français Roumanie, RFI România, adevarul.ro, FP Româ, Dilema Veche; *Spain*: euroefe.com, hablamosdeeuropa.es, lainformacion.com; *UK*: The Guardian.

<sup>5</sup> Cf. <http://www.presseurop.eu/en/sources>.

- ‘Press reviews’ (summaries of more than one source’s opinion on the same topic);
- ‘News briefings’ (i.e. topical dossiers),
- ‘The Front Page’ section (containing a paragraph of summary about cover page articles from different sources, as well as the link to the original article in the original language),

but it also **develops original pan-European press material** via its

- editorials and its
- blogs.

PressEurop has mobile applications for iPad® and iPhone®, Android®, Samsung Bada®, Blackberry® and Windows Phone 7®. It is on Facebook®<sup>6</sup> and Twitter®<sup>7</sup>, offers RSS feeds, and has provision for feedback and comment.

Every morning at 10am the **editorial team** decides which articles will be translated, then the 10 editors (each responsible for their language version of the site) activate their network of translators. The translations are always checked/edited by the responsible editor. By 5pm the translations are online.

In addition to the translated articles, important amount of **own content is generated** via ‘In brief’ pieces, blogs, etc.

Although in most of the cases, copyright fees are negotiated on a case-by-case basis, the contractor has different type of **copyright agreements** with source publications, via which:

- any article can be republished for a fixed yearly sum,
- any article can be republished up until a fixed amount of articles for a fixed yearly sum.

However, some sources do not require copyright but only a link to the original article on their website. All fixed-price contracts are renewed on a yearly basis, with or without adjustment of the price or number of articles available. In general, once there is an agreement in place, copyrighted content can be kept on the website for an indefinite period, but articles older than a month actually generate very moderate traffic.

Even though it is not a breaking news portal, it is still necessary to publish articles and analysis in a relatively short reaction time, which is allowed for by the section ‘The Front Page’, which presents the cover articles of selected newspapers with a short summary and the link to the original content. PressEurop currently has news sections on Politics, Economy, Society, Science & the Environment, Culture & Ideas, Europe & the World. It carries editorials and cartoons, and runs online polls.

In coherence with the contract, and in line with standards of freedom of the press, the contractor enjoys full editorial freedom. Hence, the function of PressEurop is not to communicate and explain EU initiatives or to reflect the priorities of the Commission in office, but to invigorate interest in EU/European affairs and develop debate on issues of pan-European interest and of EU competence, in order to avoid

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<sup>6</sup> For instance, the French page is available at: <https://www.facebook.com/#!/pages/presseuropeu/111296406865>

<sup>7</sup> <http://twitter.com/presseurop>

important opinions to stay hidden/marginalised at Member State level. This means that an important role of PressEurop is to also publish criticism regarding EU policy making, as well as making complex information and analysis accessible without oversimplifying or distorting.

## 3. Objectives, scope and coverage of the evaluation

### 3.1. Objectives and scope of the evaluation

As stated in the Terms of Reference, “the aim of the evaluation is to assess the strengths and weaknesses of the implementation of PressEurop since its inception and during the duration of the evaluation. The main focus should be on the effective achievement of the operational objectives in terms of actual delivery of service to the Commission, looking at impact as well as coverage of relevant EU affairs and its link to the political agenda of the day. The evaluation shall provide a meticulous examination of the added value of the project”.

The aim of this evaluation was:

1. “To establish whether the objectives of the project have been fulfilled in a relevant, cost-effective and efficient way;
2. To demonstrate the extent to which the PressEurop project has extended the coverage of EU/European affairs beyond national, linguistic and socio-economic barriers and by this contributed to the development of the European public space;
3. To produce a global overview of the combined impact of PressEurop through its own portal [presseurop.eu](http://presseurop.eu), mobile devices, and partner-owned publications, as well as through the inclusion of PressEurop content in any other website, newspaper and radio and TV programmes;
4. To assess if the languages offered are quantitatively and qualitatively appropriate to PressEurop present and potential audience;
5. To improve the implementation of the current contract; and
6. To establish a realistic assessment of the project's potential in terms of readership and overall impact in the near and more distant future”.

In order to meet the objectives of this evaluation, we understood that the evaluation questions focus on addressing the relevance, effectiveness and efficiency of PressEurop.

Accordingly, the three main evaluation questions needed to be answered by the study are the following:

1. Does the operation of the PressEurop project respond to the EC communication needs (Relevance);
2. Do the PressEurop project 's effects meet its objectives (Effectiveness);
3. Is the implementation of the PressEurop project both optimal and cost efficient (Efficiency)?

We also paid special attention to the impact of the existing use of 10 different EU languages and examined the necessity, if any, of adding more or removing EU languages. Likewise, we identified the current target audience of the PressEurop website and examined the possibility of enlarging the audience depending on communication needs and by means of innovative and appropriate communication tools, e.g. more pedagogical approach.

The three evaluation criteria are further elaborated in the table below.

*Table 1: Evaluation criteria and evaluation questions addressed by this assignment*

Criteria	Specific scope
<b>Relevance</b>	<p>The Terms of Reference indicate that the evaluators will assess to what extent PressEurop has fulfilled its mandate in absolute terms relative to its contract (including reasons for deviations), including not only the general objective deriving from the White Paper on Communication, but also the implicit specific objectives listed above and the operational objectives of its Terms of Reference - in relation to type of content: diversity of opinion and views, topic coverage and design, identity and volumetric criteria.</p>
<b>Effectiveness</b>	<p>The evaluation will examine the extent to which PressEurop secured a place and is increasing the space it occupies in the online news world, i.e fulfilled its mandate in relative terms.</p> <p>This question aims at examining the impact of PressEurop on the readership and the effect on journalism activity. The evaluator will examine three main aspects, namely:</p> <ul style="list-style-type: none"> <li>• the contribution of PressEurop components to the overall effectiveness of the contract (including the website and other means of publicity);</li> <li>• the effectiveness of PressEurop to reach out to relevant target groups;</li> <li>• the added-value of PressEurop in providing a platform for information and debate on EU affairs.</li> </ul> <p>Moreover, the evaluator will also address whether the approach followed was the most effective in achieving the objectives set up.</p>
<b>Efficiency</b>	<p>The evaluator will provide an assessment on the efficiency of PressEurop in achieving its goals. The evaluator will focus on analysing whether PressEurop could better achieve its absolute and relative objectives through a different mix of the tools it deploys.</p>

As no extensive ex-ante evaluation has been conducted before the launch of the PressEurop project, a specific challenge of this evaluation relate to the identification of the target group.

Deloitte proposed to **define the core target group** as citizens who:

- look for information online;
- have some knowledge of foreign languages (for the visitors, whose native languages is not available);
- are interested in EU affairs.

Our understanding has been that the primary goal of PressEurop should be to obtain and keep the interest and fidelity of readers from the core target group. Nevertheless, we conducted in the framework of our study, a reflection on how to expand, if possible, its readership and involve other groups of the general public.

### 3.2. Evaluation design (methodology)

Bearing in mind the methodological requirements as set out in the Terms of Reference we have developed a specific methodology allowing us to address in a comprehensive fashion the specific objectives of this evaluation.

As stated in the Terms of Reference, the evaluation aimed to assess the strengths and weaknesses of the implementation of PressEurop since its launch. According to our approach validated by DG COMM, we carried out the evaluation according to subsequent phases, as follows:

1. structuring (inception);
2. data gathering;
3. analysis, judgement and reporting.

#### 3.2.1. Structuring the evaluation

The **structuring phase** allowed the evaluation team to structure the evaluation study according to the evaluation questions to be answered (via fine-tuning our understanding of the objectives and scope of the assignment based on initial desk research and preliminary interviews with DG COMM officials). The methodological approach as described in the Inception Report has also been agreed by DG COMM.

This section presents the activities we carried out during the structuring phase. A detailed description is given below.

The table below gives an overview of the key activities undertaken:

*Table 2: Evaluation activities & results (structuring phase)*

N°	Evaluation activities	Results
1	Preliminary interviews with DG COMM officials and the PressEurop contractor	4 interviews
2	Preliminary desk research	List of documents in Annex
3	Intervention Logic	Below

N°	Evaluation activities	Results
4	Analytical Framework	Presented in Annex

#### 3.2.1.1. Preliminary interviews with DG COMM officials

The evaluation team organised preliminary interviews with DG COMM officials to deepen its understanding of the rationale of PressEurop, its objectives and operation.

The evaluation team met and interviewed:

- Alain Dumort, Head of Unit A.6: Media Networks;
- Lauriane Bertrand, EC Project Manager of Unit A.6: Media Networks;
- Anthony O'Donnell, Head of sector - Evaluation, monitoring, research and market analysis (Unit A.6: Media Developments).

The evaluation team also visited the contractor in charge of the implementation of PressEurop, i.e. the EEIG in Paris.

The evaluation team had also the opportunity to identify together with DG COMM other relevant stakeholders at EU level who should be interviewed during the data collection phase – these are included in the list attached in annex.

#### 3.2.1.2. Preliminary desk research

Following the initial interviews with the DG COMM and based on the information received from the Commission, we have collected and conducted preliminary analysis of a first set of relevant documents to help us perform the interim evaluation of PressEurop. The current list of documents that have been used during the desk research of the data gathering phase can be found in Annex and it includes:

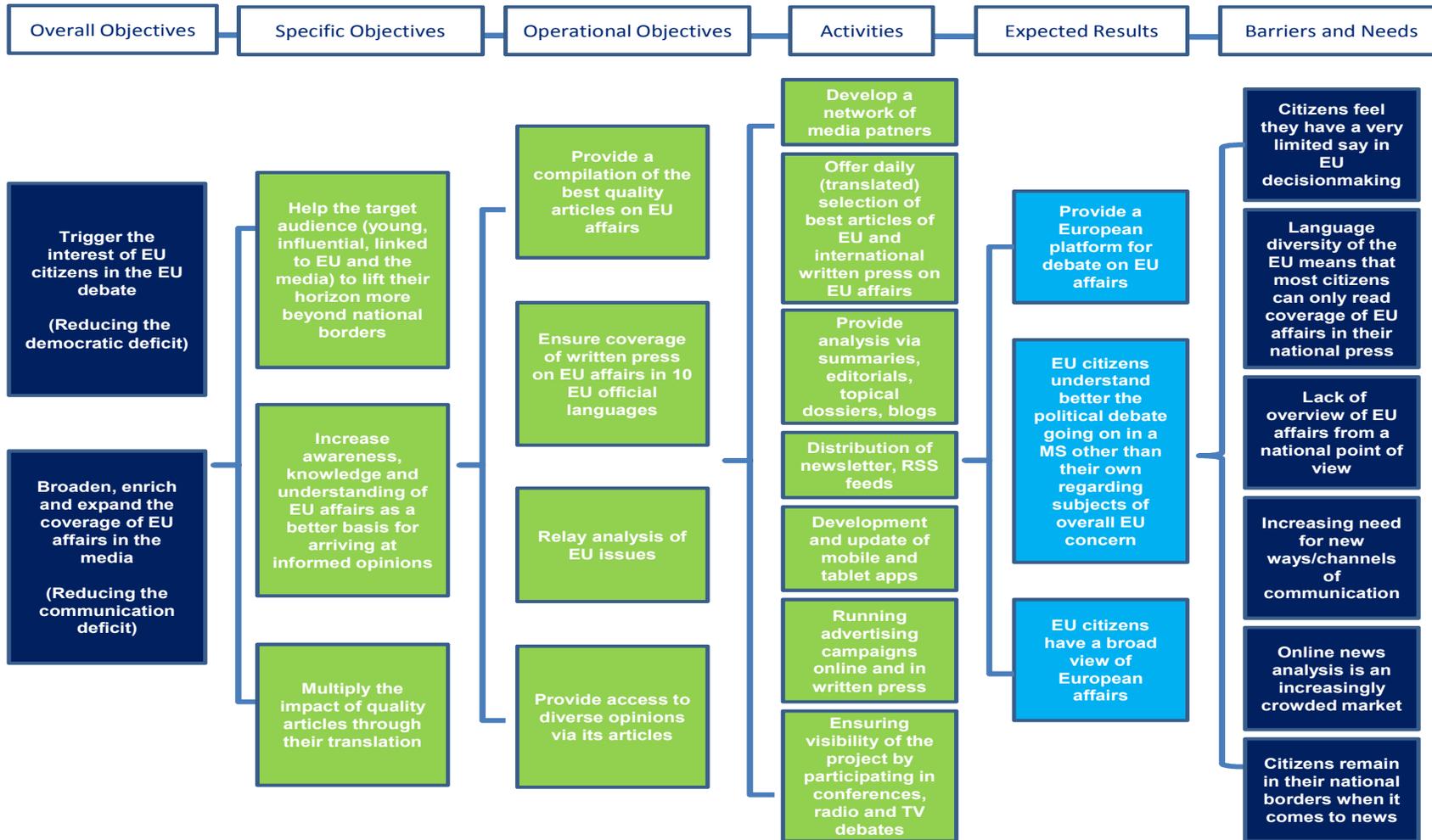
- decisions of EU institutions and policy documents (such as Action Plans, Communications and White Papers);
- available quantitative and qualitative data coming from EEIG (e.g. PressEurop bi-monthly reports, access to Xiti and Google analytics);
- studies and relevant articles.

#### 3.2.1.3. Intervention logic

A first element for carrying out the evaluation effectively was to understand the intervention logic behind PressEurop. Based on the desk research and preliminary interviews, the evaluation team mapped the different objectives of PressEurop (i.e. overall, specific and operational), its activities, the expected results, as well as barriers and needs to address.

The intervention logic presented below is the outcome of the discussion with and validated by the Commission during the Inception Report meeting.

Figure 1: Intervention Logic



#### 3.2.1.4. Analytical framework

The evaluation project was structured and conducted by using an analytical framework based on the evaluation objectives and questions identified in the task specifications and our understanding of the services to be delivered. The analytical framework maps the following elements by evaluation criterion (relevance, effectiveness and efficiency):

1. the evaluation questions, thus allowing a more focused approach to the evaluation criterion and main question/issue;
2. the judgement criteria (or success criteria) used to answer the evaluation questions in an accurate and sound manner;
3. the indicators used to substantiate the judgement criteria. Indicators may be qualitative or quantitative;
4. the sources of the information and data that feed the indicators.

Following the inception phase, a final version of the analytical framework was approved by the Commission.

We present the analytical framework in Annex.

#### 3.2.2. Collecting data to feed the final report

The **data gathering phase** aimed to collect data to respond to evaluation questions and has being carried out through the evaluation activities as listed in our project plan including data collection at European and national level (based on a series of interviews and focus groups during fieldwork in the selected Member States). During this phase, the evaluation team also conducted extensive desk research.

The table below gives an overview of the key activities undertaken:

*Table 3: Evaluation activities & results (collecting data phase)*

N°	Evaluation activities	Results
1	Desk research	List of documents in Annex
2	Interviews with EU officials and EU stakeholders	14 interviews
3	Fieldwork in five Member States Interviews Focus groups National desk research	47 interviews 61 participants List of documents in Annex

N°	Evaluation activities	Results
4	Web-based surveys Survey for EC Representations Survey for the Europe Direct Centres Survey for the partners of PressEurop Survey for the sources of PressEurop Survey for the users of the PressEurop portal Short online survey	20 replies 1 reply 8 replies 2 replies 272 replies 3578 replies

#### **3.2.2.1. Desk research**

The desk research was being conducted in parallel with the first round of interviews at EU level. The desk research was a dynamic exercise, continuing along the evaluation process.

In order to maximise the value of the research, all relevant information was captured in a reporting template, in line with our analytical framework.

#### **3.2.2.2. Interviews at EU level**

The evaluation team scheduled and conducted semi-structured interviews with a series of EU institution officials and European stakeholders as well as the fourth member of the PressEurop Consortium (phone interview).

We carried out 14 interviews with relevant EC officials and European stakeholders.

In Annex, we present the list of interviewees the evaluation team met.

#### **3.2.2.3. Fieldwork in five Member States**

In accordance with what was agreed with DG COMM, we performed fieldwork in the following Member States: Germany, France, Hungary, Italy and Poland.

Fieldwork was used to gather quantitative and qualitative information at national level. The Member States were selected based on the following criteria:

- being Member States whose language is one of the 10 in which PressEurop is available and a Member State whose language is not covered by the language spectrum;
- being Member States where media partnership is established with PressEurop and a Member State where there is no such media partnership.

For each of the Member States selected, we carried out the following activities:

- desk research regarding all the relevant documents and information at national level;
- a series of face-to-face interviews (47 in total) with:
  - a sample of partners of PressEurop (where such partnership has been created);

- a sample of the sources of PressEurop;
- the EC representations in the countries visited;
- the Europe Direct Centres in the countries visited;
- other relevant key players such as national media actors, think tanks and associations specialising in media;
- a focus group per country , gathering members of the general public (who nevertheless still have an interest in EU affairs and online news) (36 participants in total); as well as,
- a focus group with university students<sup>8</sup> in order to test the usability of the web portal (5-6 per country), the usability test was complemented by a short questionnaire to collect additional views and opinions on general topics about the PressEurop project (25 participants in total).

The list of interviews conducted during fieldwork is appended as Annex 6. Both the focus groups and the usability sessions also included citizens who were not familiar with PressEurop. The selection of participants also reflected gender and age balance.

#### **3.2.2.4. Web-based surveys**

The evaluation team also conducted five web-based surveys to gather additional data targeting:

- partners of PressEurop;
- sources of PressEurop;
- Representations of the European Commission in Members States;
- the Europe Direct Centres; and
- the users of PressEurop (the link to the survey was disseminated through the newsletter).

The surveys were hosted on a dedicated site to allow responses to feed directly into a survey software tool.

The questionnaires were available for respondents in English. The web-based surveys were open from 4 September to 5 October 2012 or to 12 October 2012 in the case of the surveys targeting PressEurop partners and sources. Surveys targeting the EC Representations and the Europe Direct Centres were kindly disseminated by DG COMM. The survey destined to the users via the newsletters was launched during the first week of September. The link to the survey targeting the sources and partners of PressEurop were disseminated by the contractor.

The following table presents the final response rate per survey.

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<sup>8</sup> All participants in the usability test had at least visited once the PressEurop website.

*Table 4: Response rate of completed web-based surveys*

Extracted on 17 September 2012, 11am	Number of completed surveys
Survey for EC Representations	20
Survey for the Europe Direct Centres	1
Survey for the partners of PressEurop	8
Survey for the sources of PressEurop	2
Survey for the users of the PressEurop portal	272

In addition to the five online surveys as described above, the evaluation team designed a short online survey hosted on the PressEurop website (and to be included also on its Facebook and Twitter pages). The survey contained 10 straightforward questions mostly in the format of closed questions. It was available in the 10 languages of the website. The link to the short survey was put on the website during the first week of September and remained there till 5 October 2012.

*Table 5: Response rate of completed short surveys*

Extracted on 17 September 2012, 11am	Number of completed surveys
Short survey for the users of PressEurop – Czech	77
Short survey for the users of PressEurop – German	266
Short survey for the users of PressEurop – English	589
Short survey for the users of PressEurop – Spanish	303
Short survey for the users of PressEurop – French	778
Short survey for the users of PressEurop – Italian	790
Short survey for the users of PressEurop – Dutch	207
Short survey for the users of PressEurop – Polish	106
Short survey for the users of PressEurop – Portuguese	294
Short survey for the users of PressEurop – Romanian	168
<b>Short survey for the users of PressEurop – in total</b>	<b>3578</b>

### 3.2.3. Analysis, judgment and reporting

The **analysis, judgement and reporting phase** concentrated on drafting the findings coming from the analysis of the data collected, structuring them according to the evaluation questions. Those findings are presented in this final report and drove the formulation of our conclusions and recommendations. Our

findings are based on an analysis of the qualitative and quantitative data collected through the previous phases of the assignment. However, with a view to producing the Final Report, the evaluation team deployed a diverse set of additional analysis techniques.

The table below gives an overview of these key analysis techniques undertaken:

*Table 6: Evaluation activities & results (reporting phase)*

N°	Evaluation activities	Results
1	Expert panel	5 experts
2	Target Group Identification exercise	Presented in Annex
3	Website analysis (including benchmarking)	Presented in Annex

#### **3.2.3.1. Expert panel**

In order to enrich the analysis, the evaluation team set up an expert panel (the list of the Expert panel members can be found in Annex) aiming to establish an expert opinion on the PressEurop project. The questions to the experts were developed based on our finding on Relevance and Effectiveness of the PressEurop project. The exchange of views and perception was done based on Delphi panel methodology, i.e. through email exchange -between the evaluation team and the experts individually.

#### **3.2.3.2. Target Group Identification exercise**

We carried out a **target group identification exercise** that focused on assessing the absolute and relative audience shares of PressEurop, its partner magazines, editorial partnerships and other publications around the world and identifying the profile of existing audiences and establishing potential target audience of the portal. In order to perform this exercise, the evaluation team:

- collected data (from statistics, surveys and the literature) on the audience reached by PressEurop and its relative share of market;
- aggregated the data collected on existing audience profiles (through the short online survey to be posted on the website and advertised on Facebook and Twitter);
- analysed the current audience of PressEurop (including profile) and how it could be expanded by using some of the publications for which we have carried out target market identification.

The full target group identification analysis is to be found in Annex. However, the main results of the exercise, including conclusions are embedded into the replies to the evaluation questions.

#### **3.2.3.3. Website analysis**

The analyses presented in the following sections of this report integrate an analysis of the PressEurop website features against standards and best practices (MIT outline is presented in Annex). Where relevant

and comparison permitting, specific aspects of the website has been benchmarked with other websites (e.g. Café Babel, Eurotopics).

Our detailed **analysis of the web portal is** based on a six-step approach. Our six-step approach to make efficient use of available online data to test different hypotheses consists of:

1. High level analysis and evaluation of website;
2. Assess the current quality of measurements and web analytics implementation;
3. Optimise and complement PressEurop.eu web analysis scripts and tagging;
4. Evaluate and determine the additional external data requirements (audience data, etc.) in addition to the data available in the web analytics solution;
5. Perform statistical analysis on the data set (data mining, pattern recognition, forecasting, discovery analysis, correlations, etc.); and
6. Assemble results and develop the recommendations.

A full report of the methodology applied and the results of the exercise is to be found in Annex. However, the main results of the exercise are embedded into the replies to the evaluation questions.

## 4. Evaluation of PressEurop

### 4.1. Introduction

This section provides the Commission with the findings in relation to the evaluation questions and associated judgement criteria from the data collected throughout the data collection phase. These are presented in relation to relevance, effectiveness and efficiency. In Annex the target group identification exercise and the detailed website analysis are presented. All of these have fed our findings. The findings are summarised at the beginning of each section. These summaries are the introduction to our overall conclusions and recommendations.

### 4.2. The structure of our findings

Our findings are structured according to the evaluation questions as follows:

Relevance – in answer to the questions:

- To what extent does the PressEurop project overall fulfil its objectives and specifically in terms of content, web portal, other means of accessing the articles, audience and geographical coverage?

Effectiveness – in answer to the question:

- To what extent does PressEurop contribute to the development of European affairs coverage through:
  - increased visibility for selected quality EU items on the web portal, in the partners' publications and, secondarily, in radio and TV programmes?
  - the multiplier effect conveyed by the translation of each article into the 10 languages of PressEurop?
  - overcoming national barriers with a selection in hundreds of sources, translation in the 10 languages of PressEurop, confronting views?
  - an appropriate targeting of audience?
  - a different approach to journalistic coverage of EU offering diverse opinions and perspectives?

Efficiency – in answer to the question:

- To what extent do the implementation arrangements of PressEurop maximize the effectiveness of the scheme?

Our findings are based on the judgement criteria identified in the Analytical Framework, which underpins our methodology and reflects the evaluation questions.

## 4.3. Relevance

*To what extent does the PressEurop project overall fulfil its objectives and specifically in terms of content, web portal, other means of accessing the articles, audience and geographical coverage?*

### 4.3.1. Introduction and summary

This section on relevance looks first at our findings as to the relevance of PressEurop (section 4.3.2) and its different components (section 4.3.3) (including selection of contents, translation mechanisms, presentation on the website, editorial coordination) to its objectives (overall, specific and operational) and to the needs of the target audience.

This evaluation question also examines the conformity of PressEurop to the requirements of the contract.

Our analysis demonstrates that the PressEurop project was perceived as relevant to its objectives as well as to the needs of its target audience. Its operational objectives have been met and therefore, its specific objectives are attained and lead to the achievement of the project's overarching objectives of reducing the democratic and communication deficits. The portal also responds to the needs of its audience in terms of media patterns, topics selected and quality of content.

Regarding the audience reached out, people responding to the "short online" survey (3 578) seem to have similar characteristics to the "Users" of PressEurop portal (272) and also have akin interests. Therefore, the PressEurop reader can be defined as a well-educated person, speaking foreign languages, living either in Europe or abroad and being interested in receiving online news about EU affairs but also news about other Member States.

The project is in line with all aspects of its contract and, in some cases, the Consortium went beyond the contract's requirements and has introduced new and innovative elements.

Interviewees (both at EU and national level) concur that the PressEurop portal is a unique product that provides the possibility to read 'quality' news from other countries, well translated into ten languages, presenting a wide range of topics from a neutral point of view. The vast majority of people agreed on the diversity of topics and articles selected in both political and geographical terms.

Based on the outcomes of benchmarking the PressEurop portal against other web portals according to fourteen usability criteria, the former is evaluated as a news provider of high quality; yet there is still room for improvement regarding the inclusion of "rich media content" (podcasts, slideshows, video content, etc.) so that to attract different audiences, or users with more detailed and in-depth information, (e.g. interactive datasets) and finally, use specific (anonym) information derivable from user preferences to optimise the user experience. This is in line with the market trend towards providing a customised news experience which actually enables the user to filter.

Opinions on the design of the web portal were contradictory among the people interviewed and the respondents to the surveys. Compared to the majority of the interviewees that felt that the portal lacks in

originality, a clear identity and the fact that it is not easy to navigate, the survey's respondents ranked most of the portal features very positively.

The majority of PressEurop users prefer to access the web portal instead of using other mobile devices. In addition, most of the users do not highly appreciate PressEurop smart/social features (i.e. phone applications, Facebook, Twitter, etc.) with the exception of the Newsletter that was viewed very positively – despite the fact that the trends of the market imply an extensive use of smart/social features (see Analytical Annex).

### 4.3.2. The overall relevance of the PressEurop project

To evaluate the PressEurop project overall relevance, our **judgment criteria** was the project's level of correspondence to its overall and specific objectives and to the needs of its target public.

In addition, we examined the extent to which the PressEurop project and its delivered products fulfilled the contract requirements.

The assessment of the overall correspondence of the PressEurop project to its objectives and to its audience's needs is based on both **qualitative** perceptions and **quantitative** analysis of the survey findings.

#### 4.3.2.1. Correspondence to the objectives

Based on our desk research and preliminary interviews with DG COMM officials, we mapped under the "Intervention Logic" tree the different objectives of PressEurop (i.e. overall, specific and operational), its activities as well as the expected results of the project in relation to barriers and needs to address (section 3.2.1.3).

According to the Intervention Logic, the PressEurop project overall objectives, as derived from the White Paper on Communication<sup>9</sup> and depicted in the Intervention logic, were on the one hand, to trigger the interest of European citizens in a debate around the EU and on the other hand, to broaden, enrich and expand the coverage of EU/European affairs<sup>10</sup> in the media. The former objective aims to eventually reduce the existing democratic deficit while the latter one intends to reduce the so-called communication deficit between the EU and the general public.

Furthermore, PressEurop has three implicit specific objectives; first, to help the target audience to broaden their horizons and look beyond national borders; second, to increase the awareness, knowledge and understanding of the audience in relation to European affairs so that they form their own opinion; and third, to multiply the impact of 'quality articles' through efficient translation mechanisms.

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<sup>9</sup> COMMISSION OF THE EUROPEAN COMMUNITIES, "White Paper On A European Communication Policy", Brussels, 1.2.2006, COM(2006) 35 final

<sup>10</sup> For the sake of clarity, we understand EU affairs as being topics relating directly to the activities of the EU institutions (which could also mean reaction in the Member States to the activities of the institutions) and European affairs as being topics with an impact on Europe as a whole or affecting a specific European country, but with resonance in other European countries as well.

Finally, with regards to its operational objectives, PressEurop aims to provide a compilation of the best quality articles on EU/European (and international) affairs, ensure a coverage of written press in at least 10 EU official languages, to provide an analysis of EU-related issues as well as facilitate the access to diverse opinions via the articles published on its web portal.

There was a consensus among the interviewees that the PressEurop operational objectives and activities were appropriate to achieve its specific and overall objectives. In addition, the analysis of the activity reports (bi-monthly reports submitted by the Contractor), supported by data collected during the interviews, demonstrates that the activities were conducted in conformity with the contract (further elaborated in the next sections).

The PressEurop project is perceived to be on track to fulfil its overall and specific objectives. The PressEurop project is in line with its overarching objectives and its activities serve its operational objectives which are rationally linked to its specific and overall objectives.

#### **4.3.2.2. Target group needs**

In the lack of a specific target group segmentation and/or prioritisation of the PressEurop target group, a specific challenge of this evaluation was related to the identification of the target group and consequently, the measurement of the project's pertinence to this group's needs and the correlation with the actual audience (users) and their needs.

##### **Definition of target group**

According to our preliminary desk research, the target audience of PressEurop is the wider public.

In order to be as much accurate as possible yet still to ensure to cover PressEurop's objectives, Deloitte proposed to define the primary target group as citizens who:

- look for information online;
- have some knowledge of foreign languages (for the visitors, whose native languages is not available);
- are interested in EU/European affairs.

The secondary target group being the other segmentations of the wider public.

DG COMM validated this definition of PressEurop primary and secondary target group during the kick-off meeting. In the additional analysis in the Target Group Identification exercise (in Annex), we have also taken into account factors such as broadband access, propensity to read newspapers and interest in knowing more about EU/European affairs and discussed trends towards providing news that is customised to the reader's interest. The discussion is restricted to the EU, as this is the main target area.

We have also taken into account in our comments the extent to which PressEurop is capturing and appeals to a young audience which is likely to be influential in future, and which PressEurop can hope to retain if it meets their needs.

To our understanding PressEurop aims to gain and keep the interest and loyalty of its readers by trying to respond to their specific needs, i.e. to be relevant. Those needs pertain both to the technology and the content suitable for the target group.

This section discusses who the audience is, the importance of PressEurop to them, the topics of interest to them and the features they use (including the platform they use), and the extent to which each of these is relevant to argue whether the target group is being reached.

### **Who they are**

When considering the current audience of the PressEurop portal, we gather the main characteristics of the respondents to the “short online” survey and the “Users” survey. Similarities are many.

Based on the “short online” survey analysis, two-thirds of the respondents to this survey were male (71.3%) and one third were female (28.7%). The largest single group – nearly one in four - were between 21 and 30 years old. The nationality varied with 86.5% of an EU nationality (from which Italian scores 22.1%, French 18%, Portuguese 8% and German 7.2%) and 13.5% were from outside the EU, including Canada, the USA, Latin America. Similarly, 84.2% live in the EU while 15.8% live elsewhere, again mostly in Canada, Latin America and the USA.

In relation to their education level, a share of 47.1% holds a University degree, while a relatively high percentage of the respondents hold a postgraduate degree (24.9%). One third of the total number of respondents speaks at least two languages (36.4%).

*Table 7: Number of foreign languages spoken by the respondents to the “short online” survey, 2012*

	How many languages do you speak well enough to read a newspaper in addition to your mother tongue?											
	None		One		Two		Three		Four		Five or more	
	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %
CZ	2	,1%	21	,6%	30	,8%	13	,4%	7	,2%	4	,1%
DE	16	,4%	74	2,1%	120	3,4%	34	1,0%	13	,4%	9	,3%
EN	84	2,3%	125	3,5%	167	4,7%	113	3,2%	67	1,9%	33	,9%
ES	23	,6%	97	2,7%	110	3,1%	46	1,3%	20	,6%	7	,2%
FR	75	2,1%	247	6,9%	286	8,0%	118	3,3%	39	1,1%	13	,4%
IT	54	1,5%	237	6,6%	299	8,4%	155	4,3%	39	1,1%	6	,2%
NL	14	,4%	84	2,3%	68	1,9%	29	,8%	12	,3%	0	0,0%
PL	8	,2%	44	1,2%	35	1,0%	13	,4%	3	,1%	3	,1%
PT	7	,2%	38	1,1%	112	3,1%	90	2,5%	34	1,0%	13	,4%
RO	7	,2%	48	1,3%	75	2,1%	28	,8%	5	,1%	5	,1%
Total	290	8,1%	1015	28,4%	1302	36,4%	639	17,9%	239	6,7%	93	2,6%

In the “Users” survey, identically, two-thirds of the respondents were male (64.7%) and one third were female (35.3%). A percentage of 25.7% were between 51 and 60 years old.

The nationality varied with 83.5% of an EU nationality (from which French scores 29%, Portuguese 12.5% and Dutch 10.3%) and 16.5% with other than EU, including the USA, Switzerland and Australia.

Similarly, 83.5% live in the EU while 16.5% live elsewhere, again mostly in Canada, Latin America, Switzerland and the USA.

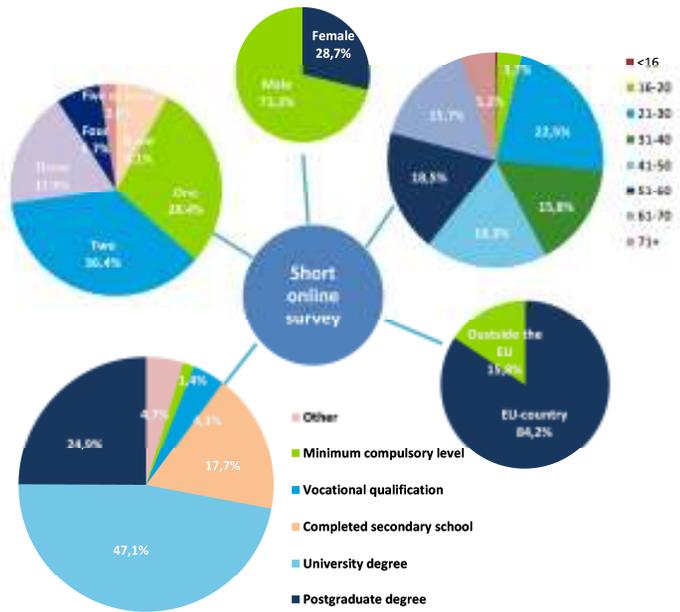
In relation to their education level, a share of 47.4% holds a University degree, while a relatively high percentage of the respondents hold a postgraduate degree (34.6%). One third of the total number of respondents speaks at least two languages (35.3%).

*Table 8: Number of foreign languages spoken by the respondents to the “Users” survey, 2012*

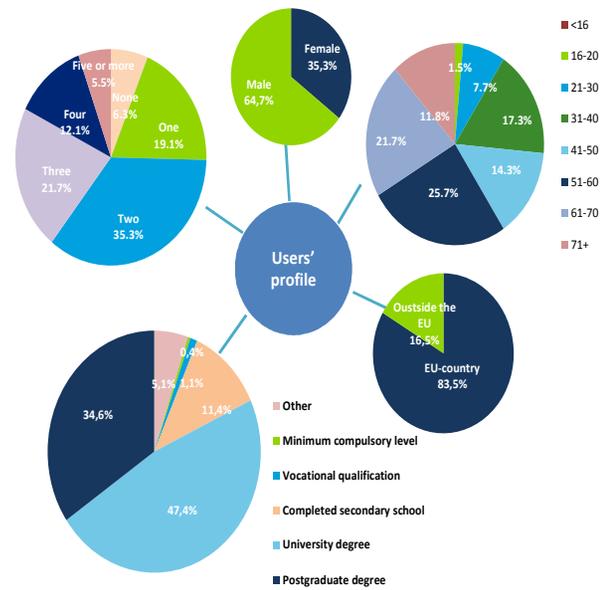
	How many languages do you speak well enough to read a newspaper in addition to your mother tongue?											
	None		One		Two		Three		Four		Five or more	
	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %	Count	Table N %
Austria	0	0,0%	0	0,0%	0	0,0%	2	,7%	0	0,0%	0	0,0%
Belgium	0	0,0%	0	0,0%	3	1,1%	4	1,5%	1	,4%	2	,7%
Bulgaria	0	0,0%	0	0,0%	1	,4%	0	0,0%	0	0,0%	0	0,0%
Cyprus	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Czech Republic	0	0,0%	1	,4%	0	0,0%	2	,7%	0	0,0%	1	,4%
Denmark	0	0,0%	0	0,0%	0	0,0%	1	,4%	1	,4%	0	0,0%
Estonia	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Finland	1	,4%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
France	3	1,1%	25	9,2%	29	10,7%	13	4,8%	7	2,6%	2	,7%
Germany	2	,7%	1	,4%	4	1,5%	1	,4%	1	,4%	2	,7%
Greece	0	0,0%	0	0,0%	0	0,0%	0	0,0%	1	,4%	0	0,0%
Hungary	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Ireland	0	0,0%	1	,4%	1	,4%	0	0,0%	0	0,0%	1	,4%
Italy	0	0,0%	1	,4%	2	,7%	2	,7%	0	0,0%	1	,4%
Latvia	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Lithuania	0	0,0%	0	0,0%	0	0,0%	0	0,0%	1	,4%	0	0,0%
Luxembourg	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Malta	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Netherlands	0	0,0%	2	,7%	9	3,3%	11	4,0%	4	1,5%	2	,7%
Poland	0	0,0%	2	,7%	4	1,5%	2	,7%	0	0,0%	0	0,0%
Portugal	0	0,0%	4	1,5%	12	4,4%	11	4,0%	5	1,8%	2	,7%
Romania	0	0,0%	3	1,1%	7	2,6%	4	1,5%	0	0,0%	0	0,0%
Slovakia	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Slovenia	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
Spain	0	0,0%	0	0,0%	6	2,2%	5	1,8%	2	,7%	0	0,0%
Sweden	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%	0	0,0%
United Kingdom	3	1,1%	3	1,1%	2	,7%	0	0,0%	1	,4%	0	0,0%

Figure 2: Socio-demographic profiles (“short online” survey & “Users” surveys), 2012<sup>11</sup>

Short online survey (3578 answers), 2012



Users' profile (272 answers), 2012

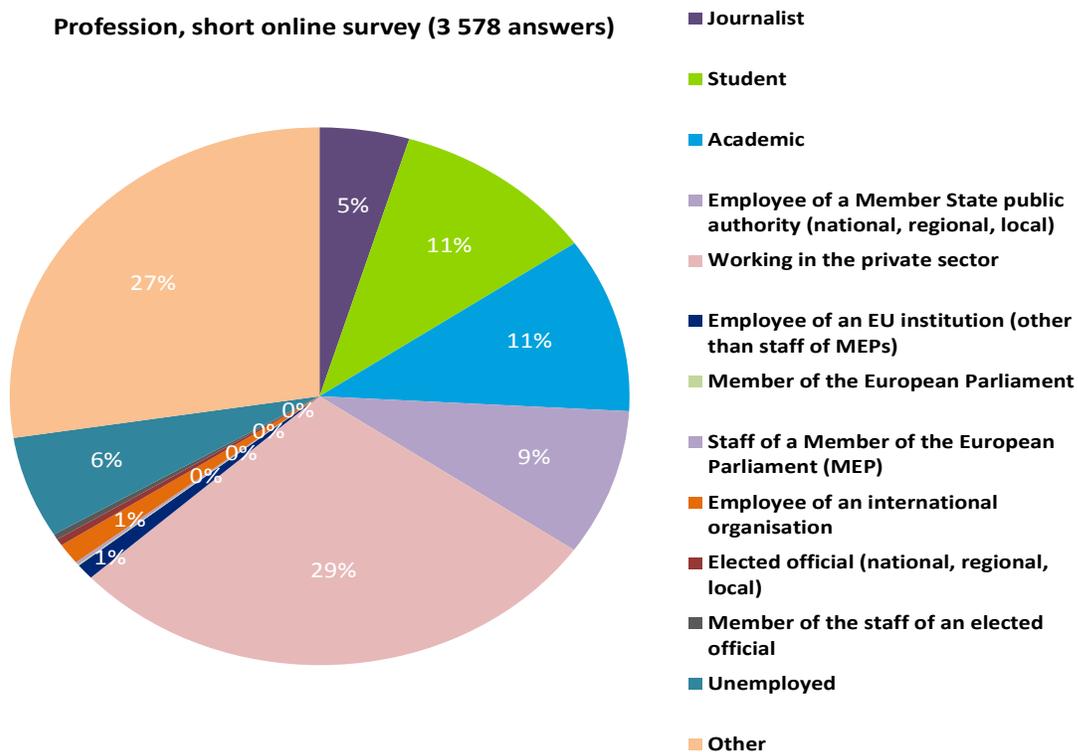


<sup>11</sup> For the sake of clarity, we analyse the profession of the respondents separately in the following paragraph.

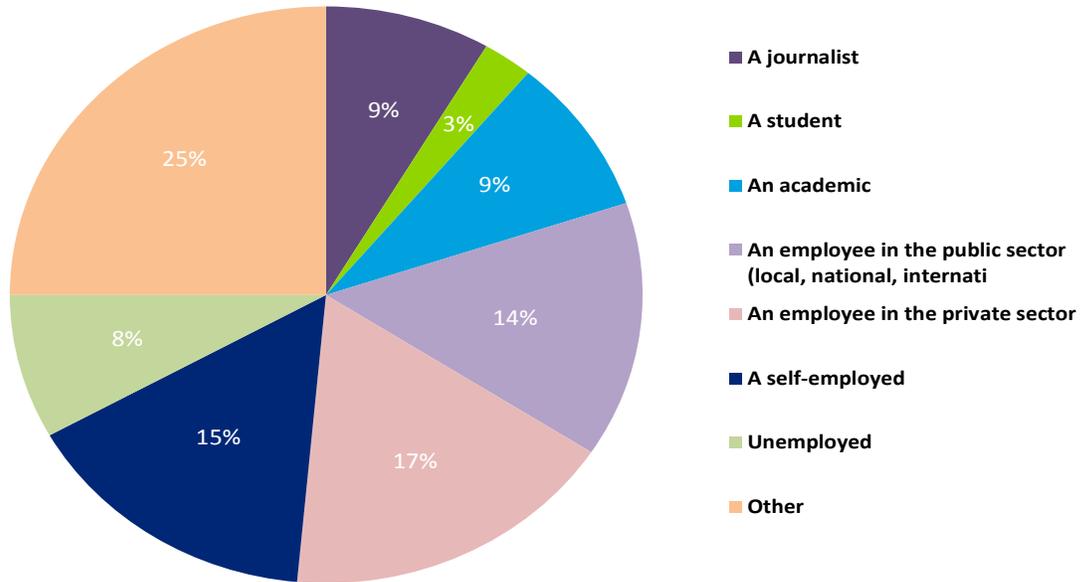
As far as all professions mentioned is concerned (“short online” survey), 29% of the respondents work in the private sector, 11% are students, 11% stated “academic”, 9% are public servants and 5% journalists. A significant number of those replying “other” were “people in retirement”. In the group of journalists, 43.2% are news journalists, 17.9% writers/commentators and 12.3% editors.

As far as their profession is concerned (“Users” survey), 17% of the respondents work in the private sector, 15% are self-employed, 14% are public servants and 8.5% are journalists (47.8% news journalists, 30.4% editors and 21.7% Editorial writers/commentators).

*Figure 3: Profession of the respondents to the surveys (“short online” survey & “Users” surveys), 2012*



**Profession, Users survey (272 answers)**



Interviews and surveys results concur that the PressEurop project appears to respond to its target audience needs. According to most people interviewed at both European and national level (during fieldwork), the PressEurop reader was perceived as well-educated and thus, interested in accessing ‘quality’, unbiased articles, reading online news, and looking for information about EU/European affairs as well as news from other EU countries.

Overall, the surveys’ results related to the socio-demographic profile of the PressEurop reader showed that more men than women visit the portal of an age of 21-30 or 51/60. Readers live both in an EU country or outside Europe and are well-educated, speaking foreign languages. Their nationality as well as their profession varies.

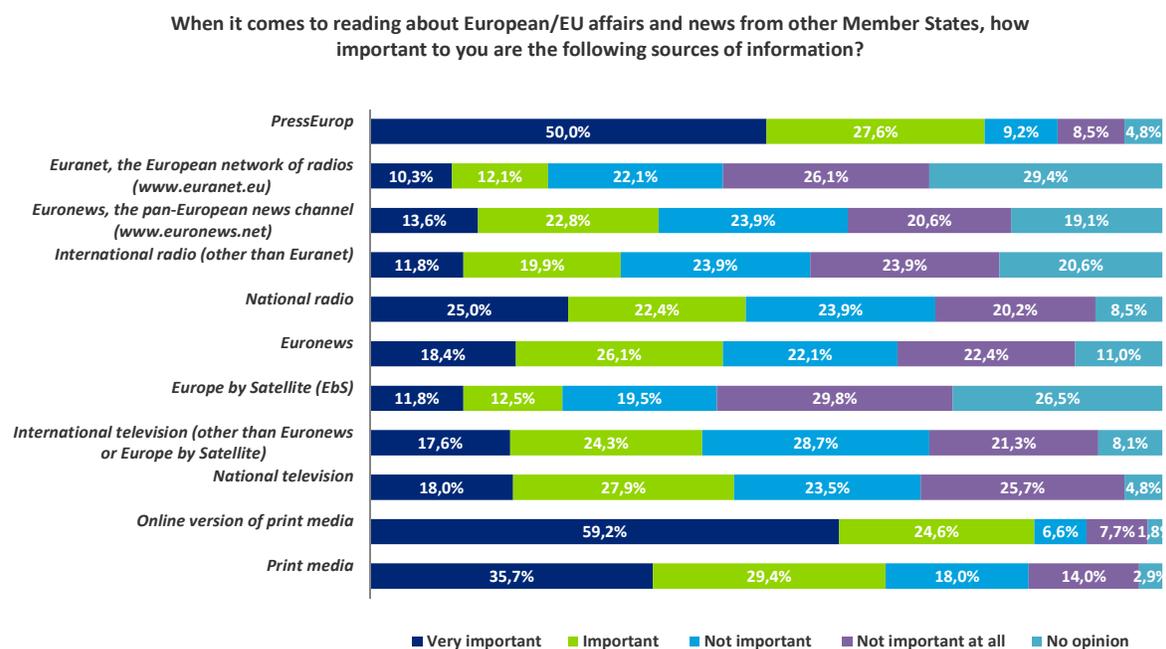
***Where they get their information on EU/European affairs***

Respondents from the “Users” survey indicated that the primary source they access to get informed about EU/European affairs or news from other Member States is “The national media of the country they live in” (74%). The “national media of the country they are from” is their second preferred source of information (35%) while “EU media: e.g. European Voice, Euractiv, EUobserver, etc” as well as “The national media of some other country” follow, scoring 32% each (multiple choice question).

The Figure below shows the importance to PressEurop users of eleven sources of information providing European and EU affairs news as well as news from other Member States. The “online versions of print

media” are first in the list considered as a “very important” source of information (with a share of 59.2%), “PressEurop” follows with a significant share of 50% and “print media” are the third most important source (35.7%). “National radio” is also highly accessed by the respondents with a percentage of 25%. “Europe by Satellite”, “Euranet” and “national television” are considered as not at all important to a percentage of 29.8%, 26.1% and 25.7% respectively. To the vast majority of the responding to the survey, “PressEurop is seen as a credible and reliable source of information” (“fully agree” and “agree” arrived at 96%).

*Figure 4: Sources of information on European/EU affairs and news from other Member States (online survey for the “Users”, 2012)*



Views on the most preferred sources of information for the 25 Students<sup>12</sup> we met during fieldwork are identical; “online versions of print media”, “PressEurop” and “print media” are the most important sources of information. “Euranet” and “Europe by Satellite” were viewed as “not important at all”.

Furthermore, publication time does not play a significant role according to interviewees as they turn to PressEurop to access ‘quality’ information that would enable them to exercise their reflection and get inspired. In terms of timing of the publication of the original articles, 79% of the “Users” replied that the information is “available soon enough” while those responding to the Partners survey together with the EC Representations were of the same opinion. A number of interviewees argued that 10am is too late for

<sup>12</sup> As described in the methodology section, all students were aware/users of PressEurop.

an overview of news headlines as most people start working earlier and typically read news before going to work.

PressEurop appears therefore to be attracting newspaper readers, i.e. that portion of the population which prefers to get their information from the newspapers, in whatever form. The sources quoted in the Target Group Identification (TGI) exercise on market trends provide data which shows that those who read newspaper continue to read the print media (in Annex). The PressEurop users also differ from the population at large in that radio is more important to them than television. The Eurobarometer Figures quoted in the TGI show clearly that television is the preferred source of information for the wider public, including on EU/European affairs. In addition, PressEurop readers are heavy consumers of online print media of all types.

In addition, the data from the age profile of PressEurop users and data from alexa.com<sup>13</sup> showing that PressEurop has an above average audience in the older age groups, and that the discrepancy is greatest in the oldest age group (65+) points in the direction of PressEurop's readers possibly being 'digital immigrants', i.e. the generation that grew up with newspapers as a primary source of information.

The assumption in the literature quoted in that section is that 'digital immigrants' are a disappearing breed as the 'digital native' and 'digital settler' generations age, but the literature also points out that it is actually too soon to know whether the behaviour of 'digital natives', who are currently reading fewer newspapers and consuming more instant news than their age group in the past, will stay the same, or whether there is an intrinsic link between the propensity to read newspapers and age.

PressEurop is viewed by its users as the most important source of information when it comes to reading about European and EU affairs news as well as news from other Member States. Delay in publication time is not an issue for its readers as the portal meets their needs to provide online news which reflects the market current trends.

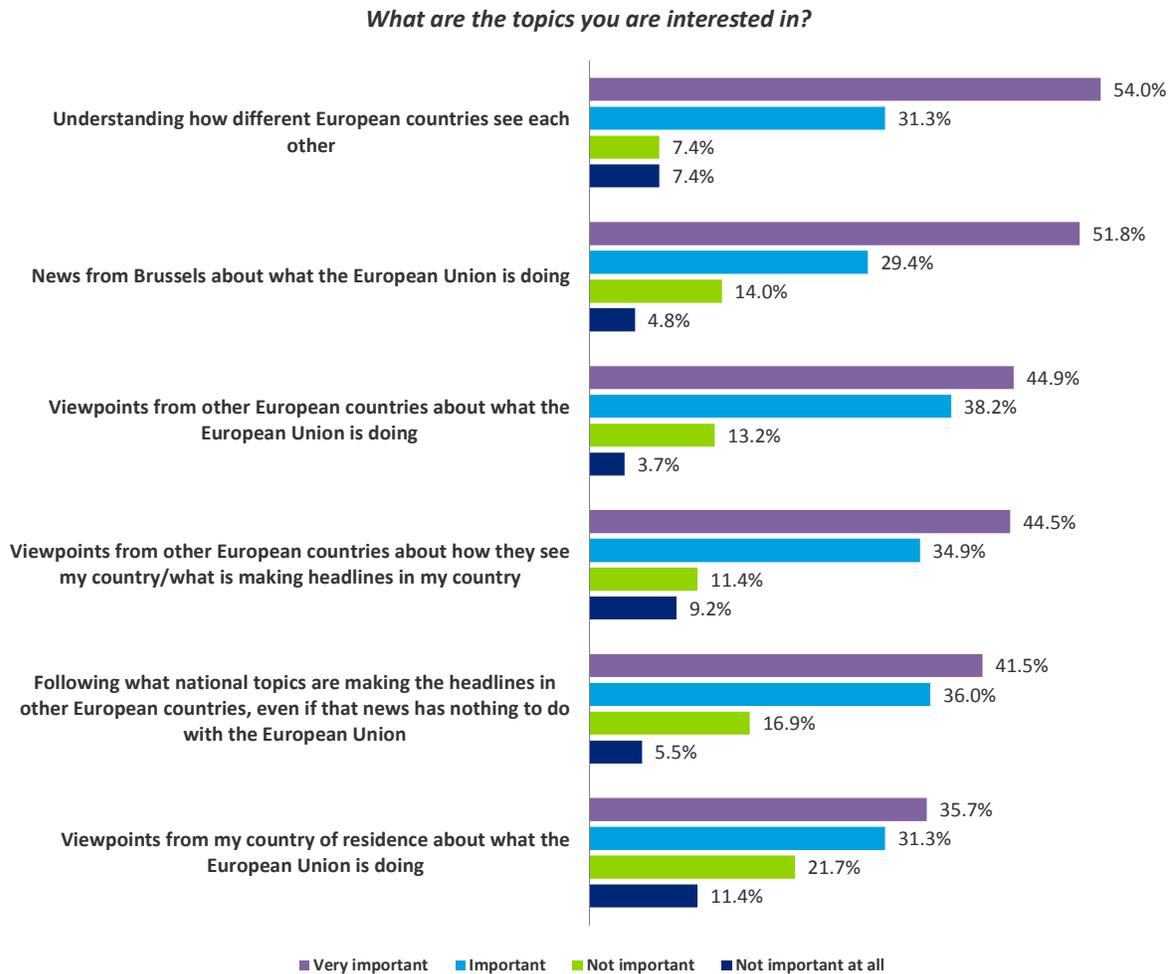
### ***What they read***

Regarding the topics its readers like to be informed about, there is a broad consensus among the people responding to the "Users" survey, on the high degree of importance to receive news on "Understanding how different European countries see each other" (54%) and "News from Brussels about what the European Union is doing" (51.8%).

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<sup>13</sup> Alexa is a leading provider of free, global web metrics: <http://www.alexa.com/siteinfo/presseurop.eu>

Figure 5: Topics of interest for PressEurop users (online survey for the “Users”), 2012



Same topics (“Understanding how different European countries see each other” as well as “News from Brussels about what the European Union is doing”) are ranked on the top of the preferences for the 20 EC Representations replying to the survey, with a share of 54% and 51.8% respectively. For the rest of the topics, the shares go as follows: “Viewpoints from other European countries about what the European Union is doing” (44.9%), “Viewpoints from other European countries about how they see my country/what is making headlines in my country”, (44.5%) “Following what national topics are making the headlines in other European countries, even if that news has nothing to do with the European Union” (41.5%) and “Viewpoints from my country of residence about what the European Union is doing” (35.7%).

Views on the most preferred topics for the 25 Students we met during fieldwork coincide with the need of getting “News from Brussels about what the EU is doing” and “Understanding how different European countries see each other”. Yet, students are also interested in “Viewpoints from other European countries about how they see my country/what is making the headlines in my country”.

**Why they read PressEurop**

Interviewees replied that they visit PressEurop mainly for professional reasons (e.g. EU officials read PressEurop to better prepare themselves in front of well-informed journalists) but also out of their personal benefit. Most of the “Users” also access PressEurop out of their personal interest (82%); few of the respondents use PressEurop also for their job (19%) and very few also for their studies (8%) and/or as a teaching aid (mainly for the University) (5%). For approximately one fifth of the respondents (18%) one of the reasons for reading PressEurop to improve their knowledge of foreign languages (multiple choice question).

The PressEurop portal responds to the needs of its audience. Thanks to the online selection of ‘quality articles’ on EU/European and international affairs, the reader can appreciate the portal as a neutral source of information and on top of it, a source of inspiration and reflection.

**4.3.2.3. Contract requirements**

When considering conformity with the contract, the PressEurop project seems to be aligned with the contract’s specific requirements. The table below presents the overall conformity of the PressEurop project to its contract.

*Table 9: Overall relevance of the PressEurop project to its contract requirements*

Contract	Overall relevance
General Objectives	
<u>Web portal</u> : set up of an internet site where the best articles of the European and international written press are published	✓
<u>Language regime</u> : translate all articles in, at least, ten EU official languages	✓
<u>Articles</u> : publish the original articles accompanied by editorials, an eventual analysis by journalists/specialists on European affairs, and illustrations (e.g. cartoons, pictures, etc)	✓
<u>Archives</u> : establish a ‘virtual library’ where all old articles are saved and accessible via a ‘search	✓

engine'	
<u>Content of articles</u> : select 'quality' articles on EU and international affairs, of different point of views so that the reader be able form its own opinion	✓
<u>Editorial culture</u> : respect a full editorial freedom guaranteed by an 'Editorial Charter' published on the portal	✓
Content	
Selection and analysis of, at least, ten articles on European affairs coming from the international written press (i.e. journals, magazines, internet sites)	✓
Selection of, at least, one journal/magazine of each of the EU Member States and Associated Members as well as of all the major international geographical zones	✓
Daily publication – in the morning - (except during the week-end) of the articles selected in their original language	✓
Daily publication – in the afternoon - of the translated version (in ten languages) of, at least, three of the selected articles focusing on EU affairs.	✓
Week-end publication of a synthesis of the published - during the past week - translated articles dedicated to EU affairs, including their analysis/comments, and <b>if possible</b> , of a selection of articles published in the week-end international press	✗
<b>If possible</b> , a print publication, in the ten languages, of a synthesis of the weekly published articles	✗
Topics to cover	
News on the following domains: politics, economy, society related to the EU, the EU Member States as well as non-EU countries including a European dimension	✓
News on European institutions' policies and their impact on the EU Member States, the European citizens and eventually, the rest of the world	✓

European citizens' reactions in front of EU decision-making	✓
European citizens' problems/difficulties	✓
EU relations and cooperation with third countries	✓
Cultural dimension of the EU, its Member States and citizens	✓
Web portal	
Attractive and accessible homepage with a specific and clear identity	✓
User-friendly, interactive and multilingual web portal	✓
Language and translation	
Translation of articles, editorials, comments, news briefings and illustrations in, at least, ten different languages which in total cover 60% of the total EU population and reflects a geographical and cultural diversity	✓
Daily online publication of at least three articles before 6pm	✓
Daily online publication of a summary and the title (digest) of the selected articles before 10am	✓
Other	
Consortium: professionals from different EU Member States, open to eventually include new members	✓
The Consortium shall prepare paper versions of all or part of its items online and publish them in other EU journals/magazines	✓

✓ : achieved

✗ : not achieved

Based on our desk research analysis and interview with the Contractor (including the contract, the bi-monthly progress reports prepared by the Contractor, internal documents, etc.), the PressEurop portal is conform to its contract, with one exception to our knowledge. The Contractor has respected all aspects of the contract while, in some cases, it has added further developments such as, enlarge its partnerships,

include surveys, insert comments direct translation, include the section “Front page”, social media promotion, etc.

The PressEurop portal fully respects its contract’s requirements and has often exceeded Commissions’ expectations.

### 4.3.3. The relevance of the different aspects of the PressEurop project

The following sub-sections look with more details at the relevance of the different aspects of the PressEurop project.

Following the analytical framework, this section should treat the following topics: content, web portal, other means of accessing the articles, audience reached out and geographical coverage. For the sake of clarity, we examine the PressEurop content together with its geographical coverage and the presentation of the web portal together with the inclusion and use of other means (mobile devices, newsletter). As far as the target audience reached out is concerned, for sake of better structuring our findings so as to respond to the correspondence of the project’s objectives to the audience needs, this question has been already treated in the previous section.

#### 4.3.3.1. Content & geographical coverage

In considering this question, we looked at whether:

- 1) the topics covered, the volume and timing of the content fulfil its objectives as set in the contract and also, correspond to the needs of the target group;
- 2) the content (type of information and topics covered, articles selection, translation mechanisms, layout, editorial coordination) is in general useful and EU related; and
- 3) the popularity (visitors) of the different content items corresponds to the project’s objectives.

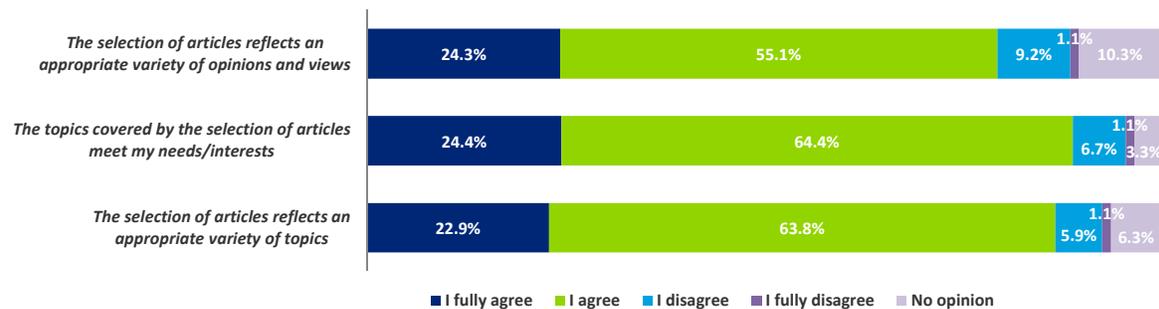
The assessment of the content conformity to the contract requirements and to its audience needs is based on both **qualitative** perceptions and **quantitative** analysis from the surveys’ results, web analysis and benchmarking exercise.

Agreement tended to be full among the interviewees (both at European and national level) when asked about the relevance of the PressEurop various items (articles selected, topics covered, quality of translation, web portal presentation).

Overall, as shown in the Figure below, the “Users” survey showed a very positive opinion in relation to the selection of articles and the topics covered. There was a relatively high level of agreement on the certainty of the three following statements: “the selection of articles reflects an appropriate variety of

topics” (86.7%), “the topics covered by the selection of articles meet my needs/interests” (88.9%) and “the selection of articles reflects an appropriate variety of opinions and views” (79.4).

*Figure 6: Opinions on the selection of articles (online survey the “Users”, 2012)*



The majority of those responding to the survey targeting the EC Representations expressed similar opinions; 14 out of 20 “agreed” on the fact that “the topics covered by the selection of articles are appropriate to the needs/interests of the audience”, 13 out of 19 “agreed” that “the selection of articles reflects an appropriate variety of topics” and 11 out of 19 agreed that “the selection of articles reflects an appropriate variety of opinions and views”.

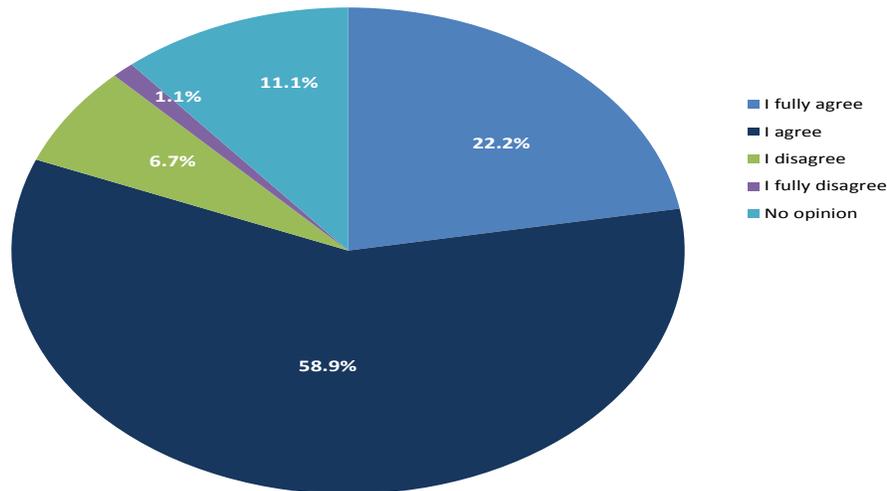
The interviewees much appreciated the fact that PressEurop often publishes controversial articles including diverse points of view and articles referring to both sides of the coin e.g. the economic crisis for the Greek as well as the German perspective. This fact guarantees the openness of information. Nevertheless, there were some interviewees that would like to see more regional/local news but they attributed this current lack to the editors’ choice of important daily news and their level of quality.

According to the majority of the interviewees, the selection of articles is well-balanced in geographical terms, including information from inside and outside Europe. Their content is highly interesting, inspiring (generating a critical spirit for the readers) and very-well written avoiding the European jargon that may discourage the reader.

Two thirds of the respondents to the survey targeting the “Users” (81.1%) believe that the selection of the articles covers news from all the EU-27.

Figure 7: EU coverage on the PressEurop portal, (online survey the “Users”, 2012)

**The selection of articles covers news from all EU Member States:**



Ten of the twenty people replying to the survey for the EC Representations, shared the same positive opinion.

When it comes to the news sections, interviewees felt that the topics covered, “Politics”, “Society”, “Economy”, “Science & environment”, “Culture & ideas”, “EU and the world”, are appropriate and well selected. Only a few complained about the short-termism of European politics, the extensive emphasise on economy and the absence of longer term concepts for the European integration; even if they accepted that a news portal has to address “the needs of the moment”.

In addition, the people interviewed agreed on the appropriateness of the translation mechanisms; according to them, the translated articles enable the readers to access useful and important information originally written in a different language of their own.

Overall, interviewees agree that the content published on the website represents quality journalism (via using adequate national source publication’s material). PressEurop is appropriate medium to meet the needs of the target group (i.e. citizens interested in EU/European affairs and reading news online) as it deals with information and analysis of topics in which citizens are interested in (according to our focus group exercises), such as:

- the political situation in other European countries, how and to what extent they support the EU;

- whether in another Member State they found a solution to a problem that applies in many Member States;
- the future of the EU and the euro;
- how their country is perceived in other Member States;
- the relations between EU and the outside world;
- employment and mobility;
- immigration.

Regarding the editorial coordination of the PressEurop portal, based on the selection of the sources and all items (including articles, briefings, etc) the Consortium has the mechanisms in place to guarantee an editorial cooperation of high quality and meet the results required by the contract.

PressEurop provides a wide unbiased range of articles published in all EU Member States. The topics covered and the countries covered as well as the translation of the news in ten languages are highly appreciated by the readers.

#### **4.3.3.2. Web portal**

In considering this question, we looked at whether:

1. the web portal is in line with the specific requirements of the contract in terms of presentation and identity, volumetric, dissemination, etc;
2. the web portal corresponds to the needs of the target audience in terms of publicity, credibility, clickability and design;
3. the web portal and its components are attractive to the users and meet quality standards.

The assessment of the web portal conformity to the contract requirements and to its audience needs is based on both **qualitative** and **quantitative** analysis.

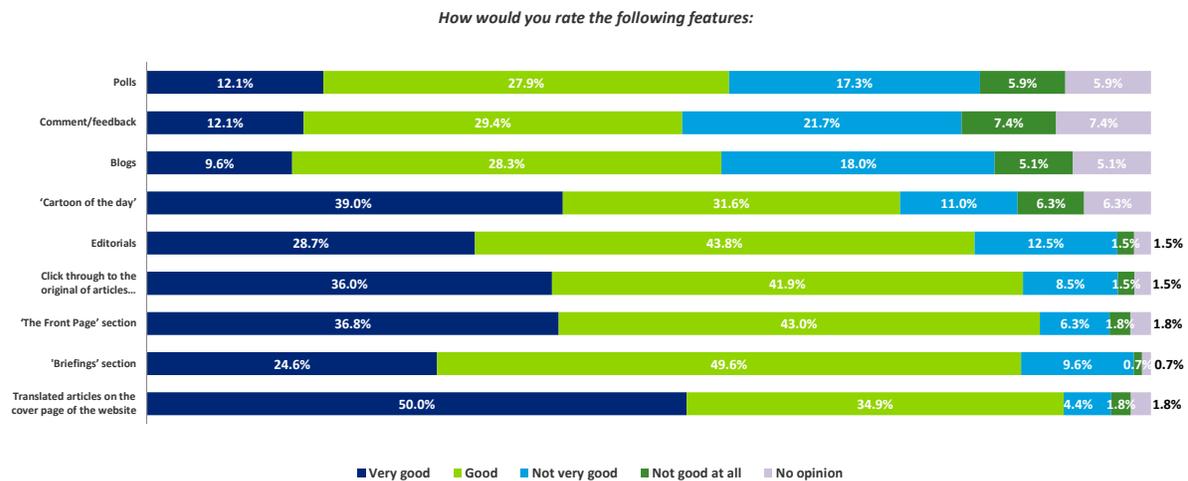
#### ***Presentation (features)***

The opinions of people interviewed were contradictory in relation to the presentation of the web portal. Some had a positive view about the lay-out of the portal describing it clear, well-done, easy-to-navigate and by some, quite fancy. To the opposite, others felt that the design of the portal is too old-fashioned, without any visual element, very heavy pictures and too much content on the first page. Few interviewees seemed not appreciate the logo of the portal either because it lacks in innovative graphics or it is so multi-coloured that it puzzles the reader's sight.

When it comes to the "Users" opinion about the presentation of the portal and its various features available (such as the editorials, polls, etc.), the "Translated articles on the cover page of the website" as well as the "Cartoon of the day" ranked highly (50% and 39% respectively) according to the Users' survey

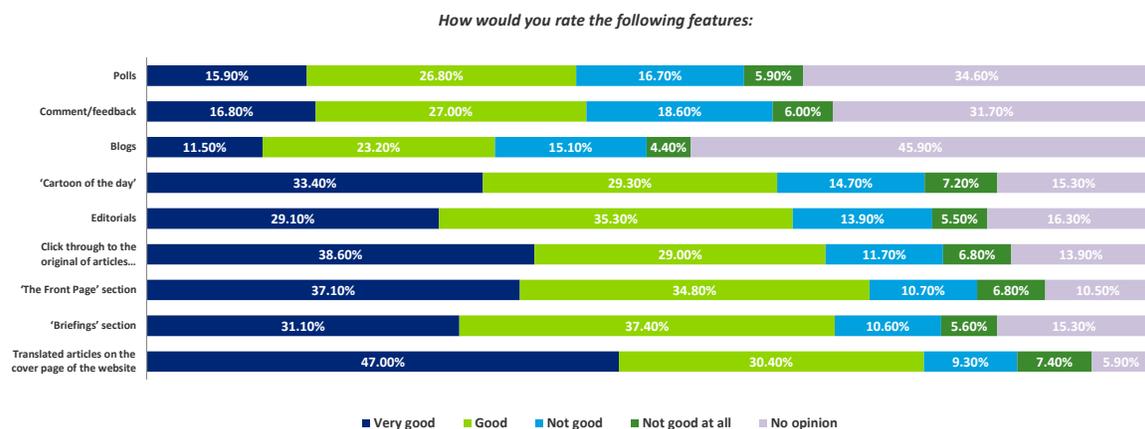
respondents. The “Briefings” feature as well as the “Editorials” came second to Users’ preference, with a share of 49.6% and 43.8% respectively. The “Blogs”, “Comment/feedback” and “Poll” feature were the least preferred for this group of respondents.

Figure 8: Opinion on PressEurop features (online survey for the “Users”), 2012



The Figure below presents the opinions of the respondents to the “short online” survey which in general coincides with the opinions already analysed above. Again, the “Translated articles on the cover page of the website” received the most positive replies (47%). This group seemed to highly appreciate the “Click through to the original of articles highlighted in ‘The Front Page’ section” (38.6%).

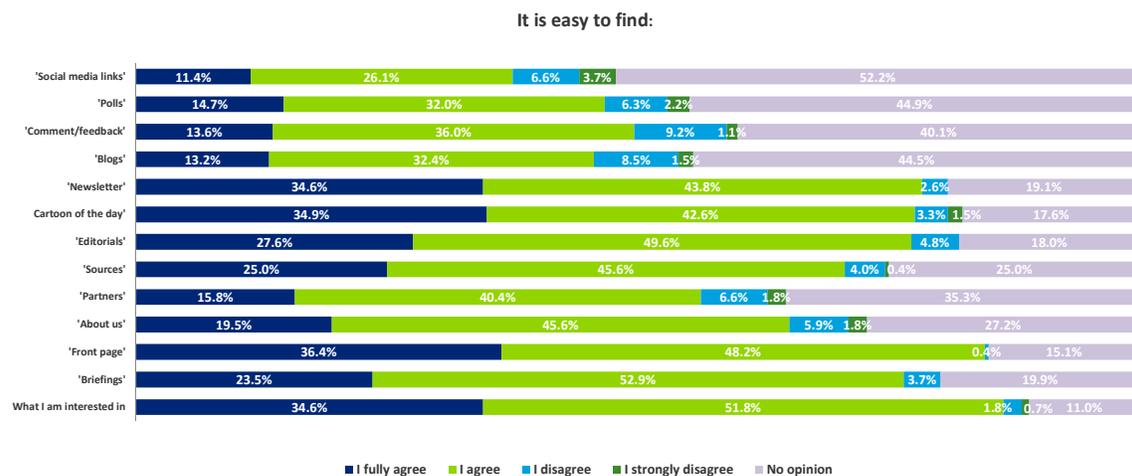
Figure 9: Opinion on PressEurop features (“short online” survey), 2012



The majority of those responding to the survey targeting the EC Representations were positively expressed in relation to the PressEurop portal features.

When it comes to the accessibility level of the several features provided by the portal, “Users” felt that it is very easy to find “Front page” (36.4%), “Cartoon of the day” (34.9%), “What I am interested in” and the “Newsletter” each with a share of 34.6%.

*Figure 10: Opinion on the level of accessibility of PressEurop features (online survey for the “Users”), 2012*



As far as the presentation of the portal is concerned, most of the interviewees positively valued its layout. They liked the fact that the articles are well inter-connected and followed by a number of links that lead to articles of relevant topics. However, there were few commenting negatively about the classification of the topics (e.g. sometimes the article is cited by the country of its issue whereas others, by its topic) as well as the non-visibility of “news briefings” section, a very interesting section according to them. In addition, many participants during the Usability test exercise estimated that it is not automatically clear to someone who opens the PressEurop website for the first time what the purpose of the site is and what added value it brings compared to other news portals. They commented that it needs a significant amount of time to familiarise with the website and all its functions and the portal was considered as somewhat too long (from top to bottom) and sometimes it is easier to find less important items (such as blogs, surveys, polls) than the articles themselves.

The scorecard below provides a comprehensive set of topics and aspects that collectively give an impression of the general usability of a website. All aspects, if applicable, are rated with a value between 1 and 5 (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent). Two usability experts have conducted the test and discussed the results, which led to the final score.

*Table 10: Usability of the PressEurop web portal*

Topic	Average score for this topic	Issues
<i>Navigation</i>	2.80	- No clear homepage link provided - No breadcrumbs (paths) and sitemap - Search function is limited
<i>Functionality</i>	4.00	
<i>User control</i>	3.75	
<i>Language and content</i>	3.71	Right column easily overlooked
<i>Online help and user guides</i>	3.50	Help section is not available
<i>System- and user feedback</i>	3.43	Twitter / Facebook features are not working without Javascript. No info to user.
<i>Web accessibility</i>	3.71	- ALT (alternative link/solution) attribute is not used for illustrations within articles - No alternative content for inaccessible features
<i>Consistency</i>	4.67	
<i>Error prevention and correction</i>	3.85	
<i>Architectural and visual clarity</i>	3.88	- Search only applies to content, not site features - Meaning and purpose of website is not clearly shown to first time user
<b>General score: 3.73</b>		

The design of the web portal seems appropriate compare to standard quality yet a more innovative dimension is missing. PressEurop scores between GOOD and VERY GOOD in terms of usability.

### **Attractiveness**

Regarding the portal's attractiveness to its users, the PressEurop portal is not only a popular portal to the Europeans but to people outside Europe; among the top-five countries of origin of the portal's registered

visitors, the USA ranks fifth<sup>14</sup>, while in the top-twenty many users come from several countries in Latin America (i.e. Brazil, Canada, Mexico and Argentina).

*Figure 11: PressEurop attracting international users*



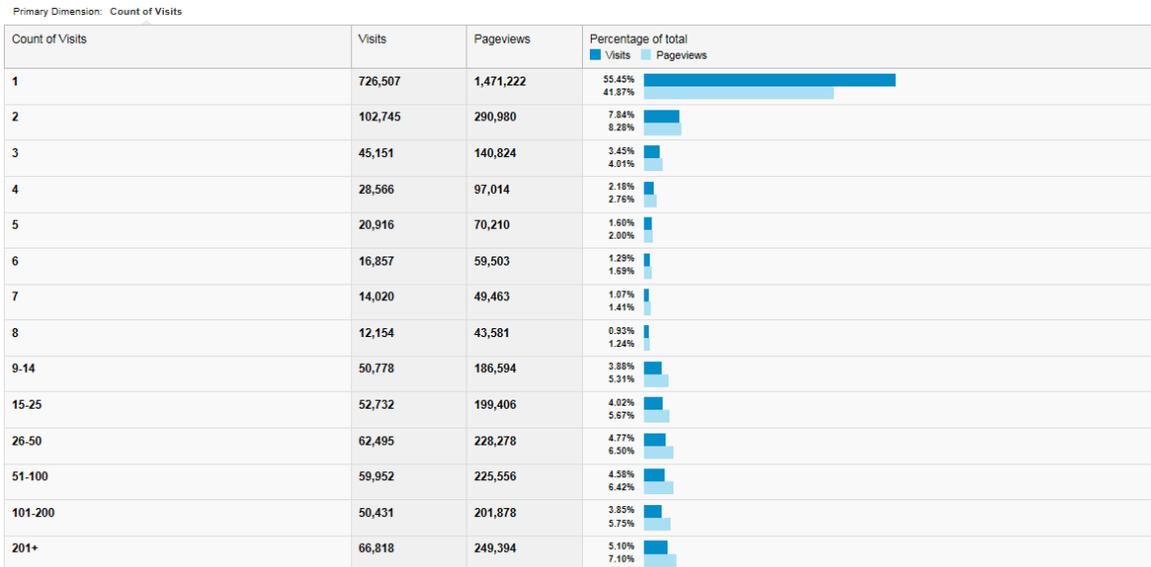
On average in May and June 2012 citizens viewed 2.68 pages per visit. Although this is not a high average which we normally observe, the relation with the average visit duration shows that users spent a relatively long amount of time on the pages; this indicates that citizens take enough time to read the articles thoroughly.

The average visit duration is above 7 minutes, which currently corresponds to the market average duration for news websites.

Another element that determines the quality is the share of returning visitors; this shows that 45% consists of a stable PressEurop userbase, while 55% are new visitors. On average this can be considered as a stable user base. The Figure below presenting the frequency of visits shows that a large percentage of the user base are very frequent users with 9% even visiting more than 100 times a month .

<sup>14</sup> Top-five: 1) France, 2) Germany, 3) Italy, 4) Spain and 5) the USA.

Figure 12: Frequency of visits May- June 2012



Another important quality indicator of traffic is the **bounce rate**, a factor which shows the proportion of the traffic entering and leaving directly a given website, without having thus directly or properly interacted with the website.

We observe that the website and mobile statistics presented in the bi-monthly reports miss an essential piece of information, namely the fact that not every visitor engages actively with PressEurop content. Hence, by not filtering out bounces, the reports do not present the whole picture concerning the real popularity of PressEurop., e.g. out of the 767 067 visits reported for the month of May 2012, only 245 445 engaged actively with the website, and therefore can be regarded as real ‘visitors’. The average monthly bounce rate of PressEurop varies between 63-65%; this means that a bit more than 60% of those who arrive on the PressEurop website leave almost directly and cannot therefore be regarded as part of the readership of PressEurop. Such bounce rate can be considered high as in our experience average measured bounce rates for similar (news/content sharing) websites are normally between 10-30%.

On the positive side, filtering out the bounced traffic shows that on average people engaging with PressEurop view almost six pages and stay 20 minutes on the website per session, which is far above average for news sites.

As the discussion in the TGI, the audience which PressEurop can reasonably expect to reach is actually smaller than this, since not all those with access to the Internet have broadband, on average only 40% of EU citizens read newspapers online and only around one-fifth of the EU population feel that they need

more information on the EU. It would appear statistically risky to attempt to correlate all these factors, but it does suggest that the market share is actually higher than would first appear.

### ***Usability benchmarking***

We also benchmarked the PressEurop portal against the following websites; Al Jazeera, Euronews, The New York Times and Reuters. Based on the benchmarking exercise, we examined the following common criteria (be it key use cases for the target audience of all websites):

- Reading news and articles;
- Structuring news briefings;
- Sharing information;
- Supporting discussion and dialogue;
- Applying social media;
- Gathering customer feedback (e.g. ratings, surveying, polls, etc.);
- Linking and including third parties;
- Providing organisation/platform information;
- Usage of rich media;
- Supporting multilingual content;
- Making use of data for transparency;
- Personalising the citizen experience;
- Supporting mobile usage; and
- Offering newsletters.

All four web portals and PressEurop were compared to each other in accordance with each one of these criteria and their performance ranged between “excellent”, “very good”, “good”, “fair” and “poor”, according to the our experts’ rating.

In five of the criteria, the PressEurop portal seemed to perform “excellent” and in five more, its rating was estimated as “very good”, and “good” in relation to one more criterion. PressEurop performed “fair” in one use case. Only two criteria were assessed as “poor”.

In detail, the PressEurop portal has achieved to become a *good practice* web portal in both providing news/sharing features with the reader, providing the reader with the possibility to send direct feedback (criterion #1: Reading news and articles) as well as in providing a multilingual experience (criterion #10: Supporting multilingual content). The portal was also evaluated very highly in relation to promoting an online and open dialogue (criterion #4: Supporting discussion and dialogue) as the multilingual translation

of the readers' comments was its comparative advantage. Linking and gathering third party contents, such as news, related articles, as well as including a sufficient profile description of its Consortium were also considered as "excellent" (criterion #7: Linking and including third parties and criterion #8: Providing organisation/platform information, respectively).

The use cases for which the PressEurop portal was highly ranked as a "very good" portal were related to including different types of content, such as normal, rich, social media, and prioritising its news briefings (criterion #2: Structuring news briefings) as well as to serving as a platform for information exchange (criterion #3: Sharing information). The portal was also viewed as "very good" in meeting a variety of tools to gather its readers' comments/feedback (criterion #6: Gathering customer feedback), in promoting its readership via the mobile usage (criterion #13: Supporting mobile usage) and in preparing and disseminating information through a daily Newsletter (criterion #14: Offering newsletters).

In addition, the PressEurop portal performance was ranked "good" in terms of making good use of social media to share information and other features (criterion #5: Applying social media).

From the other side, the portal seemed to be in need for few improvements when it comes to the use and promotion of rich media, such as podcasts, videos, etc (criterion #9: Usage of rich media), to the inclusion of interactive datasets (criterion #11: Making use of data for transparency) and to provide the readers with personalisation options for instance filtering specific media per country (criterion #12: Personalising the citizen experience).

In addition to this benchmarking exercise, the full version of which can be found in Annex, a number of recommendations were set forward in the light of all suggested criteria, so that the PressEurop portal both preserves its excellent performance and make improvements to meet higher expectations.

PressEurop is distinctive in a number of criteria to benchmark its performance against other news web portals; offer multi-language information, provide a platform for dialogue, allow feedback, link with other news portals, and explicitly present the identity of its Consortium. The quality of the information provided as well as the availability of other features was measured to the top of the compared websites. Room for improvement still exists with regards to the promotion of rich media as well as the inclusion of interactive datasets and personalised options.

#### 4.3.3.3. Other means (mobile devices, newsletter, etc.)

In considering this question, we looked at whether:

- 1) the other items provided by the portal fulfil its objectives as set in the contract and also, corresponds to the needs of the target group;
- 2) the other items are attractive to the target audience

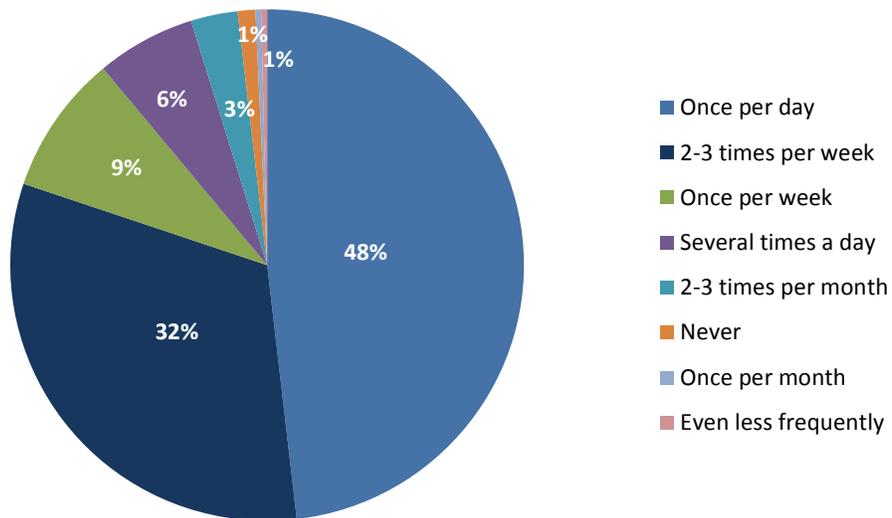
The assessment of the other means conformity to the contract requirements and to its audience needs is based on our **survey** analysis.

The “Users” replying to the survey about how often they access PressEurop via its web portal or/and a smartphone/tablet application, indicated that they access more often PressEurop via the portal than via the use of an application. This pattern is consistent with the finding that many PressEurop readers appear to be ‘digital immigrants’ or ‘digital settlers’. The other platforms are used primarily by ‘digital natives’ – with the proviso that a distinction can be made between smart phones and tablets. Quantitative, and even qualitative, information on long form journalism does not yet exist, but there are suggestions that long form articles may be downloaded to read subsequently on a tablet.

Regarding the frequency they visit the PressEurop portal, the majority (48.2%) replied “once per day” and approximately 1/3 of the respondents visit the portal two to three times per week. The rest 19.8% of the respondents visit the web portal more rarely.

Figure 13: Frequency of visiting PressEurop web portal (online survey for the “Users”), 2012

***I read PressEurop via the web portal:***

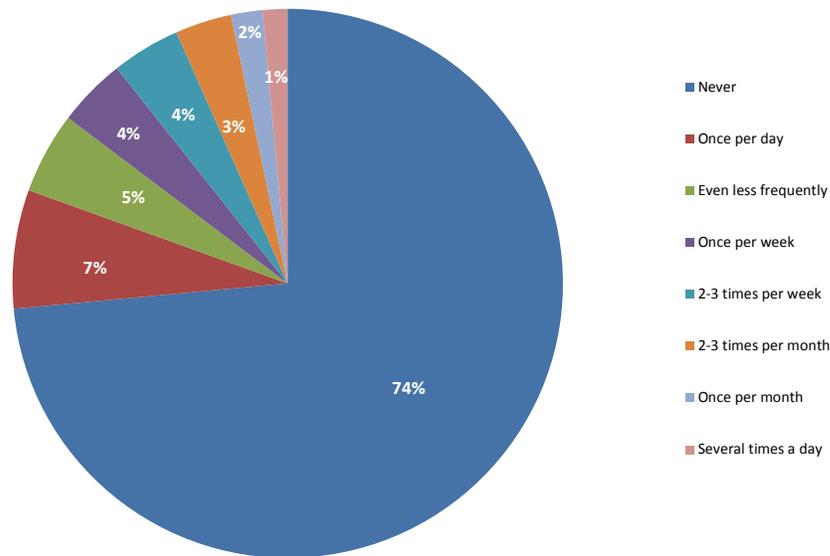


On the other hand, most of the respondents to the survey targeting EC Representations, replied that they visit the web portal either “two to three times a month” or “even less frequently”.

When asked about the frequency of visiting PressEurop via smartphone and/or tablet application, the vast majority of the 272 Users (73.5%) replied that they never do so. Only 7% of respondents access PressEurop via their smartphone/tablet app once per day while the rest of respondents (19.5%) very seldom use smartphone/tablet applications to access PressEurop. Likewise, based on the statistics for August 2012, mobile devices provided 10% of the total amount of unique visitors (and 19% of the pages viewed).

Figure 14: Frequency of visiting PressEurop via smartphone/tablet app (online survey for the “Users”), 2012

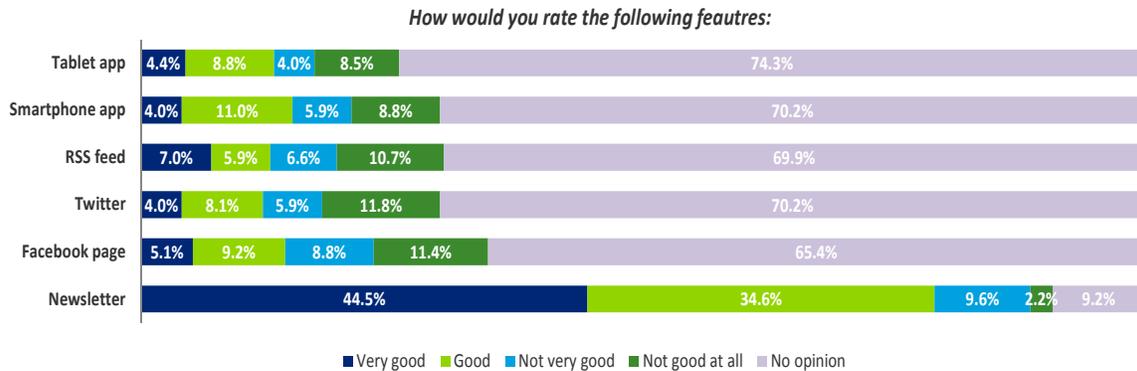
**I read PressEurop via smartphone/table app:**



Likewise, the vast majority (9 out of 11 respondents to the survey targeting the EC Representations said that they never read PressEurop via smartphone.

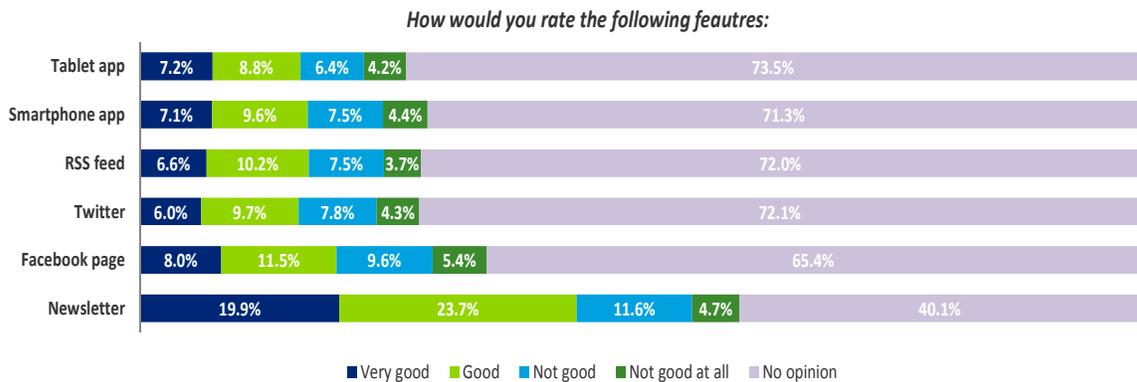
When asked to rank the various so-called smart/social features provided by PressEurop (such as Facebook page, Twitter, newsletter etc.), more than two third of respondents to the User’s survey (79.1%) replied that the “Newsletter” is “very good” or “good”. Interestingly enough, there was a broad ignorance for the rest of the proposed features, as shown in the table that follows. This appears to confirm the findings on the nature of the audience, since Twitter is increasingly used by the ‘digital natives’ to draw the attention of their friends to interesting articles. It may also suggest that the ‘digital natives’ among the PressEurop users may be atypical for their age group. This would require further research. It possibly also reflects the fact that in the short survey, only 10% of respondents were students, and in the long survey, the Figure is below 3%.

Figure 15: Opinion on PressEurop smart/social features (online survey for the “Users”), 2012



The respondents to the “short online” survey gave similar answers to the question. Again, the majority were more enthusiastic about the “Newsletter” (43.6%) while the level of those unfamiliar with the rest of the smart/social features remained equally high.

Figure 16: Opinion on PressEurop smart/social features (short online survey), 2012



For the EC Representations respondents, the “Newsletter” was also praised as “good” while “no opinion” prevailed for the rest of the suggested features.

Finally, as far as the presence of PressEurop in its partners’ publications, articles published on the PressEurop portal have sometimes been included in partners’ newspapers/magazines.

The overall traffic via mobile devices is further analysed under the Efficiency evaluation question.

The majority of PressEurop users prefer to access the web portal instead of using other mobile devices. In addition, most of the users do not highly appreciate PressEurop smart/social features with the exception of the Newsletter that was viewed very positively.

## 4.4. Effectiveness

*To what extent does PressEurop contribute to the development of European affairs coverage through:*

- *increased visibility for selected quality EU items on the web portal, in the partners' publications and, secondarily, in radio and TV programmes?*
- *the multiplier effect conveyed by the translation of each article into the 10 languages of PressEurop?*
- *overcoming national barriers with a selection in hundreds of sources, translation in the 10 languages of PressEurop, confronting views?*
- *an appropriate targeting of audience?*
- *a different approach to journalistic coverage of EU offering diverse opinions and perspectives?*

### 4.4.1. Introduction and summary

In order to reply to the evaluation question of what contribution PressEurop has had to the development of European affairs coverage, we look at the appropriateness of PressEurop portal to increase visibility of selected quality EU items, the multiplier effect conveyed by the translation into the ten languages, the geographical coverage of PressEurop and to what extent it manages to overcome national barriers with a selection of its articles, the appropriateness of the targeting audience resulting in a growth in readership, and finally the effect on the different approach to journalistic coverage of the EU.

Data used for evaluating the effectiveness of the PressEurop portal were gathered through desk research, target identification exercise, benchmarking, expert panel, fieldwork and EU level interviews, as well as focus groups and individual usability test sessions.

Looking at the website we observe that its content is indeed quality journalism providing coverage of the fields of EU/European affairs appropriate to the target audience, but PressEurop's contribution to the development of EU/European affairs coverage is somewhat hampered by the layout and the structure of the website. Current visibility measures do bring added value but there seems to be no overall visibility strategy emerging from the website's current practices which limits their possible impact on the improvement of EU coverage.

The PressEurop project is very innovative, has a significant multiplier effect, and therefore contributes to the development of European affairs coverage. As a press review website available in ten languages, it

potentially reaches out to 87% of the EU population. The answer to whether the current language regime should be changed depends on the exact definition of the target group and therefore the exact business model of the website.

Based on our analysis of the bi-monthly reports, the selection and diversity of sources does help reader to look beyond borders and consider diverging views on EU/European affairs. However, it is interesting to note that the first four countries of origin of sources coincide with the four countries whose national media is most easily accessible by most Europeans speaking foreign languages, which might limit the added value of the selection.

Concerning PressEurop's contribution to different approach to journalistic coverage of the EU, we note that it is clear from the interviews conducted with partners that having a connection and cooperation with PressEurop clearly benefit those partners with whom they do keep regular contact. However, the data we received did not allow us to make a well-founded conclusion concerning the issue whether core partners or other media have increased their own debate and dialogue on EU issues.

On the basis of these findings, we conclude that both the content and visibility measures of PressEurop contribute to the development of EU/European affairs coverage, but that both the layout of the website and its partnerships could be further improved, which would allow to increase the readership of PressEurop.

#### **4.4.2. Visibility for selected EU quality items on the PressEurop portal, in partners' publications and in radio and TV programmes**

In order to evaluate the extent to which the project contributed to increasing the EU/European affairs coverage through visibility of selected quality EU items, our judgement criteria were whether the website is an appropriate tool to increase visibility; the nature and range of the content published, including meeting the required quality standard, the added value compared to existing sources of similar information; whether the selection of articles is appropriate to the target group; the extent to which partner publications contribute to increase the visibility of PressEurop and entail a demonstrable growth of readership; and whether audio-visual supports contribute to increasing the visibility of selected quality EU items.

##### **4.4.2.1. Effectiveness of the content of the website**

PressEurop includes articles translated in full, 'In brief 'pieces, 'The Front Page' section, news briefings, editorials, one blog unique for each language version, cartoons and polls.

**Articles translated in full** generally come from the print press, which mean that they tend to be more philosophic, longer, and use a more formal tone (as opposed to articles originally intended for a web audience which are normally more to the point, factual, and shorter) which does not, according to interviewee opinion, necessary appeal to the average online reader. Furthermore, only one picture is

added to articles translated in their entirety on PressEurop, and the visual appearance of the articles does not seem to 'compensate' web audience for the length of the articles (essentially coming from the print press) by using freely available pictures to illustrate the content).<sup>15</sup>

According to information received from the Contractor, **'In brief'** pieces are a short summary of a single newspaper articles written by one of PressEurop's ten editors. **'Press reviews'** on the other hand are short compilations of different point of views coming from several sources (but covering the same specific topic). Nevertheless, both of these two types of content are categorised by a tag at the bottom of the articles as falling under the category 'News in brief'. This category or section is however not directly accessible on the homepage, and this type of articles do not all have a blue overttitle 'In brief' on the cover page content on the homepage (even those which do, this overttitle is not 'clickable', i.e. does not lead to an overview page of this type of content).

While it is a different type of product than the classic feature of the website, i.e. the article translated in full, 'In brief' pieces are not visible on the website as a section of its own, but is mixed into the daily inflow of new items on the homepage. Hence some regular readers interviewed have not known about the existence of 'In brief' content. As a concise feature that is easy to read (even on the go on one's smartphone) and is a colourful piece by nature, some users even suggested to make it the main product of PressEurop.

**'The Front Page' section** is an element which provides PressEurop with some current news type of content as this section is updated normally before noon (as opposed to the translated pieces which are uploaded only around 5pm). Our consultation of users shows that the 'The Front Page' section is generally appreciated by both journalists and the average reader. However, we note the fact that the same section has two names in some language versions, e.g. 'I titoli di oggi' / 'A la une' at the top of the middle column of the homepage and 'In prima pagina' / 'Les titres du jour' in the left column (referring to the same content when it comes to past 'Front page'), which does not facilitate the quick grasp of the features of the website. Furthermore, some users found that in 'The Front Page' section on the homepage, pictures of newspaper covers should not 'slide' as this might be disturbing to readers.

**News briefings** are compilations of articles treating the same topic. Most first time users met in the framework of our usability test found this section difficult to find on the homepage but a great concept as such, especially useful for students writing a paper or journalists preparing an editorial. However, users had difficulties trying to see the difference among the several news briefings on the euro crisis and the two on the situation of the Roma minority. The title of some news briefings was not always found understandable or ideal, and pictures were favoured over the recent visually not uniform set of cartoons as title illustrations of the news briefings.

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<sup>15</sup> E.g. via the collection of images of the Audiovisual Services of the European Commission: <http://ec.europa.eu/avservices/photo/index.cfm?sitelang=en>.

As shown by Figure 8 presented under section on Relevance, the **'Cartoon of the day'** section is a popular feature of the website. However, we note that when viewing the section on the homepage, only the cartoon itself is reproduced, but no translation is provided for the text the cartoon may contain. While this text is indeed translated, it is only visible once one clicked on the picture and is taken to the page of the cartoon. Nevertheless, also on this page, the picture of the cartoon is so big that it fills up all the space of the page and only in case the reader scrolls down can he/she see the translation and the explanation of the cartoon.

Most of the regular readers interviewed had not known about the existence of the **blogs** of PressEurop, which can be explained by the position of its link on the homepage (far bottom, right side). In addition, it is not clear to the user if only one or several blogs exist on the website. According to experts interviewed during fieldwork, as a still relatively new product on the European press market, the PressEurop editorial team does not yet have the influence necessary to operate (a) blog(s) which would be considered journalism of reference. Focus group participants believed that having separate blogs does not fit the model of creating an EU-wide public space/debate.

From a user perspective, the fact that PressEurop actually features different types of 'products' beside fully translated articles is not clear on the home page. Hence the difference between diverse types of article content (fully translated articles, 'Press reviews', 'In brief' pieces and 'The Front Page', 'News briefings', blogs) is not apparent on the homepage as 'Press reviews', 'In brief' pieces only blend into the article stream of the left column of the homepage, while blogs occupy a spot at the bottom of the page.

Besides reading the sections of the homepage discussed above, users can find articles interesting for them by browsing the archive of PressEurop, i.e. the **subject areas of the website** ('Politics', 'Society', etc.) or simply launch a search for specific words by using the search functionality. Concerning the subject areas, based on our consultation of the Contractor, we note that these are regarded by the editorial team as more of a consequence of their work, rather than a main feature, therefore they do not invest energy into updating or rationalising its detailing. They justify this by underlining that at three years old, the site is still relatively new, and web statistics show that in any case most of the visitors arrive via a search engine. However, the majority of interviewees and focus group participants considered the sub-categorisation of subjects too detailed, and they found it difficult to understand what some of the subsections can cover exactly (such as 'Trends', 'Debates' and 'Ideas', which they believed were too general). Users also found that the level of detail in the subcategories made it more disturbing to see that some of them included a year-old article as the latest addition.

#### **4.4.2.2. Visibility of PressEurop via its own and partners' website**

In order to facilitate the **visibility of the website**, principles of search engine optimisation (SEO) are used for PressEurop. In order to appear towards the top of a search engine hit list, the content of the URL address should reflect as much as possible both the title and the content of the article. This is taken into account in the practice of PressEurop, where the whole title is included in the URL of the pages of articles.

Search engines punish mirrored content by ranking it low on their hit results list, therefore a French article republished on the French page of PressEurop needs to clearly indicate that this is a republication. The website complies with this requirement, as there is indeed a tag indicating the original of the article.

Besides visibility of the PressEurop website, it is also important to look **into the visibility the project receives via its partner websites**. While the website has over thirty partners, the extent and added value of cooperation and exchange of visibility with them varies significantly from one to the other. Among the 32 partners listed on the website<sup>16</sup>, 12 have a PressEurop logo on their homepage, while 20 of them have no visibility item of PressEurop<sup>17</sup>. Even though partnerships represent a diverging intensity and added value, some of them do seem to facilitate the increase of visibility of the EU items selected by PressEurop. In order to generate traffic for PressEurop, *Le Monde* (which is part of the same publishing group as *Courrier International*<sup>18</sup>, one of the members of the Contractor's EEIG) created a blog (<http://les27.blog.lemonde.fr/>), which is basically animated by PressEurop with a selection from among their own articles. Entries in this blog therefore contain the beginning of PressEurop's articles, with a link "read the rest on PressEurop".

According to March-September 2012 statistics<sup>19</sup> of the *Les 27* blog show that 100 000 visits, 120 000 viewed pages and 95 000 visitors were generated by clicks on PressEurop elements on the blog. Two additional blogs are fed by PressEurop: one on the website of the Portuguese magazine *Expresso*<sup>20</sup>: 'Europa desalinhada' (<http://aeiou.expresso.pt/PressEurop>) and another one, 'Pohledy z Evropy', on the website of the Czech magazine (and partner of PressEurop) *Respekt*: (<http://aktualityzevropy.blog.respekt.ihned.cz/>). The three blogs (including the *Les 27* blog of *Le Monde*), received 56 018 page views over the period of May-June 2012, which is, according to our experts, reasonably high.

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<sup>16</sup> <http://www.presseurop.eu/en/partners>. The link to the website of three partners do not work or directs the reader to a non-related website.

<sup>17</sup> Despite our efforts to draw attention to our survey targeting the partners of PressEurop, only eight (out of the 32) completed our online questionnaire, which consequently cannot be regarded fully representative. Nevertheless we believe their answers might still represent some level of information. To the question "Do you have a permanent link/banner/logo of PressEurop on your website?", seven out of eight partners replied "yes". Five of the eight said furthermore that no permanent link/banner/logo of PressEurop on their websites of other publications in its group exists. When it comes to the frequency of granting visibility to PressEurop, three partners publish PressEurop items (logo, banners, pop-ups, links to articles, etc.) "permanently" on their website, four do so "once a week", one does so "once in a while". Three out of the eight include related items in their print publication "once a week", one "once a month" and one "once in a while" and three "never".

<sup>18</sup> On the French version of PressEurop there is an uppermost line of tabs which enumerate the publications of the Le Monde group (<http://www.sdllemonde.fr/le-groupe-le-monde>). However, PressEurop does not feature among the publications of the group appearing in the tab menu on the [www.lemonde.fr](http://www.lemonde.fr) site.

<sup>19</sup> Source: phone interview with the online editor-in-chief of *Le Monde*.

<sup>20</sup> One of the members of the Contractor's EEIG *Courrier Internacional* Portugal (a Portuguese version translation of *Courrier International*) is a subsidiary of *Expresso*.

Another substantial form of visibility is granted by the partner *Der Spiegel Online*, which has (under the Politics section) a page dedicated to PressEurop content: '*Aussenspiegel*'. This page gathers the weekly press reviews on Germany which is prepared by the German editor of PressEurop every Friday. Despite the fact that articles in this section are all entirely PressEurop material, on the '*Aussenspiegel*' overview page they are all credited to Spiegel Online (e.g. "Europas Presse – 'Energiewende - eine politische Kopfnuss' – SPIEGEL ONLINE, 19.10.2012). Once clicking on an individual article, the name of PressEurop's German editor (Carolin Lohrenz) appears as author, and PressEurop logo is only indicated at the column to the left from the article<sup>21</sup>. With the article appearing on the right side, the logo of PressEurop is on the left side, which makes it less evident to notice. There are 400 000 single page views on this webpage on the PressEurop content and the highest is 55 000 on a single article (with the average being 20-35 000). At the same time, actual visibility of this feature is mitigated by the fact that several users consulted during focus groups and fieldwork interviews who were regular readers of *Der Spiegel Online* never heard of '*Aussenspiegel*'.

According to the partners interviewed during fieldwork, having a PressEurop logo appearing in the print version of partner publications has never come up, due to the fact that such visibility tends to be very costly. However, we note that the most of the users consulted believed advertising PressEurop in print media would have the potential to boost its readership.

#### **4.4.2.3. Visibility of PressEurop via appearances in radio programmes**

Besides occasional appearances in radio programmes by its editorial team or some of its correspondents, there is regular presence of PressEurop on a number of radio stations.

Eric Maurice, PressEurop's editor-in-chief regularly intervenes in the Sunday programme of Radio France Internationale (RFI, partner of PressEurop), *Carrefour de l'Europe*<sup>22</sup>, which regularly mentions PressEurop when dealing with European issues. In 2010, RFI had 38.6 million regular listeners in the world.

Since the fall of 2011, PressEurop also participates once a week to the programme *Allô l'Europe!* of radio *France Inter*. The programme has a partnership with both *Courrier International* and PressEurop, and according to our research sometimes the regular contributor on behalf of PressEurop (its deputy editor-in-chief, Gian Paolo Accardo) is introduced as a contributor from *Courrier International*. Beyond this issue, the added value of visibility by this partnership is also mitigated by the fact that *Allô l'Europe!* is a short

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<sup>21</sup> With the explanation "It is in the centre of Europe, the "economic engine" and is ruled by "Madame Non": Our neighbours have their opinion of Germany. Every week *SPIEGEL ONLINE provides in cooperation with the ten-language news site PressEurop* the best of the European press, and shows how Germany is with the eyes of its partners" [emphasis added].

<sup>22</sup> <http://www.rfi.fr/emission/carrefour-leurope>.

programme of 3:30 minutes and it is on air very early in the morning (around 5am) on workdays, and that the programme does not have a link or a logo of PressEurop on its website<sup>23</sup>.

Jacek Mojkowski, editor of *Forum* (member of the Contractor's EEIG), participates regularly on Mondays at morning program of the Polish radio station *Radio Tok FM*. He mentions PressEurop whenever he speaks about European issues.

Every Friday, Jacopo Zanchini, deputy director of *Internazionale* (member of the Contractor's EEIG) participates in the radio programme "*22 minuti, una settimana in Europa*", the radio of the European Commission's representation in Rome. PressEurop is mentioned in every edition.

#### **4.4.2.4. Visibility of PressEurop via appearances in a television programme**

Besides occasional appearances in television programmes by its editorial team or some of its correspondents, there is regular presence of PressEurop on the television programme '*Le Blogueur*' on Arte. In a format of 26 minutes, it is broadcast on Sundays at 8pm, and has regular appearances by different members of the PressEurop team (deputy editor in chief Gian Paolo Accardo, English version editor Gerry Feehily, etc.), taking place in the form of a Skype call. However, the visibility of the brand PressEurop seems minimal during this couple of minutes of intervention, as no logo appears on the screen, only the name of the editor, while he is verbally presented as part of the PressEurop team. The website of *Le Blogueur* doesn't include a PressEurop logo either (while [www.presseurop.eu](http://www.presseurop.eu) does have a link and a banner of *Le Blogueur*, under 'Partners').

Furthermore, similarly to the print versions of the partner publications, having a PressEurop logo on the TV programme '*Le Blogueur*' has never came up, due to the fact that this visibility is considered to be of great commercial value for the television channel.

#### **4.4.2.5. Visibility of PressEurop via its newsletter, audiovisual supports and social media**

As a further tool for visibility, a daily **newsletter** assembling all content published that day on the PressEurop portal is sent to subscribers (in the PressEurop language selected) around 5-6pm. According to some interviewees, the newsletter comes at irregular hours, and for professional use by journalists, its arrival time of 5pm is actually considered too late. The number of newsletter subscribers was 14 680 in June 2012<sup>24</sup> – which is an important increase compared to the 5 200 in January 2011, that is probably partly due to the still ongoing campaign (in all language versions) via a banner on the homepage inviting people to subscribe to the newsletter.

Concerning the use of **audio-visual content** on the website (from which now only a couple of videos are actually present on the site), a mixed picture emerges on the basis of the focus groups and the usability tests conducted during the fieldwork. While some users argue that this would highly increase the

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<sup>23</sup> <http://www.franceinter.fr/emission-allo-l-europe-allo-l-europe-53>.

<sup>24</sup> Source: PressEurop bi-monthly report May-June 2012.

attractiveness and usage of the site, others state that this would be very costly and is not essential. Videos are nevertheless appreciated when it comes to the rare occasions where an interview video is uploaded by the editorial team<sup>25</sup>. Regarding the future of such content on the PressEurop website, we refer to the Target Group Identification exercise in annex, and its findings concerning the convergence of contemporary media sources. Furthermore, we highlight the expert opinion included in the Benchmarking and fit/gap analysis in annex remarking that rich media content has proven attractive to certain audiences.

Regarding PressEurop's presence on **social media**, most of the interviewees and usability test participants believed that for the sake of providing quality service in one's preferred PressEurop language, the current solution of having one Facebook page for each language version of the website is an appropriate way for PressEurop to be present on this platform. On the other hand, some users highlighted the fact that having ten pages also disperse readership and creates lower visibility for the project.

Usability test participants considered Facebook presence an effective way to boost readership, since they believed that even those who do not specifically look for an EU affairs website might be happy to read an interesting article they see shared on Facebook.

PressEurop's followers are approximately of equal number on Facebook (25 854) and on Twitter (25 295)<sup>26</sup>. In comparison, *Der Spiegel International* has 77 359 fans on Facebook, *Le Monde* 409 752 and *Corriere della Sera* 724 230. *Der Spiegel International* has 65 794 followers on Twitter, *Le Monde* 1 093 267, *Corriere della Sera* 102 635. The Figure below shows the breakdown of PressEurop's Facebook and Twitter followers per language version. The difference between the fanbase of individual language versions is apparent for both social networks, but in the case of Twitter disparities are stronger. On Facebook, 24% of PressEurop's fans follow the Italian page, 22% the French, while the Dutch fanpage only makes up 1% and the Czech one only 2% of all Facebook fans of PressEurop. On the other hand, the English version has 42% of all PressEurop Twitter followers, while the next most popular language version, the Italian one has only 23% of the overall number, and of couple of versions count only a very small portion of the overall Twitter fanbase of PressEurop (Polish 1%, Dutch, German and Portuguese 2% each, Romanian 3%).

According to our interview with *Der Spiegel International*, they promoted PressEurop on their Facebook page, but PressEurop does not feature among their friends on Facebook. We also note that the PressEurop page is among those befriended or recommended by *Courrier International* on its Facebook page but this is not the case for the Facebook page of *Le Monde* and *Der Spiegel International*.

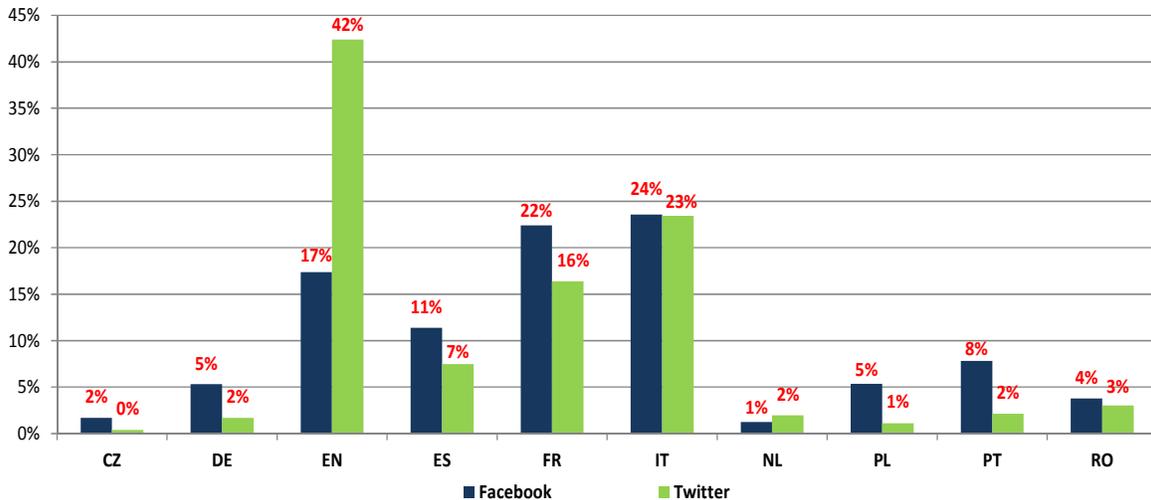
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<sup>25</sup> As was the case for the interview with Martin Schulz, president of the European Parliament (20 July 2012): <http://www.presseurop.eu/en/content/blog/2382371-martin-schulz-democracy-europe-needs-be-defended>.

<sup>26</sup> Situation as on 22 October 2012.

Figure 17: PressEurop's current Facebook and Twitter followers (2012)

### Breakdown of PressEurop's Facebook & Twitter followers per language versions, October 2012



Looking at the website we observe that its content is indeed quality journalism providing coverage of the fields of EU affairs<sup>27</sup> appropriate to the target audience, but the effectiveness of PressEurop's contribution to better European Affairs coverage is somewhat hampered by the layout and the structure of the website, which do not always seem to follow a user's perspective. Some subject areas do not seem to be followed up, creating a discouragement to those who look for articles covered by them.

Concerning the measures to increase the visibility of PressEurop, although some regular activities do exist, there seems to be no overall visibility strategy emerging from the website's current (somewhat ad-hoc) practices. The number of partnerships can be considered rather high, and we note that partners' websites do bring traffic to PressEurop, even though the extent of these partnerships is not uniform (especially concerning the display of the PressEurop logo and presence in the print versions of some of the partners) and some of them seem to lack real added value. Blogs of the websites of partners or sources animated by PressEurop content bring traffic to PressEurop while needing minimum effort from the editorial team. Regular participation of members of the editorial team in four radio programmes and in a television programme can potentially increase readership, but we do not have data to effectively substantiate this.

<sup>27</sup> NB EU affairs are defined by the Terms of Reference of this evaluation as those covered by the Treaties.

#### 4.4.3. The multiplier effect of the translation into the ten languages of PressEurop

Under this section we evaluate the extent to which the current language regime has increased coverage of EU affairs and whether it had a multiplier effect resulting from reprinting and being a source for other publications.

In order to assess these judgement criteria, we used target group identification, users' survey, fieldwork interviews, as well as focus groups.

As mentioned under the section on Relevance, according to the contract, PressEurop was to have 10 language versions, covering at least 60% of the EU's population, and to represent the geographic and cultural diversity of the Union. With the present 10 languages, the website covers 437 278 million inhabitants in 15 Member States, making up (based on the 2010 EU demography statistics)<sup>28</sup> 87% of the whole EU population.

Based on our consultation of the Contractor and the members of its consortium, we understand that the ten current languages were chosen (in order to cover the highest percentage of the European population) based on the criterion of the most spoken EU languages, while keeping in mind the greater need to have a language version in a country whose inhabitants tend to speak less foreign languages.

Other multilingual websites on the European press market include Café Babel<sup>29</sup> which exists in six languages and Euros du village/The Euros<sup>30</sup>. Still, these two have an essentially different profile than PressEurop and concentrate on content generated by their editorial team. Another widely known European press review website, with three languages (but no content generated by its editorial team) is Eurotopics<sup>31</sup>. On the European press market, PressEurop can thus be defined as a unique product as it combines a translated press articles, press review and also content generated by the editorial team itself<sup>32</sup>.

The issue of any potential necessity of adding or removing languages from the current list of ten is a complex one. As most of the interviewees pointed out, the question of whether the current language regime is effective to reach the target audience is intrinsically linked to the definition of the target group. The current business model is not easy to grasp and combines elements destined for an audience using the website for professional reasons (journalists, people working in or related to EU/European affairs, businessmen).

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<sup>28</sup> [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-SF-11-038/EN/KS-SF-11-038-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-11-038/EN/KS-SF-11-038-EN.PDF).

<sup>29</sup> English, French, German, Italian, Polish and Spanish. <http://www.cafebabel.fr/>

<sup>30</sup> English, French, German, Italian and Spanish <http://www.eurosduvillage.eu/spip.php?lang=fr>.

<sup>31</sup> Currently providing press review in English, French and German, Eurotopics used to feature an additional two (Polish and Spanish) but these were eventually abandoned due to budget cuts, and based on the fact that these versions never actually become truly popular with readers. <http://www.eurotopics.net/en/home/presseschau/aktuell.html>

<sup>32</sup> Such as editorials, news briefings, the blogs.

Although the contract does not contain such condition or goal, several users consulted expressed a wish to see all 23 EU official languages in PressEurop's offer, arguing that limiting the amount of languages would reduce the utility of PressEurop, since one of the main objectives of the project is to help readers look beyond borders and allow access to quality European press for people who would otherwise not have a chance to read the foreign press.

On the other hand, a significant number of interviewees believed that due to the type of information PressEurop provides to its readers, the website can be considered as a product for the 'elite', which by definition consists of individuals who do speak foreign languages, and therefore a language regime with a maximum of three languages would be sufficient for the needs of the target group.

The question can also be approached from an angle focusing on the knowledge of foreign languages by the average citizen in a given country. German focus group participants believed that there is a clear demand for the offer of PressEurop in Germany from among potentially all segments of society, but many of them do not master foreign languages sufficiently in order to easily read the foreign press. Therefore, they greatly appreciated the existence of the website in German and argued that all European languages should be covered by PressEurop. On the other hand though, Hungarian focus group participants (regarding the website as one targeting with its content a certain intellectual elite who do speak foreign languages) believed that while offering all 23 official languages would be the ideal situation, three languages would actually be sufficient to reach the potential target audience.

As discussed above, the current ten language versions cover 87% of the population of the EU in terms of the language spoken. Nevertheless, in some aspects foreign language skills are necessary even for those readers of the website whose mother tongue does feature among the ten PressEurop languages, since some features are only available or are more readily accessible in another language, e.g. 'The Front Page', the 'Press reviews' (that include a click through to the article in the original language), or the multilingual comments.

As our target group identification exercise, attached in Annex, shows that language skills are greatest among younger people, those still studying, those with higher levels of educational attainment, those in management occupations, those who use the Internet daily and those who place themselves high on the self-positioning social staircase, i.e. the primary audience of PressEurop. As borne out by the user's survey we conducted for the present report, only 6% of respondents speak no other foreign language. Everyone in that group was either an English, French or German speaker<sup>33</sup>.

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<sup>33</sup> As this survey was conducted only in English, it should be borne in mind that a minimum level of English (more than some users therefore professed to) was required to fill it in.

#### **4.4.3.1. Multiplier effect resulting from reprinting and being a source for other publications**

Concerning the multiplier effect resulting from reprinting PressEurop's content, PressEurop is a special case since it publishes the content of other sources. Therefore, due to the need to respect copyright, in general it is only 'In brief' pieces and editorials that can be taken over by other publications. In most cases, fully translated articles can appear on third party websites only in part (title, introduction and first paragraph), unless the primary source has agreed to republication. We understand from the Contractor's explanation that this latter case is more rare, but that PressEurop has had some cases where for example a German paper's article was republished by UK and Romanian websites.

According to journalists interviewed during the fieldwork, they appreciate PressEurop as a free and reliable source of information and use it (or would use in case they had not heard of it before the interview) primarily as a secondary source of information about what is going on in other Member States and the impact at EU level of certain EU debates.

As pointed out by some interviewees, all in all, one of the attributes that make PressEurop stand out on the European press market is its language offer. Having an essentially press review website available in ten languages is very innovative, and does have a multiplier effect.

We conclude therefore that with its current language regime, the website contributes to the development of European affairs coverage by allowing access to quality European press for 87% of the EU population, including for people who would otherwise not have a chance to read the foreign press.

However, whether having the website available in all 23 official languages would actually further increase this contribution depends on the exact definition of the target group (and the resulting business model), i.e. whether PressEurop is essentially intended as a professional tool for people which in most cases will be polyglot, or whether a more general group of citizens is targeted.

#### **4.4.4. Overcoming national barriers**

In order to assess to what extent PressEurop helps readers to look beyond national borders, we looked into whether the selection of articles is appropriate to the target audiences concerned, whether the sources used ensure effective geographical and subject coverage and whether they ensure an optimal coverage of topics, opinions and views.

In doing so, we used desk research, interviews conducted at EU level and during fieldwork, usability tests and focus groups, bi-monthly reports submitted by the Contractor, as well as our users' survey.

##### **4.4.4.1. Selection of articles**

According to interviews we contacted on EU level and during fieldwork, the selection of articles on PressEurop covers a broad range of opinions and reflects a good political balance between sources representing the point of views of different political angles on debates. The link with the relevance

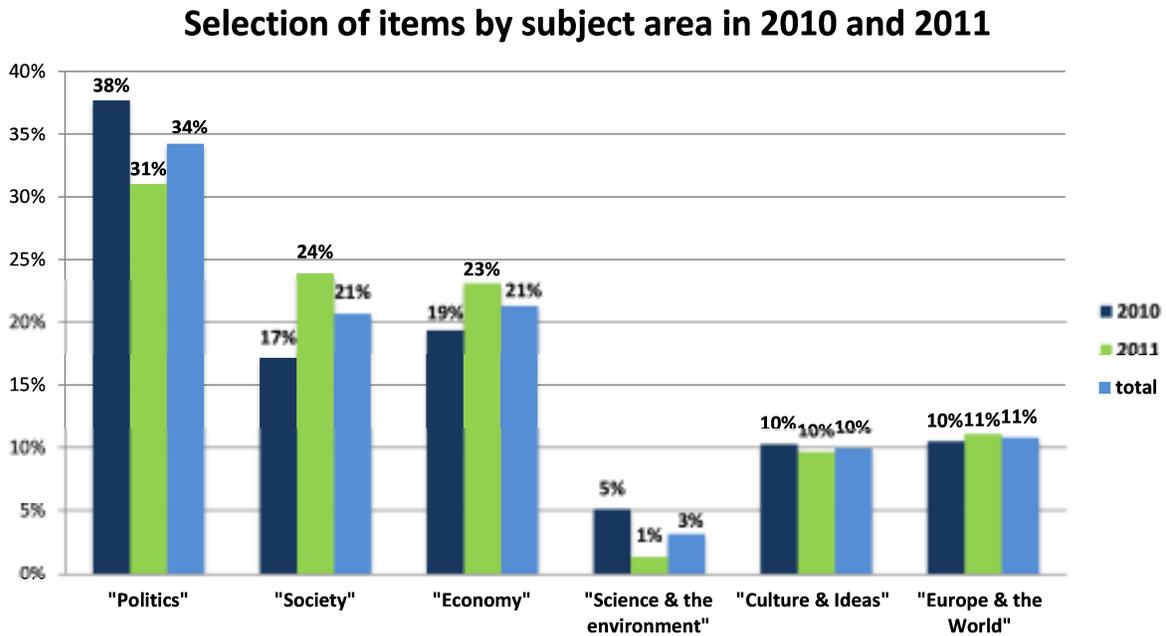
section is apparent, but while there we deal with the assessment of whether the best quality articles on EU/European (and international) affairs are selected by PressEurop, here the focus is on to what extent the selection of articles contribute to the development of European affairs coverage.

Beyond presenting a selection of articles coming from different political viewpoints, PressEurop presents, in its 'In brief' pieces, articles from different sources representing confronting views on the same subject. According to our interviews, this feature is well appreciated by users of the website, and many of them actually see it as the best feature of the website. Nevertheless we note that from its title 'In brief' it is not necessarily clear what this type of content is exactly and that there is no direct access on the homepage to the overview page of these pieces.

The other feature of PressEurop which allows the reader to look read diverging opinions is the comments functionality. Most of the interviewed users said that they do not normally write comments but sometimes read those of others.

Concerning the selection of articles by theme, the following subject areas (accessible via the upper menu) are covered on PressEurop: "Politics", "Society", "Economy", "Science & environment", "Culture & ideas", and "Europe & the World". In both 2010 and 2011, articles on "Politics" are the most selected ones (in total, 981 articles, 34% of the total of articles during these two years) followed by articles on "Economy" (21%) and "Society" (21%). "Europe & the World" has the fourth place with 11% of total articles during the two years, while "Culture & Ideas" had 10% of the total and only the "Science & environment" section received only 3% of articles added during 2010 and 2011.

Figure 18: Selection of articles, per subject area (2010 and 2011)



Between January-June 2012, the “Politics” section remains always ahead with 33% of articles added, followed by articles on “Economy” (23%), “Science & environment” (15%), “Culture & Ideas” (13%), “Society” (12%). At the same time, only 5% of articles added during the first semester of 2012 belong under “Europe & the World”, which is important to note, since as discussed under section on relevance, the relations between the EU and the outside world is one of the topics participants of our focus groups were the most interested in.

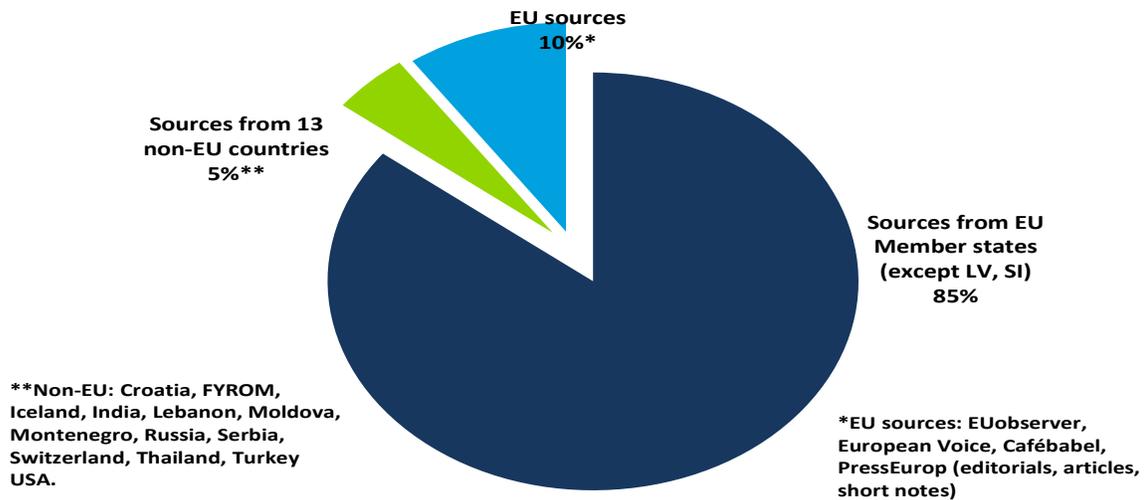
Interviewees, as well as both usability test and focus group participants highlighted the fact that it is discouraging for the reader to see that the latest article under subcategories of some subject areas (such as ‘Biotechnologies’ or ‘Sport’) dates back several months or even a year.

#### 4.4.4.2. Variety of sources

According to our analysis of the bi-monthly reports of the Contractor, in the year 2010, the selection of articles from EU Member States sources prevailed with a share of 85%. However, there were no Latvian or Slovenian articles selected. Most items came from German sources (142) while the United Kingdom and France followed with 117 and 113 contributions respectively. Five percent (slightly less than in 2011) of all articles came from sources outside the EU, including 27 US articles and some sources from the rest of the European continent, Asia, Middle East and Russia. As EU sources, one Café Babel, two European Voice, 12 EUobserver articles, as well as 114 of PressEurop’s own content were used.

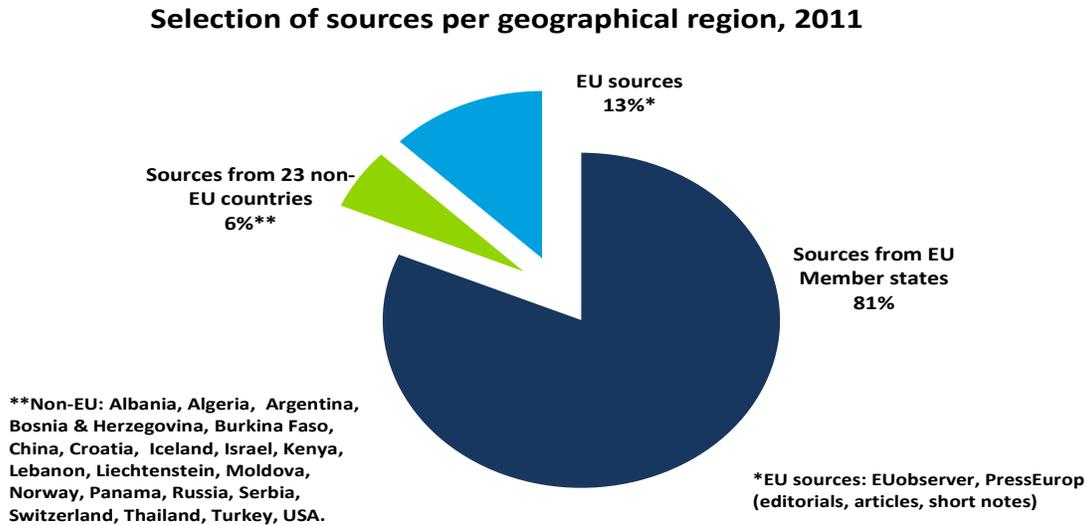
Figure 19: Selection of sources (2010)

### Selection of sources per geographical region, 2010



In the year 2011, items published on PressEurop portal (i.e. articles, editorials, briefings) were taken from a variety of sources: all 27 EU Member States, most of them from the United Kingdom, Germany and France (with 161, 153 and 135 articles respectively). As shown in the figure below, when it comes to the contribution from international sources, US sources provided 20 articles, two articles were from Latin America (Argentina, Panama), six from Africa (Algeria, Burkina Faso, Kenya), while sources from the rest of the European continent, Asia, Middle East and Russia were also used. Finally, from among the EU sources, six articles came from EUobserver, one from *Les coulisses de Bruxelles* blog, and 210 items were generated by PressEurop itself (i.e. editorials, blogs, etc.).

Figure 20: Selection of sources (2011)



For 2012<sup>34</sup>, based on the available data (between January – June 2012), the share of EU Member states sources reached 76% (556 articles), the non-EU contribution was of 7% (49 items) whereas sources from Cyprus, Malta, Latvia, Luxembourg and Slovenia were missing during this semester, there were contributions from Algeria, Bosnia & Herzegovina, Canada, China, Croatia, FYROM, Israel, Lebanon, Moldavia, Norway, Russia, Serbia, Switzerland, Thailand, UAE and the USA. At the same time, the selection of European sources only amounted to 17% of articles added (124 items, including nine from EUobserver, one from Euractiv, one from European Voice, 113 from PressEurop). The number of articles from EU source publications such as EUobserver and European Voice throughout the sampled two and a half years seems especially low when taking into account the fact that (as shown in the section on relevance) with 51.8%, "News from Brussels about what the European Union is doing" was the second topic among those judged "very important" by the respondents of our surveys.

Although we have not received sufficient amount of information about to what extent the *selection of sources* per Member State (<http://www.presseurop.eu/en/sources>) is representative of the national press market in question, we highlight the case of Hungary where focus group participants and interviewees noted with disappointment that the two biggest news websites, 'Origo' and 'Index' (which together account for 75% of online media in Hungary) did not feature on the list of Hungarian sources. On the other hand, the *list of countries* on the website (<http://www.presseurop.eu/en/countries>) provides a list

<sup>34</sup> The analysis of the selection of articles does not take into account the year 2009 as it was the year of the launching of the portal and data only referred to the period May-December.

containing articles which are either *from*<sup>35</sup> or *about* a given country. However, we note that one of the most interesting topics for the participants of our usability tests and focus groups was articles about how their own country is perceived by others, and they believed that mixing under the 'Countries' section news about and from a given country actually prevented them from easily accessing these articles. On the other hand, there are many countries on the list (those outside of European continent) from where there has not yet been any article selected, the inclusion on the list of these is misleading for the reader. Similarly, the list of authors (<http://www.presseurop.eu/en/authors>) might lead to misunderstandings by users, as this list contains both the names of PressEurop's editors and the authors of articles translated by the website (thus making up a list of more than 1 300 names).

As shown in our table in annex, when it comes to **diversification of sources** in the 27 EU Member States, for 2010, 2011 and 2012 (January-June), France was the country with the biggest number (21) of sources monitored by PressEurop according to list on the website (<http://www.presseurop.eu/en/sources>) followed by Germany (16), the United Kingdom (16), Italy (15), Belgium (12), Romania (13) and Spain (11). However, out of the 27 EU countries, only seven countries gather more than ten different sources while the vast majority have between two to nine different sources and Latvia and Malta have only one<sup>36</sup>.

Even though our survey targeting the sources of PressEurop does not permit analysis of a true statistical value due to the extremely low response rate, we note that those who replied regarded copyright fees and visibility as the added value of featuring in PressEurop's selection (and believed that prestige and potential increase of readership as a result of their presence on the website were not so important).

On the other hand, based on the experiences of the fieldwork, we observe that source publications believe PressEurop is a respected quality platform (a "media of reference") on which they are happy to appear. Nevertheless, numerous sources consulted during the fieldwork shared their concern over the fact that they have not been contacted by PressEurop neither at the start of their monitoring the source

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<sup>35</sup> This includes e.g. 'The Front Pages' pieces where a newspaper cover of the country in question is featured in. This article might be about a topic completely unrelated to the country in question.

<sup>36</sup> As for the European news sources, the list consists of EUobserver, European Voice, Café Babel and PressEurop itself while EurActiv has not been used (although included in the online catalogue of sources). Interestingly enough, the greatest representation of these sources belongs to PressEurop whereas 19 articles came from EUobserver, three from the European Voice and one only from Café Babel.

Finally, regarding the variety of International sources, articles have come from 11 USA sources, eight Swiss, six Croatian while three different sources used for Norway, Serbia, two sources for Bosnia & Herzegovina, Moldova, Russia, and one for the rest of the non-EU countries (Liechtenstein, FYROM, Montenegro, Algeria, Argentina, Burkina Faso, Canada, China, Colombia, India, Israel, Kenya, Lebanon, Panama, Thailand and the UAE. Here again, international sources included in the online catalogue of sources have not been used, which can be misleading for the reader.

publication in question, nor following the republication<sup>37</sup> of one of their articles on the PressEurop website.

Providing a *selection of articles* coming from different political viewpoints (with the exception of two Member States for which only one source is monitored), 'Press reviews' and a comments section on the website, PressEurop provides a valuable contribution to overcoming national barriers via presenting diverging opinions to its readers. The nature and range of PressEurop's content guarantees a diversity of information, which complies with the contract, and safeguards the quality standard of the website.

Overall, the *selection of sources* is overall viewed positively as the vast majority of them are popular traditional journals/magazines of EU Member States with a distinguished editorial culture. However, the number of articles from EU source publications (e.g. EUobserver) is very low. Based on our analysis of the bi-monthly reports, the countries of origin of the selected articles fulfils the criteria of the geographical coverage as set in the contract, although it is interesting to note that the first four countries of origin of sources coincide with the four countries whose national media those Europeans who do speak foreign languages are most likely to be able to read a newspaper in (i.e. English, French, German and Spanish)<sup>38</sup>.

#### **4.4.5. Appropriateness of the targeting audience resulting in a growth in readership**

There are two aspects to appropriate targeting of audience: on the one hand, this relates to producing the right content for the target group and, on the other, it relates to promoting the site appropriately in order to attract more of the target group.

##### **4.4.5.1. The target group**

While the target group has been broadly defined as the wide public by PressEurop's service contract, according to the contractor's mandate and the consensus of interviewees, the concept of the site is to widen the audience for quality newspapers beyond national borders and linguistic barriers.

Our surveys show that the socio-demographic profile of the audience is what would be expected of the readership of a quality newspaper, i.e. a tendency to have achieved a higher level of education and more

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<sup>37</sup> NB: syndication of copyrights are in most cases treated by a very separate section of the organisation and therefore editors and journalists are not necessarily aware of the use of their articles as sources on PressEurop – even though it is them who can really benefit from the republication of their content. We underline here the importance of the multiplier effect of word of mouth created by journalists following the republication of their articles.

<sup>38</sup> Regarding the ability to read a newspaper in another language, according to the 'Special Eurobarometer 386 – Europeans and their Languages' ([http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_386\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_386_en.pdf)), 44% of Europeans say they can read a newspaper in another language. English is the most widespread foreign language, with 25% able to read a newspaper or magazine article in the language. French was mentioned by 7% and German by 6% of Europeans. Spanish comes next, with 4% of answers.

men than women. Furthermore, PressEurop readers are arguably very akin to what *The Guardian* in the UK defines as ‘Progressives’<sup>39</sup>.

#### **4.4.5.2. Appropriateness of the content to the target group**

The surveys show a high level of satisfaction with the core features of the site, indicating successful targeting of the audience. Interviewees also felt that the core features of the site target this audience appropriately. However, some felt that a different balance could be struck – not because the coverage is unbalanced in terms of the choice of topics, but because they feel that there is more scope for coverage of smaller countries’ newspapers which do not have online editions in English or another major language. Some interviewees also felt that the number of articles published now is too low to provide comprehensive coverage of a subject area and that this is a weakness in creating a loyal audience base.

These are issues which would require further research, as consideration would have to be given as to whether the PressEurop would cease to be a one-stop shop and might lose readers definitively to other sites if its mission were rebalanced to include more coverage from countries which generally receive less publicity, unless there were a corresponding increase in its resources.

Interviewees could discern the ways in which PressEurop seeks to appeal to the audience for shorter or digested news, and for news as opposed to analysis through features such as the Front Page and the newsletters. There was some uncertainty among a few, however, as to whether the differentiation is clear enough and whether (as indicated under Relevance) the current model enables PressEurop to put ‘hot’ news online fast enough to meet the needs of the relevant audience.

#### **4.4.5.3. The origins of readership growth**

There is insufficient data to establish a relationship between the content and the growth in readership. Moreover, without a clear competitor, there is no basis for saying what satisfactory growth would be.

Promotion to increase the audience in these early years, when the brand was being established and the nature and mix of content was bedding down, appears to have focused on leveraging synergies with partners and opportunities which presented themselves, trying to maximise the limited communication budget by targeting obvious audiences. Survey respondents had heard of PressEurop from a wide range of sources, with search engines and websites of other publications predominating. These are absolutes which cannot give an indication of the success of a given channel relative to expenditure.

However, the results – and indeed lack of significant amount of response to several of the surveys (partners, EU Representations and Europe Direct) and information from interviews – suggest that there are some ‘low-hanging fruit’ that have not been fully exploited (i.e. segments of the target audience who

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<sup>39</sup> “Forward-looking individuals who are curious about the world and embrace change and technology [...] representing a more affluent, upmarket, socially conscious and digitally savvy consumer.”

have not been effectively reached out to), though this may be a role for the European Commission in these cases rather than PressEurop.

Another potential opportunity drawn to our attention was to inform journalists whose articles have been used that they have received international coverage. Interviewees, including journalists themselves, felt that this is something which could be seen by the journalist as conveying prestige and create a multiplier effect. It would generate word-of-mouth within the press community about the existence of PressEurop and therefore to the existence of a source for giving them a broader understanding of Europe beyond their borders.

Bearing in mind that the concept of PressEurop is based on being of interest to the readers of quality newspapers, the socio-demographic profile is what one would expect from this target audience. The audience itself, as represented by survey respondents and interviews, sees the content as appropriate to this audience. Readership is growing, but there is no appropriate benchmark for seeing how the growth rate relates to an industry norm. Nevertheless, there are some opportunities for promotion among natural audience which appear not to have been seized.

#### 4.4.6. Different approach to journalistic coverage of the EU

In order to evaluate to what extent PressEurop has managed to influence a different approach to journalistic coverage of EU offering diverse opinions and perspectives, we looked at qualitative evidence resulting from interviews at EU level, as well as fieldwork interviews and focus groups.

Although, as presented above, the intensity of partnerships vary to a great extent, it is clear from the interviews conducted with partners that having a connection and cooperation with PressEurop clearly benefits journalists and editors of those partners with whom they do keep regular contact. As a partner (and also source) *Le Monde* benefits from this partnership via receiving content about European affairs and enlarging the horizon of its journalists (who use PressEurop as a source) and thereby being able to feature more European subjects than they could without this partnership. Likewise, one of the attributes of the PressEurop project which was attractive for *Le Blogueur* was the relative young age of its team and the fact that it keeps track of the written European press and provides them ideas of topics they should use in their TV programme.

However, the data we received during the fieldwork (and the insufficient number of replies to our survey targeting sources and partners of PressEurop) did not allow us to make a well-founded conclusion concerning the issue whether partners or other media have increased the space they accord to debate and dialogue on EU issues on the basis of their connection with PressEurop.

## 4.5. Efficiency

*To what extent do the implementation arrangements of PressEurop maximize the effectiveness of the scheme?*

### 4.5.1. Introduction and summary

This section offers an answer with regards to the question on how efficient the activities conducted by the PressEurop Consortium were to achieve its expected goals, by analysing first all qualitative and second all quantitative indicators which respond to each judgment criterion.

Overall, the PressEurop project seems to provide value for the money invested. The currently implemented activities of the PressEurop project seem to maximise the effectiveness of the scheme in terms of selection/translation mechanisms and dissemination of web media, with the exception of social media.

Based on quantitative and qualitative data, selection and translation mechanisms put in place seems efficient to contribute to ensuring a coordinated strategy of the PressEurop project as well as a common editorial approach. However, due to the lack of benchmarking data, the efficiency of those mechanisms could not be subject to an in-depth analysis.

Following an analysis of qualitative data and the feedback we received during interviews, the combination of web media dissemination tools (Newsletter, mobile devices, links etc.) of the PressEurop portal contributes to the efficiency of the scheme. The appearance on radio/TV might contribute to maximising the visibility of the portal but there is still room for improvement. Likewise, despite the fact that the social media implementation mechanisms are organised in a cost-efficient way, their contribution to the overall efficiency of the project remains very modest.

Regarding the appropriateness of the target audience to bring sustainable change in perception of EU/European affairs, due to the limited availability of data, we are not in a position to go deep in replying to this question.

Finally, balancing the advantages and disadvantages of the current language regime depends on the further definition of PressEurop target audience.

### 4.5.2. Efficiency of the selection/translation mechanisms

In considering this question, we looked at whether the selection mechanisms of EU items displayed on the web portal as well as the translation process of articles guarantees a common editorial approach.

The assessment of the efficiency of the selection/translation mechanisms is based on both **qualitative** perceptions and **quantitative** analysis.

Regarding the selection mechanisms of the EU items (including articles, briefings, etc.), a coordinated strategy is put in place, consisting of a morning meeting – gathering all journalists and correspondents together with the Editor in chief and the Vice-editors – to discuss and make a daily selection of articles on European/EU affairs and international news, as requested by the contract.

In detail, Monday to Friday, each morning around 9am, the ten permanent journalists of PressEurop (six working in Paris, three working in one of the countries of the other Consortium members and one working in Spain), together with the fourteen correspondents in Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Denmark, Estonia, Greece, Hungary, Lithuania, FYROM, Serbia, Sweden and Turkey, participate in a video/call conference where they suggest to the Editors a selection of articles and briefings from the press they read in their countries. The journalists, as requested by the Editor in chief, focus on selecting current news and they have to submit their proposals either in French or in English, the two working languages of PressEurop. An editorial meeting takes place at 10:15am – gathering all members of the editorial team – during which the Editor in chief selects between two to three articles per day and between two to three other items (be it comments on Front pages, short press reviews or the summary of an article). At 10:30am, the PressEurop journalists publish online seven – the most interesting according to them – “Front pages” from European journals while the translation mechanisms begin (see following paragraphs).

The Consortium publishes online the list of journals/magazines (sources) from the EU Member States and Associated countries as well as all international sources it uses. All EU Member states are represented with at least one source (see annex).

A variety of topics (policy, society, economy, environment, culture, etc.) are also covered on a quasi-daily basis, serving the contract requirements.

Overall, the selection mechanisms of the items seem to conform to the contract which requested for:

- A selection of, at least, one journal/magazine of each of the EU Member States and Associated Members as well as of all the major international geographical zones; however, there is only one source from Latvia whereas from Malta only the one of the two sources mentioned has been used so far;
- A selection and analysis of, at least, ten articles on European affairs coming from the international written press (i.e. journals, magazines, internet sites);
- A selection of ‘quality’ articles on EU and international affairs, of different point of views so that the reader be able form its own opinion;
- A daily publication – in the morning - (except during the week-end) of the articles selected in their original language;

- A publication of the original articles accompanied by editorials, an eventual analysis by journalists/specialists on European affairs, and illustrations (e.g. cartoons, pictures, etc.);
- A news covering on the following domains: politics, economy, society related to the EU, the EU Member States as well as non-EU countries including a European dimension as well as news that directly or indirectly have an impact on European citizens.

When it comes to the translation process, following the daily meeting on the selection of the articles to be published, the journalists start contacting their translators while supervising the translation of the selected articles to their editing language. Each journalist has its own network of professional translators but is in charge of the final revision/editing of the article. The duration of the translation phase varies; it mainly depends on the time of agreeing on copyrights when for one or more of the selected items an authorisation for reproduction should be requested and received.

There are three types of copyright agreements set by PressEurop:

1. Agreement per article, with sources from which PressEurop rarely uses articles (25%);
2. A fixed volume (10 articles per year for example), with sources from which PressEurop regularly uses articles (70%), e.g. The Economist or Financial Times; and
3. Some sources do not require copyright but only a link to the original articles on their websites (5%).

All fixed-price contracts are renewed yearly, with or without adjustment of the price or quantity.

Once the translation is received, each journalist, responsible for its language, proofreads edits and publishes the article in its final version on the portal.

Overall, the translation mechanisms of the items seem to conform to the contract which requested for:

- A daily publication – in the afternoon - of the translated version (in ten languages) of, at least, three of the selected articles focusing on EU affairs;
- Translation of articles, editorials, comments, news briefings and illustrations in, at least, ten different languages which in total cover 60% of the total EU population and reflects a geographical and cultural diversity.

In financial terms, in the 2011 budget, 25% was dedicated to the translation mechanisms; for the year 2012, the share has been estimated to remain at the same level. The cost of the translation seem proportional to the results achieved and to the objective of reaching out a wider target audience.

According to the majority of the survey respondents targeting the EC Representations, the fact that the articles published on the website are translated in ten languages ensures to reach a wider audience (19 of 20 people replied “fully agree” or “agree”). The version that it is most read by the majority of the User’s survey respondents is the English one (56%); the French version follows with a share of 44%, German, Spanish and Portuguese with 14%, Dutch 10%, Italian 7%, Romanian 6%, Polish 4% and finally the Czech version with a share of only 1%. Results from the Users’ survey in relation to the quality of translation substantially mirrored the responses of the Partners and the EC Representations. Approximately 96.2% of the Users perceived a “very good” quality of the translated articles and same goes for the Partners.

Regarding the format used, i.e. the web portal supported by the daily newsletter, all mobile applications and social media as well as all other features (such as polls, surveys, dossiers, etc.), it can be assumed that they meet project’s objectives and thus, contribute to the overall efficiency of the scheme.

Overall, the format used seems to conform to the contract which requested for:

- Web portal: set up of an internet site where the best articles of the European and international written press are published;
- Archives: establish a ‘virtual library’ where all old articles are saved and accessible via a ‘search engine’;
- User-friendly, interactive and multilingual web portal.

The Consortium consists of professionals and experts in communication from four different EU Member States. They have all signed and accepted the ‘Editorial Charter’ (it is published online) and they all respect a full editorial freedom guaranteed by the Charter. The composition of the Consortium as well as the selection of articles and topics, described above, seems to guarantee a common editorial approach and identity based on an EU perspective.

Overall, the combination of all activities fulfils the objectives of the project and the mixture of tools and mechanisms maximise the impact of the scheme. The translation of articles takes few hours and is produced by professionals. The PressEurop journalists supervise the process and are responsible for the final result. Delay in publishing an article may occur due to the copyright time-consuming process.

Based on qualitative and quantitative data obtain, the mechanisms in place of selection/translation seem efficient so as to ensure a coordinated strategy of the PressEurop project. The coordinated strategy guaranteed by the mechanisms in place also ensures a common editorial approach while the EU/European affairs coverage and the selected articles from various European and non-European sources translated into ten EU official languages succeed in achieving an EU perspective. However, it is important to note that due to the lack of comparable quantitative data, the efficiency of those mechanisms could not be subject of an in-depth analysis.

### 4.5.3. Proportionality of the costs

In considering this question, we looked at whether the costs of (a) the editorial selection and coordination, (b) the web portal and other supports, (c) the promotion policy and partnerships, and, in particular, (d) the translations are proportionate to the results achieved.

The assessment of the proportionality of the costs is based on the **expenditure** analysis and the assessment of the effectiveness of the different components (results).

In 2011, 86% was dedicated to *Courrier International* and a share of 14% was unequally allocated to the three members of the Consortium. In detail, among the members of the Consortium, *Internazionale*, *Forum* and *Courrier Internacional* spent 6%, 4% and 4% respectively of the total yearly expenditure for activities such as editing, translation, other expenses and communication activities. The expenditure for communication activities per member of the Consortium was relatively low compared to editing and translation.

*Table 11: PressEurop expenditure, per member of the Consortium (2012 – planned, 2011)*

Per member of the Consortium	2012 (planned)	2011 (closed)
Total expenses for <i>Courrier Internationale</i> (headquarters)	87% (including all expenses of the previous table )	86% (including all expenses of the previous table)
Total expenses for <i>Internazionale</i>	5% (editing, translation, other expenses and communication activities)	6% (editing, translation, other expenses and communication activities)
Total expenses <i>Forum</i>	4% (editing, translation, other expenses and communication activities)	4% (editing, translation, other expenses and communication activities)
Total expenses <i>Courrier Internacional</i>	4% ( editing, translation, other expenses and communication activities)	4% (editing, translation, other expenses and communication activities)

When analysing the expenditure for *Courrier Internationale* that hosts PressEurop headquarters, 9% was dedicated to communication activities, including both print and web communication, such as campaigns, 25% went for translation expenses, 5% for copyrights agreements 24% was spent on editing, 8% was dedicated to IT and web expenses and the rest of 29% went for human resources, .administrative/legal costs and other expenses).

*Table 12: Courrier International (consortium member) share of expenditure, per item (2012 – planned, 2011)*

Per item	2012 (planned)	2011 (closed)
Communication (print & web)	15%	11%
Translation	28%	29%
	(including a fix price to the Spanish correspondent for editing, translation and selection purposes)	(including a fix price to the Spanish correspondent for editing, translation and selection purposes)
Copy rights	6%	6%
Text editing	28%	28%
IT & web	7%	10%
Other expenses (Human resources, legal/administration costs, general services, documentation, etc.)	16%	16%

Taking into consideration that an industry benchmark is not possible, due to the lack of similar web portals, and based on the limited relevant information available, we can estimate the following:

- The annual budget of PressEurop is spent to cover a variety of activities, including editing, translation, copyrights, communication activities and other expenses;
- The items selection processes are timely notwithstanding their quality;
- The costs of translations are proportionate to their quality and the results achieved;
- The costs of the web portal and other supports are perceived as good value for money but there is a potential to improve items or include new ones (such as podcasts) to effectively achieve its objectives;
- A relatively small amount of the budget is dedicated to promotion and communication;
- Target audience: we cannot ascertain whether the PressEurop project has targeted and attracted the best and most appropriate target audience to date, given the wide range of potential readers. Nevertheless, the audience profile seems fruitful for bringing about a sustainable change in their perception of EU/European affairs.

Overall, the PressEurop project seems to provide value for the money invested.

#### **4.5.4. Efficiency of the web media mix, contribution of each medium to the efficiency of the portal**

In this section we look into the question of to what extent PressEurop contributes to maximising the visibility of the selected articles and developing coverage of EU/European affairs via the combination of web media dissemination tools.

Although the efficiency of the web media mix and the relative contribution of each medium to its efficiency featured in the Terms of Reference of this study as separate sub-questions, for the sake of clarity and coherence we treat them together under this section, with a view to establishing to what extent they maximise the efficiency of the PressEurop project.

To do so, we used interviews, bi-monthly reports submitted by Contractor, online surveys targeting the users of PressEurop, web statistics, as well as benchmarking and fit-gap analysis (see annex).

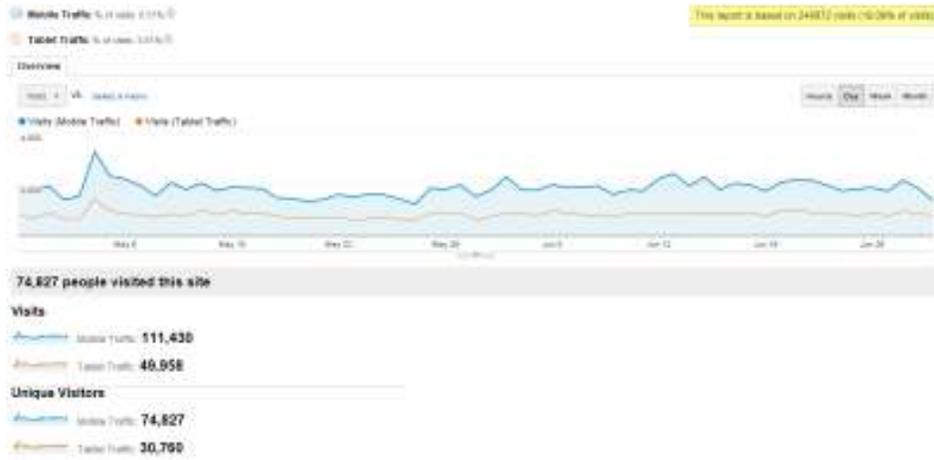
As explained in the Effectiveness section, the content of the PressEurop website does contribute to a better EU/European Affairs coverage (even though this is somewhat hampered by the layout and the structure of the website).

According to our benchmarking and fit-gap analysis, PressEurop is distinctive in offering multi-language information and providing a platform for dialogue. The quality of the information provided measures up to the best of the compared websites.

Related costs are the highest among the type of media discussed in this section, since they involve in particular those related to editing (24% of the 2011 budget), copyright fees (5%), translation (25%), as well as a part of the budget of the three editors working outside of the Paris (14%) (see above), amounting to a total of approximately 68% of all the costs.

As we demonstrated in section on effectiveness, according to the web statistics, the overall mobile traffic towards the website is 8.5%, while accessing the site via a tablet traffic is only 3.8%; which can be regarded as a low share compared to the relevant average for news and content websites. When taking a closer look, we see a specifically higher bounce rate, lower pages per visit and lower average visit duration, which may imply that the website is not yet specifically optimised for smartphone access.

Figure 21: General overview of web statistics excluding bounced traffic (June 2012)



According to data of the bi-monthly reports, the most important *app* is the one for iPhone and iPad. Over the period of January-June 2012, PressEurop had a monthly average of 23 000 unique visitors via the apps.

Table 13: Download of smartphone applications, total unique visitors via apps (January-June 2012)

	Jan	Feb	Mar	Apr	May	Jun	Average
<b>iPhone/iPad</b>	3 867	3 797	2 971	3 291	2 961	2 960	3 308
<b>Android</b>	520	1 598	674	486	686	559	754
<b>Bada</b>	1 296	945	983	336	303	451	719
<b>Blackberry</b>	158	107	137	30	23	23	80
<b>Windows phone 7</b>	365	768	975	398	184	121	469
<b>Total unique visitors</b>	23 459	23 347	23 831	22 783	23 620	21 878	23 153

As discussed earlier, 74% of respondent to our user’s survey (see section on relevance) never uses PressEurop’s applications for these devices.

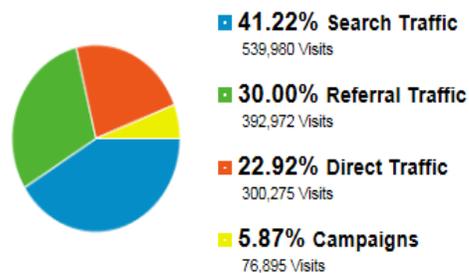
One of the reasons behind these (in our experience) low download and visitor figures might relate to the visibility of these features. Indeed, resources spent on the presence of a banner at the very top of the webpage (interchanging with the one encouraging readers to subscribe to the newsletter) advertising

PressEurop’s smartphone and tablet applications might have not been efficiently spent. While there is also a separate menu point “Mobile” under the banner which leads to the download sites for the applications, it seems that the banner did not contribute to the efficiency of the use of space on the portal since the space it takes up on the website could have been used for better displaying the actual content of PressEurop (currently occupying three columns on the homepage, which according to many interviewees make the homepage very difficult to decipher). The current overall expenses spent on IT and web functions amount to 8% of the total budget<sup>40</sup>.

Based on the above, we observe that at present contribution of mobile and tablet use to the overall efficiency of the PressEurop portal is considered very modest. However, being aware of the tendencies of the contemporary press market (see annex on target group identification), we believe that continuing to offer such access (including specific smartphone and tablet applications) is a clear necessity.

In order to understand better the way readers arrive on the website, and to illustrate the contribution of partnerships, we present below the sources of traffic on the PressEurop portal in the period May-June 2012. As the Figure below shows, 41% of all visitors entered PressEurop through a search engine or advertising (i.e. through adwords, paid search). At the same time, 30% of visitors arrived via a hyperlink to PressEurop found on certain websites – for example [www.derSpiegel.de](http://www.derSpiegel.de) or [www.leMonde.fr](http://www.leMonde.fr) (referral traffic). Twenty-three percent of visitors arrived as direct traffic, i.e. they just typed in [www.presseurop.eu](http://www.presseurop.eu) in their browser to navigate to the site. A percentage 5.87% arrived at PressEurop portal via advertising campaigns<sup>41</sup> (banners, etc.).

*Figure 22: Breakdown of sources of traffic to the PressEurop website (May-June 2012)*



<sup>40</sup> Reference: 2011 closed budget.

<sup>41</sup> The statistics were reported in the bimestrial report of 2012.

*Table 14: Origin and duration of traffic to the PressEurop website (May-June 2012)*

	Visits	Pages / visit	Avg. visit duration	% new visits	Bounce rate
<b>Search traffic</b>	539 980	2.55	5:43	67.2%	67.7%
<b>Referral traffic</b>	392 972	2.55	6:52	46.9%	64.5%
<b>Direct traffic</b>	300 275	3.12	11:09	44.2%	55.9%
<b>Campaigns</b>	76 895	n/a <sup>42</sup>	n/a	n/a	n/a

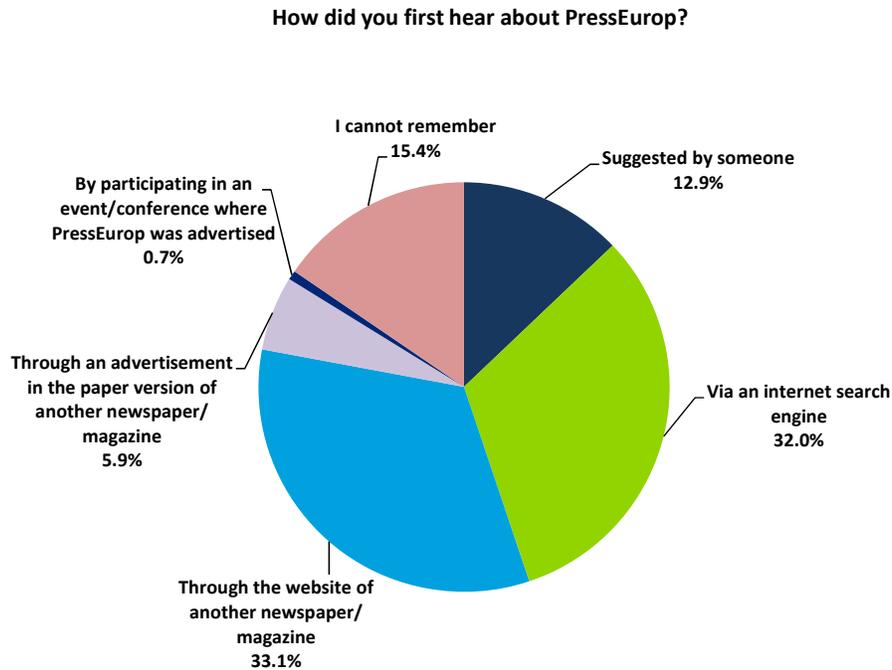
Looking at the statistics we can see that PressEurop relies heavily on search engines (41.2%) to attract traffic, and users arriving on PressEurop this way engage with the website only to a lesser extent. Traffic arriving thanks to a partnership on the other hand is significantly more engaging (although not as much as regular readers reaching the website directly). Referral traffic resulting from partnerships is therefore relatively qualitative.

The breakdown of sources of traffic presented above is also substantiated by our survey results. When asked “how did they first hear about PressEurop”, 33.1% of the respondents to the “Users” survey replied “through the website of another newspaper/magazine” and 32% “via an internet source engine”.

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<sup>42</sup> To measure the actual effectiveness of the campaign one can look up the statistics in Xiti or Google analytics and see what volume of traffic (# of citizens) actually clicked through to PressEurop.eu from the paid advertisements. To measure this, the individual adwords and banners would have to be tagged with a unique code to recognize them in the web statistics. This tagging activity has not been properly conducted, which limits the ability to see what the actual effect of the paid advertisements was, and determine aspects as cost-effectiveness and contribution to PressEurop’s consumption of EU news.

Figure 23: First acquaintance with the PressEurop portal (online survey for the “Users”, 2012)



Six of twenty respondents to the survey to the EC Representations admitted that “they have not known PressEurop before receiving the invitation for this survey” while seven replied that the portal was “suggested by someone”.

In view of the above, the number of partnerships with other websites (via animation of blogs by PressEurop or display of visibility) can be considered rather high, and overall, partners’ websites do bring traffic to PressEurop (even though the extent of these partnerships and therefore their added value is not uniform).

Partnerships require minimum human resources (such as copying PressEurop content to the partners’ blogs or setting up new partnerships via networking) while effective visibility on partners websites and a good click-through rate from their blogs have a potential to significantly boost readership. Nevertheless, considering the diverging substance in partnerships, we believe the current set of partnerships does not yet make full use of the potential of these actions, therefore contribution of partnerships to the overall efficiency of the PressEurop portal is considered moderate.

As discussed under the section on effectiveness, regular participation of members of the editorial team in four radio programmes and in a television programme can potentially increase readership, but we do not have data to effectively substantiate this.

Concerning the efficiency of these measures, related costs could be defined as negligible or indirect – even though participation of staff at radio and television programmes does occupy their time which otherwise they could spend on core tasks (such as editing articles and coordinating translations).

As detailed above under the section on effectiveness, the number of newsletter subscribers has been growing. Considering the fact that PressEurop has been displaying a banner in all ten languages on the top of the webpage, we conclude that resources spent on this campaign do have an impact and therefore – thanks to click-through from the newsletter to the website – this contributed to the overall efficiency of the PressEurop website. Costs related to the creation and dissemination of the newsletter can be presumed to be a smaller part of the web-related costs (which in total amount to 3% of the whole 2011 closed budget).

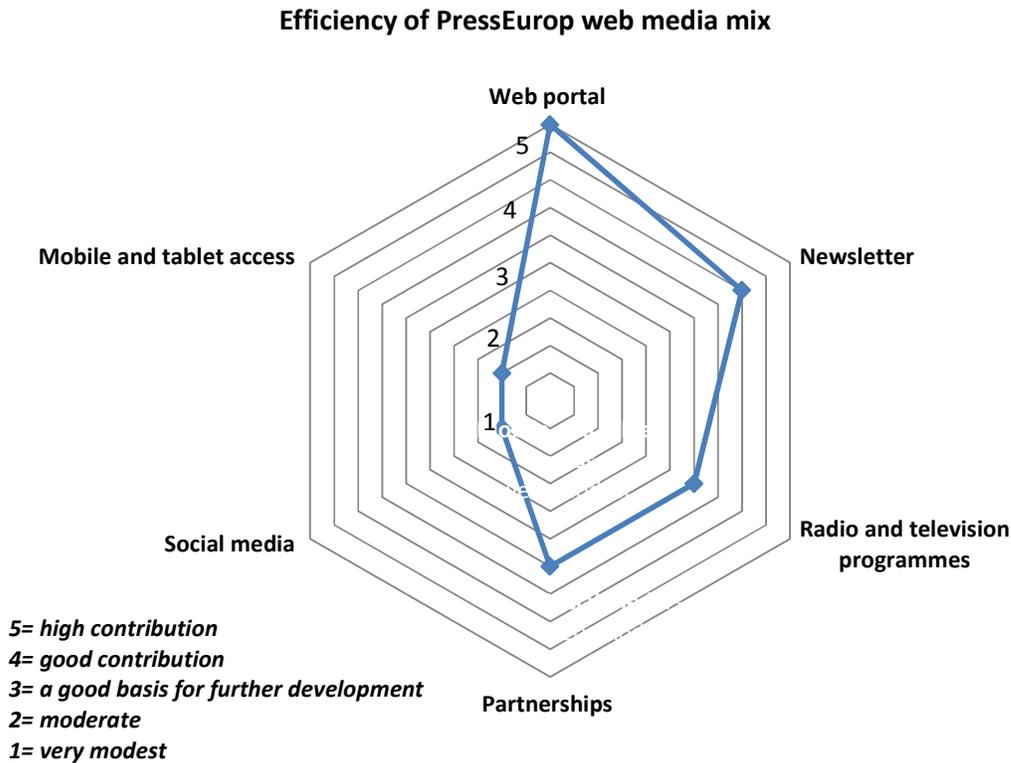
As shown under section on effectiveness, in comparison with other websites providing quality journalism content and analysis, PressEurop has a very modest number of followers on social media. While the animation of its Facebook and Twitter pages do require certain amount of human resources, we understand from the explanations of the Contractor that this is being done for the most part by trainees of the editorial team, therefore in a cost-efficiently way.

Substantiated by the analysis in the previous sections, we summarise the efficiency of the mix by a 1-5 scale,<sup>43</sup> presented in the Figure below, It is noteworthy that according to the assessment above, PressEurop tends to be more efficient when it comes to core activities (web portal content, newsletter), while it is least performing concerning mobile and tablet access, as well as on social media.

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<sup>43</sup> '1' being very modest and '5' a high contribution.

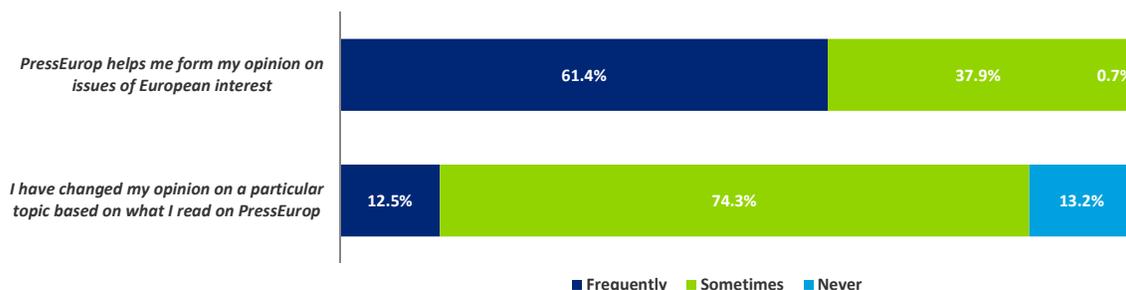
Figure 24: Efficiency of the web media mix of PressEurop



#### 4.5.5. Appropriate targeting of audience

In this section we look into the question of whether the targeting of audience is appropriate in order to open up the coverage of EU/European affairs, we analysed our users' survey and the interviews conducted. While we note that the evaluation question for evaluating the efficiency of the targeting of audience was whether it brings about a sustainable change in the perception of EU/European affairs of the target group, we note that the amount of data we received does not permit in-depth analysis. However, analysis of responses to the users' survey show that PressEurop very often contributes to its readers' process of forming an opinion on Europe-related interest (61.4%). Furthermore, reading the website also sometimes makes them change their opinion.

Figure 25: PressEurop contributing to form/change its readers' opinion (online survey for "Users", 2012)



After conducting thorough analysis of the available data, we conclude that information received during the evaluation does not allow for further analysis than that included in previous sections of this report.

We note nevertheless, that any impact on journalistic coverage of EU/European affairs can only be expected and measured in the longer term, which means that only after three and a half years after the launch of the project we cannot reasonably expect a change of mentality as a result of PressEurop’s activities.

#### 4.5.6. Efficiency of the current language regime

Based on the results of our analysis detailed in previous sections, under this point we look into the advantages and disadvantages of the current language regime and any potential change in efficiency in case of modifying the current language regime.

To do so, we used: desk research and analysis, focus groups and fieldwork interviews, the bi-monthly reports prepared by the Contractor.

##### 4.5.6.1. Advantages and disadvantages of the current language regime

As explained under section on “The multiplier effect of the translation into the ten languages of PressEurop”, balancing the advantages and disadvantages of the current languages regime depends on the exact definition of the target group (requiring different business models), i.e. whether PressEurop is essentially intended as a professional tool for people who in most cases will be polyglot, or for a more general group of citizens or for a segmentation of this general group (who are nevertheless polyglot).

We note that the website already, with its ten language versions, allow access to quality European press for 87% of the EU population. While offering all 23 official languages would in theory be the most straightforward and ideal situation, in order to allow access to quality European press for all EU citizens in their (EU official language) mother tongue, it does not seem to be the most efficient solution. This was the

message of target group participants and interviewees, according to whom the core target group in those Member States whose language is not covered by PressEurop's language regime do actually speak foreign languages and therefore would effectively have access to PressEurop using one of the current language versions. Furthermore, as borne out by the user's survey we conducted for the present report, only 6% of respondents speak no other foreign language. Everyone in that group was either an English, French or German speaker.

A significant number of interviewees believed that due to the type of information PressEurop provides to its readers, the website can be considered a product for the 'elite', which by definition consists of individuals who do speak foreign languages, and therefore a language regime with maximum of three languages would be sufficient for the needs of the target group.

In this context, the case of Hungarian audience is highlighted which was examined in the framework of a fieldwork visit to Budapest. The Hungarian language exists in linguistic isolation, and according to Eurobarometer figures<sup>44</sup>, the overall population of Hungarians is among the least likely in the EU to speak foreign languages. As interviewees explained, several Hungarian language EU portals have discontinued their operation recently, such as the Hungarian version of Euractiv.com, or globusz.net and local interviewees believed that interest of the overall population in European affairs coverage is minimal. However, based on the type of content PressEurop offers to its readers, Hungarian interviewees, as well as focus group participants believed that three languages would actually be sufficient to reach the potential target audience (which they considered to be the intelligentsia of the country who can shape public opinion).

When considering the future of the PressEurop project, one has to take into account the fact that launching more languages would require a higher budget, related not only to the translation of articles from and to that language but, as explained by the contractor, also more translation costs due to the higher number of language combinations calling for a bigger translators pool. Furthermore, when it comes to the practical problems attached to operating a multilingual website, one has to note that not even the Europa.eu portal of the EU institutions has all of its content translated in all 23 official languages of the EU, as this would require costs out of balance (considering the popularity of certain websites in certain languages).

Although the objectives of the two projects are not the same, but considering the issue of language regime, we believe the example of the Eurotopics portal<sup>45</sup> could be a valid one. Currently providing press review in English, French and German, Eurotopics used to feature an additional two (Polish and Spanish) but these were eventually abandoned due to budget cuts (and based on the fact that these versions never actually become truly popular with readers).

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<sup>44</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_386\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_386_en.pdf); Europeans and their Languages.

<sup>45</sup> <http://www.eurotopics.net/en/home/presseschau/aktuell.html>.

Further developing the abovementioned arguments, a reduction of the number of languages was also suggested by numerous interviewees, usability test and focus group participants, noting the possible efficiency resulting from the reduction of translation costs (which amounted to 25% of the closed budget of 2011), that could e.g. liberate resources for a better follow-up of subject areas.

In addition, the argument of the possibility of the website to fulfil its objectives with only three languages (English, French and German) is also supported by the analysis below concerning the most frequently translated sources of PressEurop.

#### 4.5.6.2. Efficiency of the current language regime in the light of the most frequently translated sources

The Table below gathers the top-ten sources from EU Member States for the years 2011 and 2010. As shown in the table, in 2010, ten EU-countries' sources provided 284 articles (out of 1123) representing 1/4 of the total share of articles from EU-countries (25%). Likewise, in 2011, 375 articles (in a total of 1376) came from the following ten sources representing approximately 1/3 of the total of articles from EU-countries (27%). Compared to 2011, in 2010 there was a greater variety of the top-ten sources including, apart from the largest European countries, also smaller ones such as Czech Republic and Romania. The Guardian heads the list for both years whereas French, German, Italian, Dutch and Spanish papers complete the list. It is worth noting that in 2011 forty articles came from the Polish paper "Gazeta Wyborcza" placing Poland in the top five.

Table 15: Top-ten EU-Member states sources (2011, 2010)

	2010	# of articles		2011	# of articles		January-June 2012	# of articles
1.	<i>The Guardian, UK</i>	35	1.	<i>The Guardian, UK</i>	55	1.	<i>Süddeutsche Zeitung, DE</i>	34
2.	<i>De Volkskrant, NL</i>	32	2.	<i>El País, ES</i>	47	2.	<i>Le Monde, FR</i>	31
3.	<i>El País, ES</i>	31	3.	<i>Le Monde, FR</i>	44	3.	<i>El País, ES</i>	28
4.	<i>Le Monde, FR</i>	30	4.	<i>De Volkskrant, NL</i>	42	4.	<i>Gazeta Wyborcza, PL</i>	18
5.	<i>Libération, FR</i>	30	5.	<i>Gazeta Wyborcza,</i>	40	5.	<i>Financial Times</i>	16

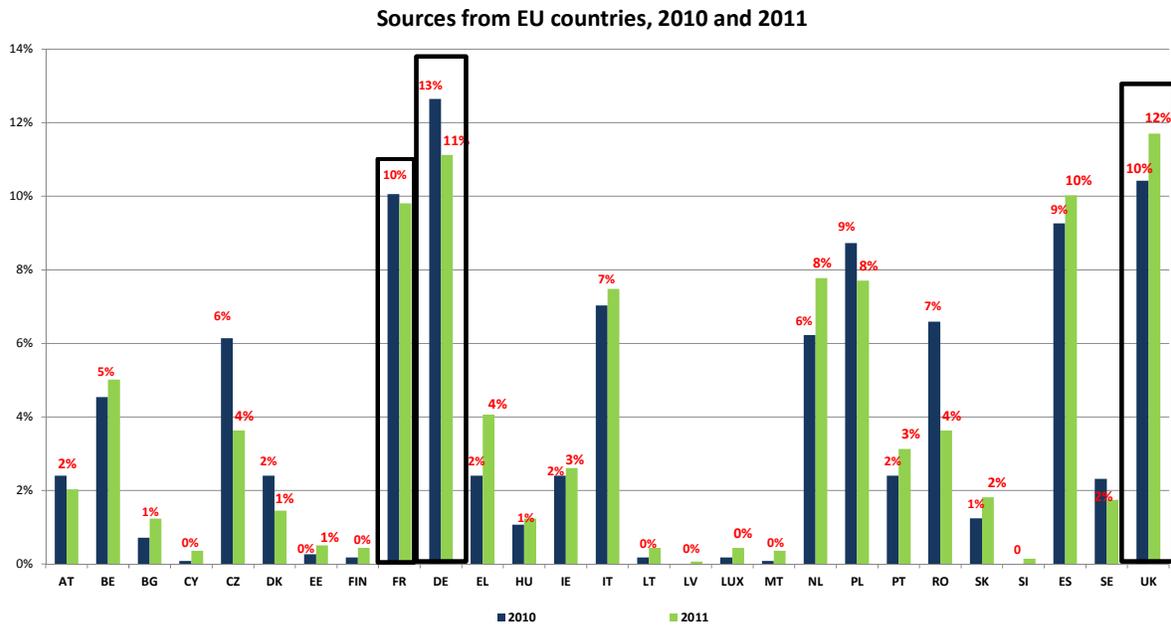
	2010	# of articles		2011	# of articles		January-June 2012	# of articles
				PL				
6.	<i>Süddeutsche Zeitung, DE</i>	27	6.	<i>Corriere della Sera, IT</i>	33	5.	<i>The Guardian, UK</i>	16
7.	<i>The Independent, UK</i>	27	7.	<i>The Independent, UK</i>	31	7.	<i>La Stampa, IT</i>	15
8.	<i>Lidové noviny, CZ</i>	26	8.	<i>La Stampa, IT</i>	30	8.	<i>Die Zeit, DE</i>	14
9.	<i>România liberă, RO</i>	23	9.	<i>Süddeutsche Zeitung, DE</i>	28	9.	<i>I Kathimerini, EL</i>	13
10.	<i>La Stampa, IT</i>	23	10.	<i>The Daily Telegraph, UK</i>	25	10.	<i>To Ethnos, EL</i>	12
	<b>Total</b>	<b>284</b>		<b>Total</b>	<b>375</b>		<b>Total</b>	<b>197</b>

As seen in the figure below, in 2012 (January – June 2012), two Greek sources (“*I Kathimerini*” and “*To Ethnos*”) entered in the top ten list, which is most likely due to the economic crisis in the country and its apparent newsworthiness. Germany and the UK are also present with two sources each with France, Italy, Poland and Spain on the list with one major national source.

In addition, concerning the use of articles of the members of the Contractor’s EEIG, our analysis of data for the years 2010-2011 and the first semester of 2012 showed that only one article was taken from *Courier International France* and one from *Internazionale*. The other two members of the PressEurop consortium, *Courier Internacional* and *Forum* were not used as a source, even though PressEurop did publish articles from *Espresso* and *Polityka*, i.e. papers from their respective publishing house.

The Figure below provides an overview of the articles selected throughout the years 2010 and 2011 from national sources of the EU-27. Germany leads the group with a percentage of 13% and 11% respectively followed by the United Kingdom is the runner-up with 10% and 12%. France comes third with an average of 10% for both years. Spanish, Polish, Dutch and Italian sources are also well represented while some smaller countries’ coverage amount to an overall 0% (Cyprus, Estonia, Finland, Latvia, Lithuania, Luxembourg, Malta and Slovenia).

Figure 26: Sources from EU Member States national sources, per country (2011, 2010)



## 5. General conclusions and recommendations

### 5.1. General conclusions

#### 5.1.1. Relevance

We conclude in relation to the relevance that:

- The PressEurop portal responds to the needs of its audience. Thanks to the online selection of 'quality articles' on EU/European and international affairs, the reader can appreciate the portal as a neutral source of information and on top of it, a source of inspiration and reflection.
- PressEurop provides a wide unbiased range of articles published in all EU Member States. The topics covered and the countries covered as well as the translation of the news in ten languages are highly appreciated by the readers. However, the portal's identity needs to be better clarified and structured in a more efficient and modern way.
- The PressEurop portal – in comparison with standards and best practices (MIT outline) – is evaluated as a news provider of high quality. However, it should further improve its user interaction and its usability (user-friendliness of navigation); notably the search engine and the navigation parameter could be improved to support users in easily finding their way through the website.
- The majority of PressEurop users prefer to access the web portal instead of using other mobile devices/tablets. In addition, most of the users do not highly appreciate PressEurop smart/social features with the exception of the Newsletter that was viewed very positively.

**We, therefore, conclude that:**

- **Overall, the PressEurop project is in line with its overarching objectives and its activities are likely to serve its operational objectives which are rationally linked to its specific and overall objectives. The project respects its contract's requirements and, in some cases, has introduced new items on the web portal. Finally, it responds to the needs of its audience.**

### 5.1.2. Effectiveness

We conclude in relation to the effectiveness that:

- Looking at the website, its content is indeed quality EU items providing coverage of EU/European affairs appropriate to the target audience, but PressEurop's contribution to the development of EU/European affairs coverage is somewhat hampered by the layout and the structure of the website.
- Current measures aiming to increase visibility and attractiveness (partners' publication, radio and TV broadcast, use of audiovisual support, social media and newsletter) do bring added value but seems not to be exploited at their full potential except for the newsletters. In addition, there seems to be no overall visibility strategy which limits their possible contribution to the development of EU/European Affairs coverage.
- The PressEurop project might have a multiplier effect thanks to its translation mechanism. PressEurop is a press review website available in ten languages and thus it potentially reaches out to 87% of the EU population. However, the answer to the effectiveness and efficiency of the current language regime (keep, reduce or extend the language coverage) should be seen in the light of the exact definition of the target group.
- The PressEurop project does not seem to have a multiplier effect resulting from reprinting and being a source for other publications, as it is rarely the case.
- The selection and diversity of sources does help reader to look beyond borders and consider diverging views on EU/European affairs. However, it is interesting to note that the first four countries of origin of sources coincide with the four countries whose national media is most easily and likely accessible by those non-national speaking foreign languages, which might limit the added value of the selection.
- Bearing in mind that the concept of PressEurop is based on being of interest to the readers of quality newspapers, the socio-demographic profile is what one would expect from this target audience. The audience itself, as represented by survey respondents and interviews, sees the content as appropriate to this audience. Readership is growing, but there is no appropriate benchmark for seeing how the growth rate relates to an industry norm. Nevertheless, there are some opportunities for promotion among natural audience which appear not to have been seized.
- In identifying its target audience and deciding a promotion strategy going forward, the key challenge for PressEurop is to establish exactly who its audience is in an evolving and crowded media market where traditional audience and media segmentation is breaking down, the landscape is re-forming in new constellations and the statistical data on changing behaviour in news consumption is insufficient. While the socio-demographic characteristics of an audience

which is between 15 and 64, well-educated and interested in obtaining information about EU/European affairs online are clear, there are many other factors to take into account, such as broadband access, propensity to read a newspaper, and ability to read a newspaper and comment on newspaper articles in another language.

- Concerning PressEurop's contribution to different approach to journalistic coverage of the EU, journalists and editors of partners benefit from the partnership with PressEurop. However, the data we received did not allow us to make a well-founded conclusion concerning the issue whether core partners or other media have increased their own debate and dialogue on EU issues.

**We, therefore, conclude that:**

- **PressEurop does contribute to developing EU/European Affairs coverage through an increased visibility of selected quality EU items displayed on the web portal and through the multiplying effect of the translation of those items. Overall, PressEurop activities and audience is appropriate to meeting this objective.**

### **5.1.3. Efficiency**

We conclude in relation to the efficiency that:

- the mechanisms in place of selection/translation contribute to the overall efficiency of the PressEurop project. These mechanisms contribute to ensure a coordinated strategy of the PressEurop project as well as a common editorial approach. However, due to the lack of benchmarking data, the efficiency of those mechanisms could not be subject to an in-depth analysis.
- This coordinated strategy guaranteed by the mechanisms also ensures a common editorial approach while the EU/European affairs coverage and the selected articles from various European and non-European sources translated into ten EU official languages succeed in achieving an EU perspective.
- The PressEurop project seems to provide value for the money invested. Taking into consideration that an industry benchmark is not possible, due to the lack of similar web portals, and based on the limited relevant information available, we cannot draw further conclusions.
- The combination of web media dissemination tools (Newsletter, mobile devices, links etc.) of the PressEurop portal contributes to the efficiency of the scheme. Likewise, despite the fact that the social media implementation mechanisms are organised in a cost-efficient way, their contribution to the overall efficiency of the project remains very modest.

- Regarding the appropriateness of the target audience to bring sustainable change in perception of EU/European affairs, due to the limited availability of data, we are not in a position to go deep in replying to this question. Nevertheless, we note that any impact on development of EU/European affairs coverage can only be expected and measured in the longer term.
- Balancing the advantages and disadvantages of the current language regime depends on the further definition of PressEurop target audience.

**We, therefore, conclude that:**

- **The current implementation arrangements of the PressEurop project maximise the efficiency of the scheme in terms of selection/translation mechanisms and dissemination of web media, with the exception of social media.**

## 5.2. Recommendations

We recommend that the Commission:

**Based on the analysis of its relevance, effectiveness and efficiency, continue the PressEurop project. However, the Commission should seek to strengthen the project's implementation via a new Terms of Reference by:**

- Better define the target group of PressEurop and its needs and interests. Taking into consideration that the news market is evolving fast and that the PressEurop finds itself on the cusp of major changes facing the whole of the media, conduct a new study on the profile of the current audience of PressEurop, its needs and interests and its use of the website (follow up on the study carried out in 2010) including other factors such as broadband access, propensity to read a newspaper, and ability to read a newspaper and comment on newspaper articles in another language.
- Depending on the target group's profile, consider a more fitting language regime to maximise relevance and efficiency of the project.
  - Should PressEurop reduce its language coverage, the main language to be considered should be English, French and German.
  - Should the language regime remain the same, there should be a more conscious choice on which articles they translate fully and which are featured in the 'In brief' pieces (available in full in the original language). Full translations should concentrate on less accessible/less widely spoken languages and articles in more commonly understood languages could be shortened.

- Continue the current content while allowing for a rationalisation of the subject areas covered and ensuring a proper follow-up of the subjects featured on the website in order to retain readership.
- Reconsider the purpose and content of the blogs. This might involve having a common blog for all the languages of the website, which could contribute better to fulfilling the objective of creating an EU-wide debate.
- Continue the current geographic coverage through the selection of 'quality items' on EU/European Affairs, moreover as regards neutrality of the editorial line concerning the selected sources. However, in order to optimise the selection mechanism, further statistical analysis of the use and contribution of the different sources should be required from the contractor. A broaden coverage of regional/local news should be considered.
- Increase its visibility, identity and readership by defining a clear communication strategy, based on additional research into the needs and media consumption behaviour of its audience. This should involve strengthening PressEurop's current measures and allocating specific and adequate budget to promotion and communication, as well as ensuring a uniform substance of partnerships (including in particular proper visibility of the PressEurop logo on partners' websites) . As a first step, marketing activities should focus on the core target group.
- Optimise the effectiveness and attractiveness of the web-portal by improving its structure, design, usability and navigability, including the clear distinction and visibility of the different type of articles and user interaction.
- Improve current combination of web media in the light of the identification of the needs of target group. In addition, strengthen audio-visual media use.
- Taking into consideration the current evolution of the online news market, continue exploring use of smart phone/tablets applications, even if currently those seem underused by the readership.

## 6. Analytical Annexes

### 6.1. Annex 1: Target group identification (TGI)

This section discusses what is known from statistics, surveys and the literature about the characteristics of the target group, i.e. those who read newspapers online, are in the 15-64 age group, and read one or more foreign languages if they are not native speakers of a PressEurop language.

It looks briefly at whether the PressEurop audience is typical of this audience in terms of age, gender and educational attainment. The body of the report then compares those characteristics with what is known from PressEurop surveys about its audience to see how far it is possible to say that PressEurop is reaching its target group.

This chapter also covers the extent to which access to the Internet is still a barrier to reading newspapers on line, how the propensity to read a daily newspaper varies by age and Member State, and how these two factors correlate with the figures for online readership. It considers the wider issue of foreign language ability among EU citizens.

Finally, it deals with the way reading news on line is changing and the extent to which the thinking of the target audience in terms of newspaper readers may in some ways be too narrow a definition and in others too broad.

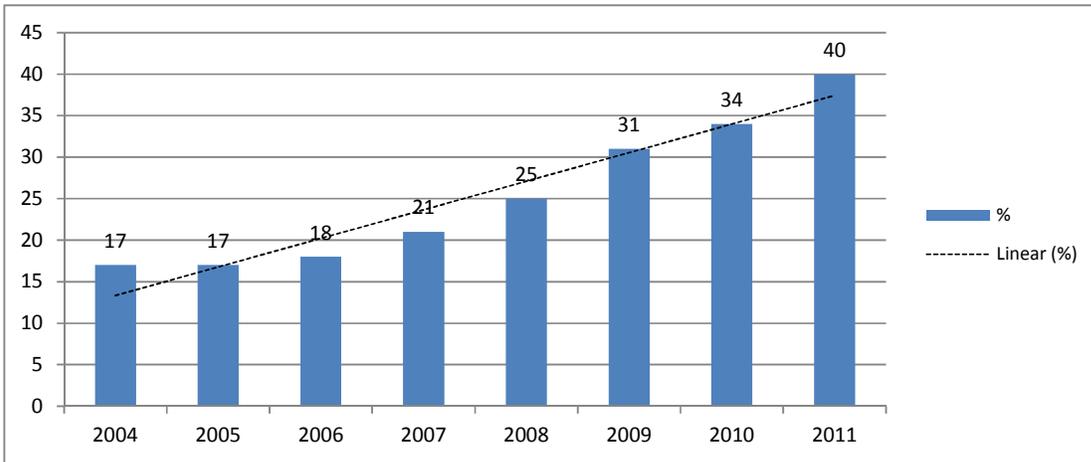
On the one hand, the segmentation of the media into radio, TV and newspapers is breaking down, while on the other the differentiation in the news markets between 'instant' news and analytical news is become more pronounced in as far as they are finding their outlets through different channels, particularly online.

The findings can be useful in defining a communication strategy for PressEurop, albeit bearing in mind that PressEurop must find its way on a path along which there are no definitive signposts for the time being as it is on the cusp of the changes.

#### **Characteristics of online newspaper readers**

The number of EU citizens reading print media on line has been growing rapidly, with no signs so far of the trend flattening out. In the five years from 2007 to 2011, the percentage of the population reading newspapers/news online almost doubled to 40%. In the 16-24 age group, it is 48%; in the 25-54 age group, it is 47%; among the 55-64 year olds, it is 29%; it drops to 16% among those aged 65-74.

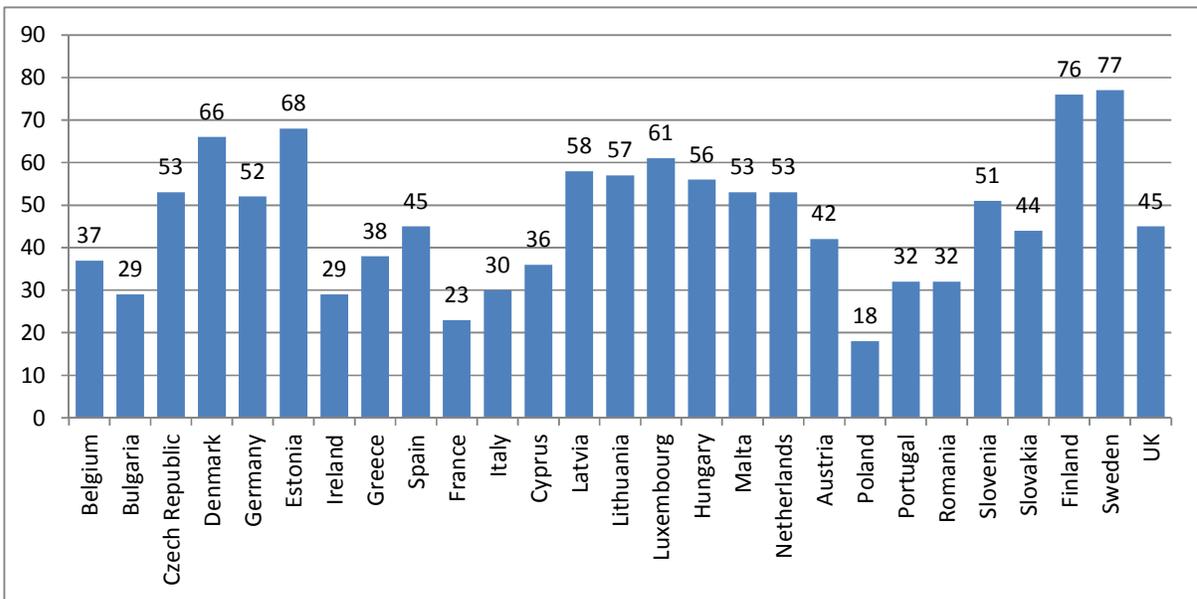
**Figure 1: Online newspaper readership, EU, 2011 (%)**



Source: Eurostat

The most avid online readers are the Swedes (77%), the Finns (76%) and the Estonians (68%). The least likely to read newspapers online are the Poles (18%) and the French (23%).

**Figure 2: Online newspaper readership by Member State, 2011 (%)**



Source: Eurostat

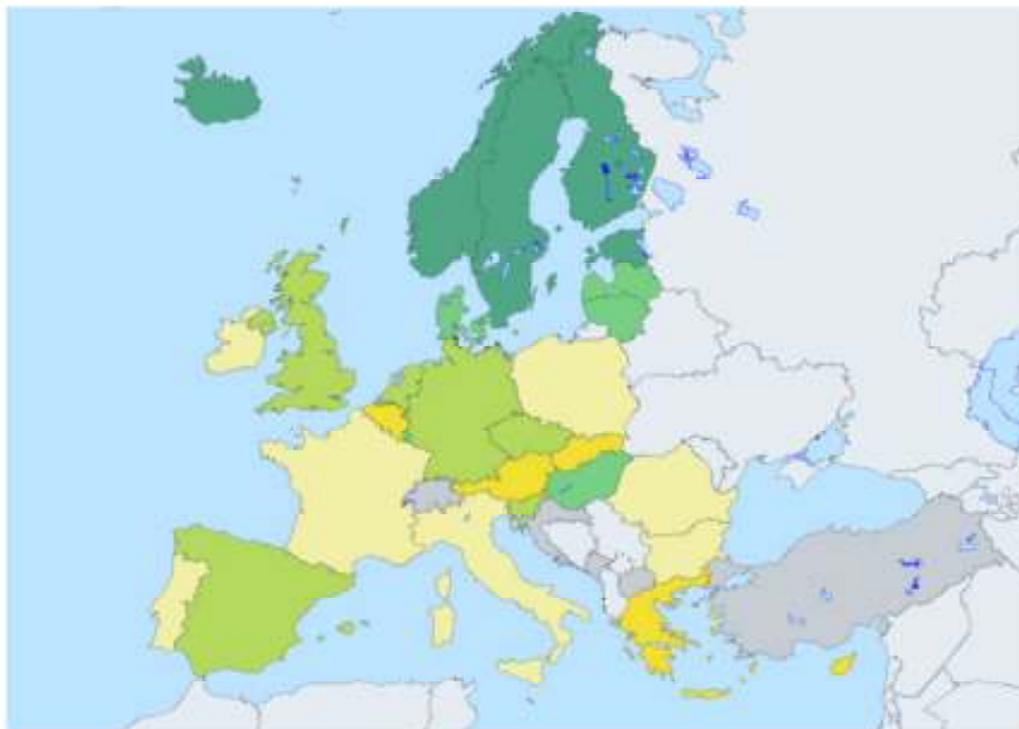
The Figure below shows the picture in map form.

Figure 3: Map of online newspaper readership, EU, 2011

**Individuals using the Internet for reading/downloading online newspapers / news magazines**

% of individuals aged 16 to 74 - 2011

*All Individuals*



Legend

18.0 - 32.0

32.0 - 44.0

44.0 - 53.0

53.0 - 66.0

66.0 - 85.0

N/A

Minimum value:18.0 Maximum value:85.0

Source of Data: Eurostat

Copyright of administrative boundaries: ©EuroGeographics, commercial re-distribution is not permitted

Last update: 04.10.2012

Date of extraction: 15 oct. 2012 14:52:30 CEST

Hyperlink to the map: <http://epp.eurostat.ec.europa.eu/tgm/mapToolClosed.do?tab=map&int=1&plugin=05&language=en&pcode=tin00097&toolbox=types>

Disclaimer: This map has been created automatically by Eurostat software according to external user specifications for which Eurostat is not responsible. Footnotes have not been included.

General Disclaimer of the EC: [http://europa.eu/geninfo/legal\\_notices\\_en.htm](http://europa.eu/geninfo/legal_notices_en.htm)

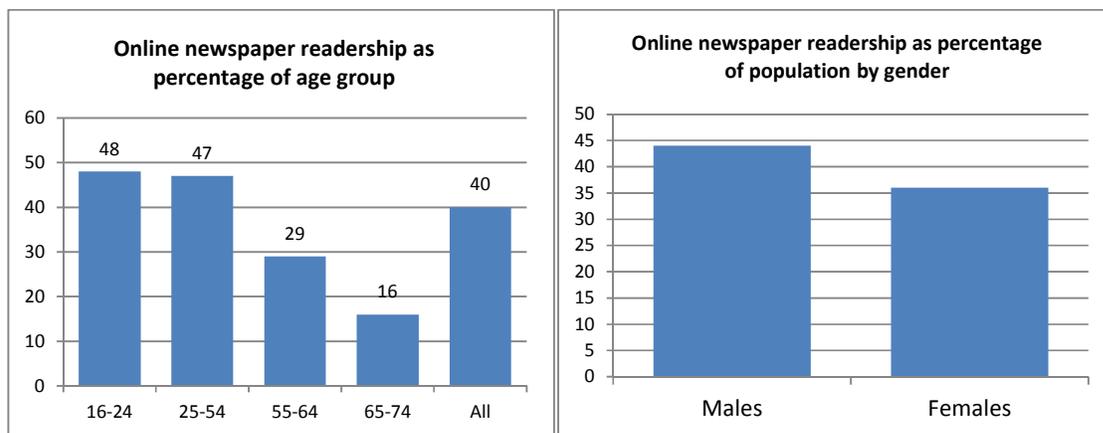
Short Description: Within the last three months before the survey.

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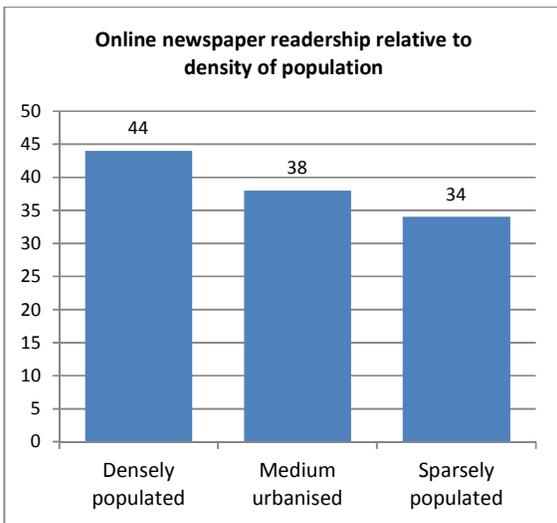
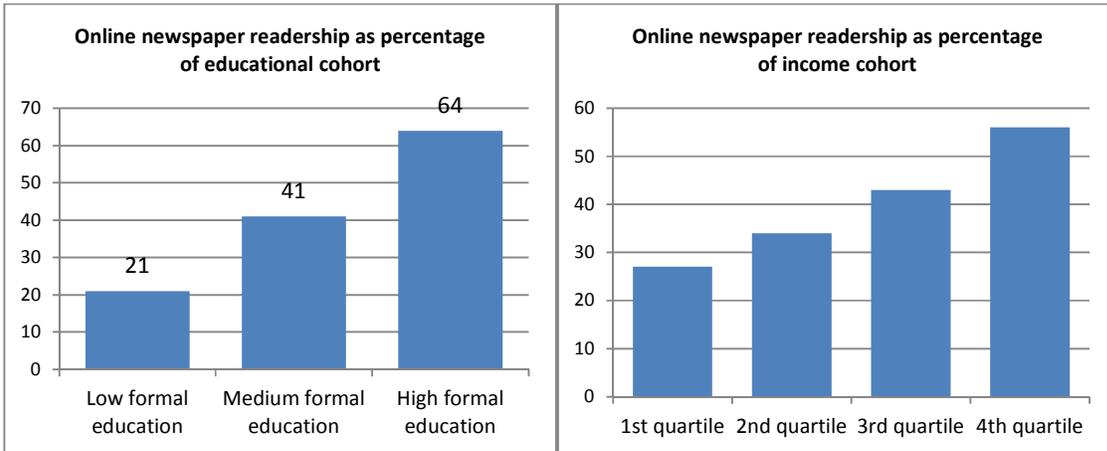
Other characteristics of online newspapers readers are that they are under 54, they are more likely to be men, they are better educated, better off and more likely to live in densely populated urban areas (see Figures below).

The fact that the under-54's make up the bulk of online readership is not surprising: the extent to which the 25-54 age group is almost as well represented as the 16-24 age group is less so. Although the younger age group is identified in the literature consulted in our desk research<sup>46</sup> as consisting of 'digital natives', i.e. those who have known digital technology virtually from birth, this group is less likely to read newspapers than the 'digital settlers', the next generation up who grew up with radio and television. The older age group are the 'digital immigrants' who grew up with newspapers. The literature says it is not possible to be certain that digital natives will remain so digitally inclined as they grow older, but considers this to be a reasonable assumption. That is also suggested by the data here where the differences between these two groups are often very small.

**Figures 4-8: Characteristics of online newspaper readers, EU, 2011 (%)**



<sup>46</sup> See Bibliography.



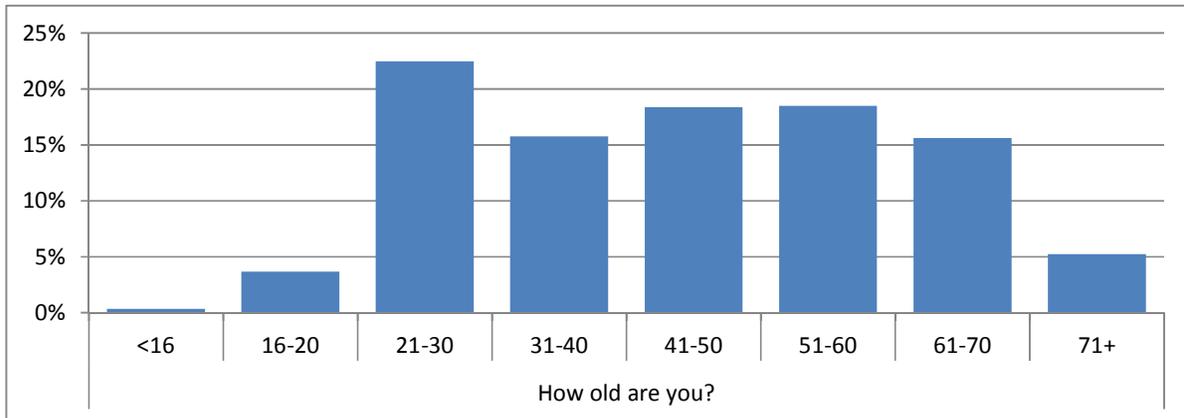
Source: Eurostat

The results of the short survey are largely in line with what one would expect in terms of age profile, though they show an audience for PressEurop that is somewhat larger in the 21-30 age group. Overall, the audience is fairly evenly spread over the age groups, except for a dip after age 60, but this is not a radical one.

The same holds true of the four countries which can be considered individually representative on the basis of the number of responses: France, Germany, Italy and Portugal, except that in each case the average age of the audience is younger.

The age profile shown up by the longer survey of users is more weighted towards the 51+ age groups, with fewer younger readers. It would require further research to understand the reasons as there are no other areas where this group differ in their socio-demographic characteristics from the other users, and no obvious reasons in their patterns of usage, e.g. in preferences for type of article or section of PressEurop.

**Figure 9: Age profile of PressEurop readers (short survey)**



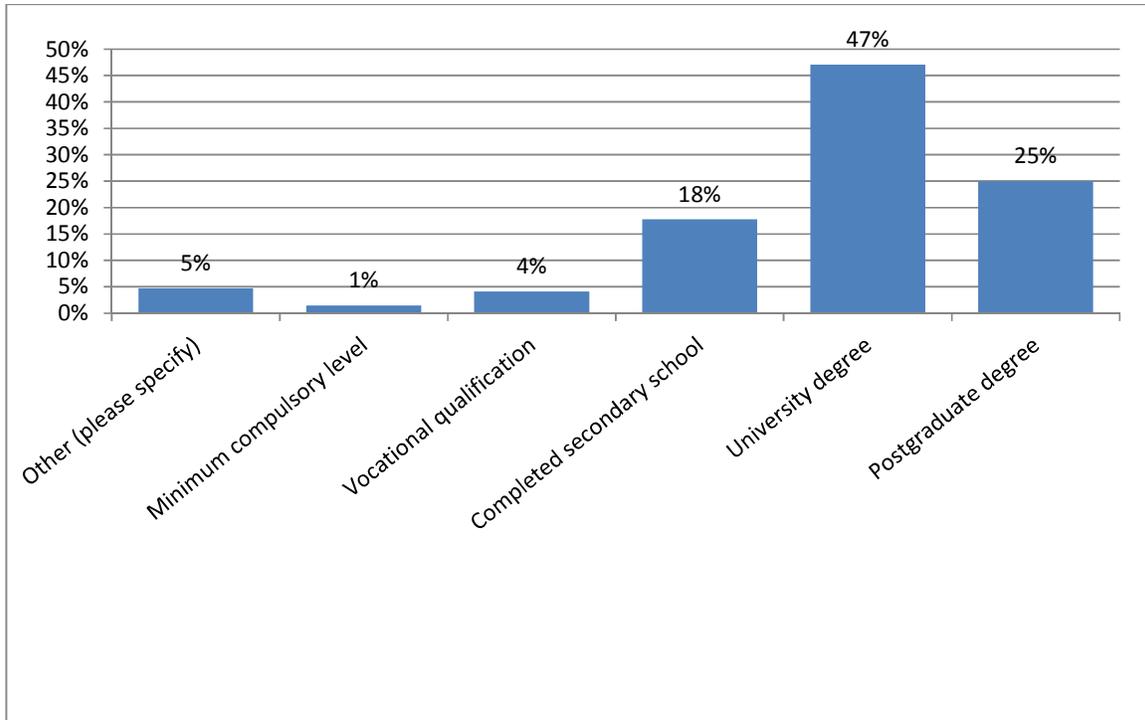
Source: Deloitte “short online” survey

Respondents to the PressEurop short survey have high levels of educational attainment. In the Eurostat figures on online newspaper readers, the ratio of those with high, medium and low education is 3:2:1; in the case of the short survey, the proportion of those with high educational attainment is much higher, accounting for 72% of the total. In the long survey, this figure is 82%.

However, the Eurostat figures cover all newspapers and news magazines; PressEurop only targets readers of quality newspapers, so the discrepancy is not surprising – even if it would be simplistic to claim that only the well-educated read quality newspapers or vice-versa.

Taking Germany as an example, however, regarding the difference between the circulation of the popular and quality press: *Bild* has a circulation of 2.75 million (and also has the second highest online readership of any German publication behind the Spiegel Online). The three main quality dailies – Frankfurter Allgemeine Zeitung, Die Welt and the Sueddeutsche Zeitung have a combined print run of just over one million taking all three together.

**Figure 10: Educational profile of PressEurop readers**



Source: Deloitte “short online” survey

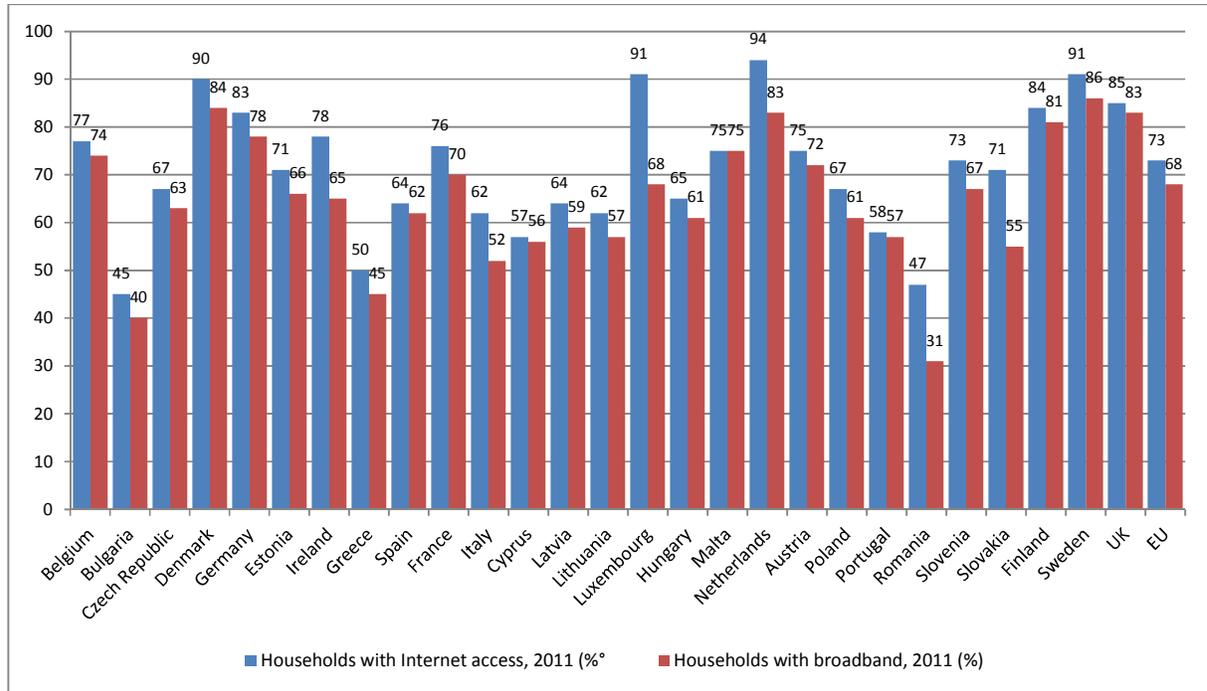
Women, on the other hand appear to be under-represented in the PressEurop audience profile compared to the overall picture of online newspaper readership. They accounted for 29% of respondents in the short survey, and 35% in the long.

### **The Internet as a potential barrier**

Access to the Internet is an obvious possible barrier to reading newspapers online, including in rural areas. This still varies widely overall – from Bulgaria on 45% to the Netherlands on 94%. Figures on broadband access, which it seems reasonable to assume is a prerequisite for reading newspapers on line regularly, are lower, ranging from 31% in Romania to 86% in Sweden.

There are obviously some other ways of accessing the Internet, such as universities, places of work or study. There is no data on how that could increase the figures on online readership, but it seems reasonable to assume that household access gives a broad enough picture.

**Figure 11: Internet access by Member State, 2011(%): broadband and all Internet access**



Source: Eurostat

**Propensity to read newspapers**

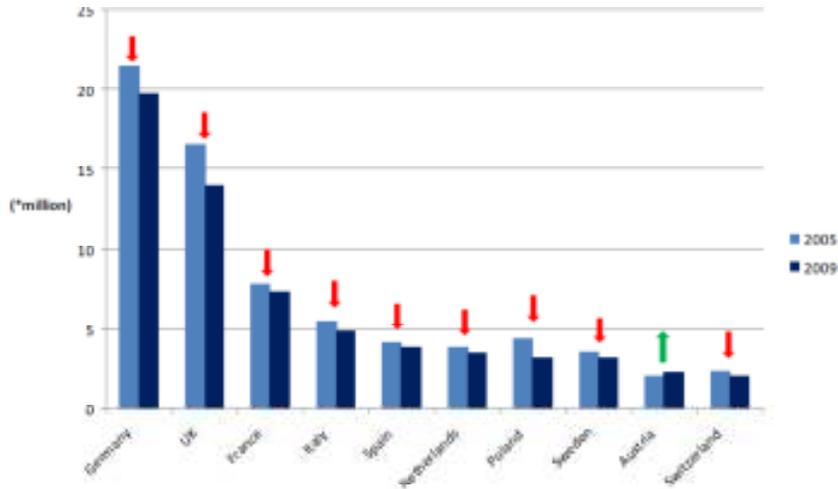
The likelihood that citizens will read a daily newspaper varies widely across the EU, and has been tending to fall, though the arrival of free newspapers stemmed the tide somewhat.

The total circulation figures for paid-for dailies show clearly that the total is much higher relative to the size of the population in Germany and the UK than in other large EU Member States. Within the overall newspaper readership, there are at least two categories – quality and tabloid/mass market, but some authors consider that there are three: quality, mid-market and popular.<sup>47</sup> Defining what is a quality newspaper can, moreover, be very subjective. Newspaper publishers of mass-market newspapers do not like being told that they are not a quality product.<sup>48</sup> Whatever the definition, and PressEurop casts its net wide, the total market for the type of article it publishes is somewhat smaller than the total daily newspaper readership in a given country.

<sup>47</sup> Both the European Commission and the Irish competition authorities have in the past considered there is a three-way split.

<sup>48</sup> <http://www.kleinezeitung.at/nachrichten/kultur/2841278/medientage-alle-wollen-qualitaetszeitungen.story>: Medientage: Alle wollen Qualitätszeitungen sein.

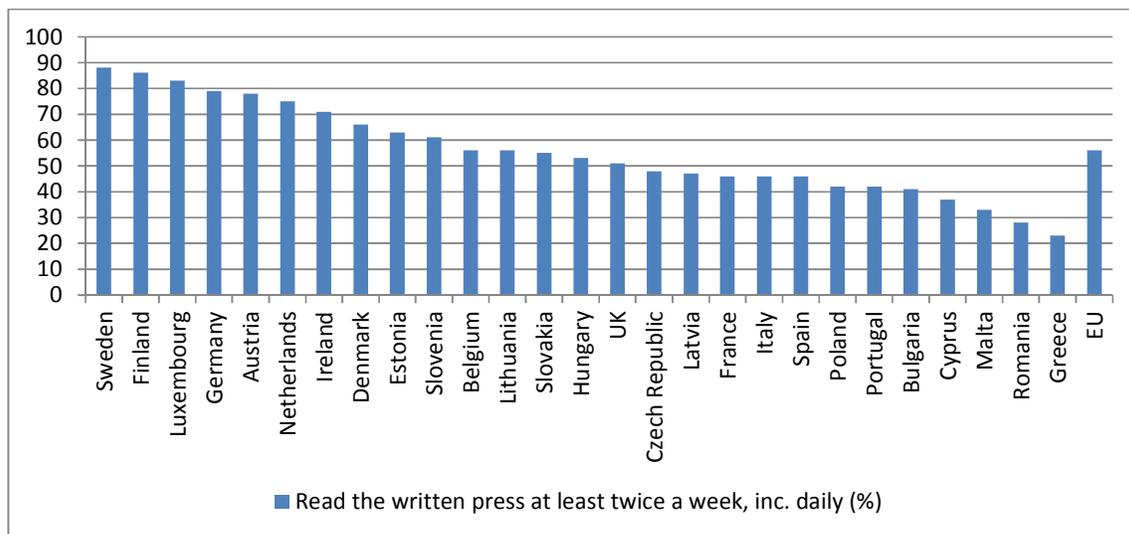
**Figure 12: Total average circulation paid-for-dailies (in millions) 2005-2009, Europe**



Source: TNO, based on WAN-IFRA, 2010.

The Figure below illustrates that the Swedes are the most avid readers of the written press, closely followed by the Finns and Luxembourgers. Broadly speaking, consumers of the written press are much more likely to be found in northern and northwestern Europe than in southern Europe.

**Figure 13: EU residents who read the written press at least twice a week, inc. daily, 2011 (%)**

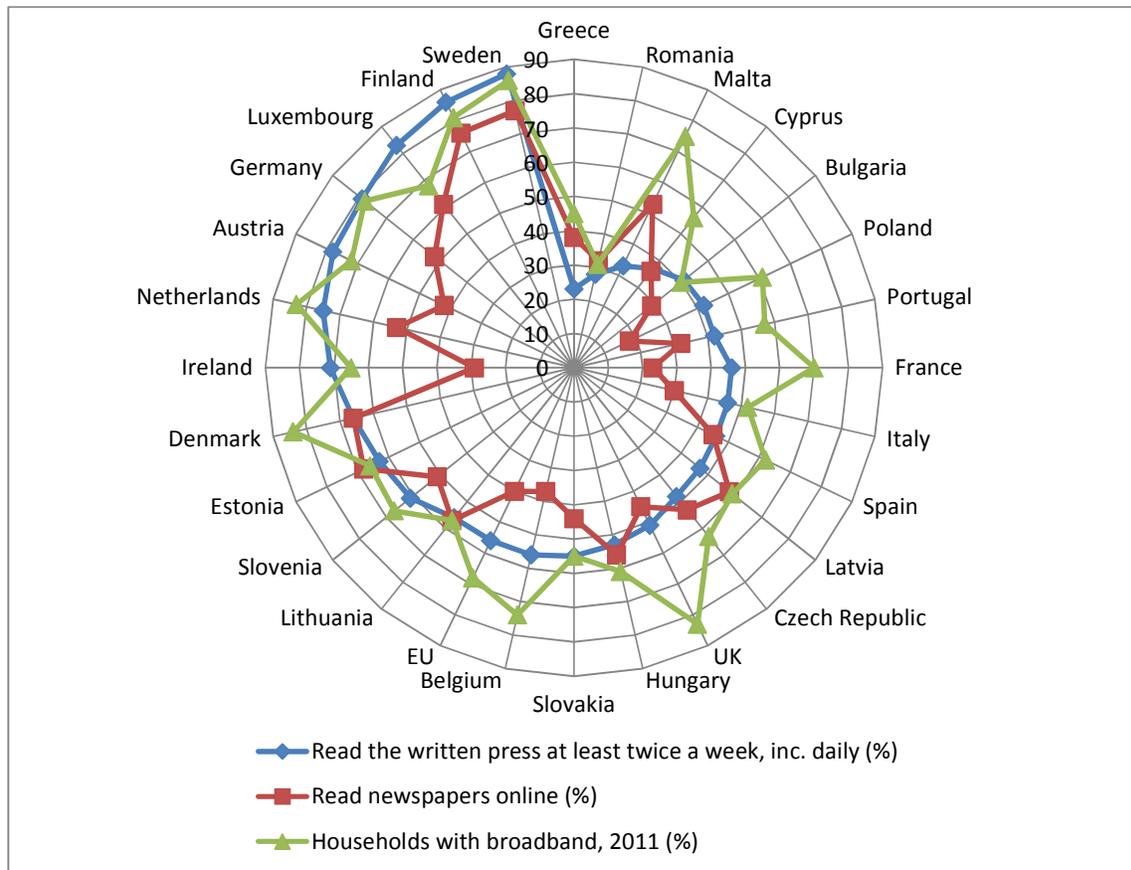


Source: Eurobarometer 76, Fieldwork, November 2011

### How the propensity to read newspapers and Internet access correlate

Consequently, it is not just access to the Internet which influences the size of the target audience in a given country, but also the propensity to read a newspaper at all. The graphic below shows the correlation between these two and the availability of broadband.

**Figure 14: Correlation of broadband, on- and offline newspaper readership, 2011**



Source: Deloitte from Eurostat

Where there are high levels of broadband and a strong tradition of newspaper readership, the picture of an audience for online newspaper readership of being on which is better off, highly educated and younger, i.e. the EU average, no longer holds to the same extent. When taking *Individuals with at least two of the 3 following characteristics: 55 to 74 years old; low education; unemployed or inactive or retired*, the figures show a much higher likelihood of reading newspapers online in this group from countries which are mature in terms of Internet access, in that they were among the first out of the gate, and which

anyway have high levels of newspaper readership. The figures for those reading newspapers online in this group is 43% for Denmark, 45% for Finland and 55% for Sweden compared to an EU average of 15% for this group, and thus higher than the average for all online readership for the EU as a whole (40%).

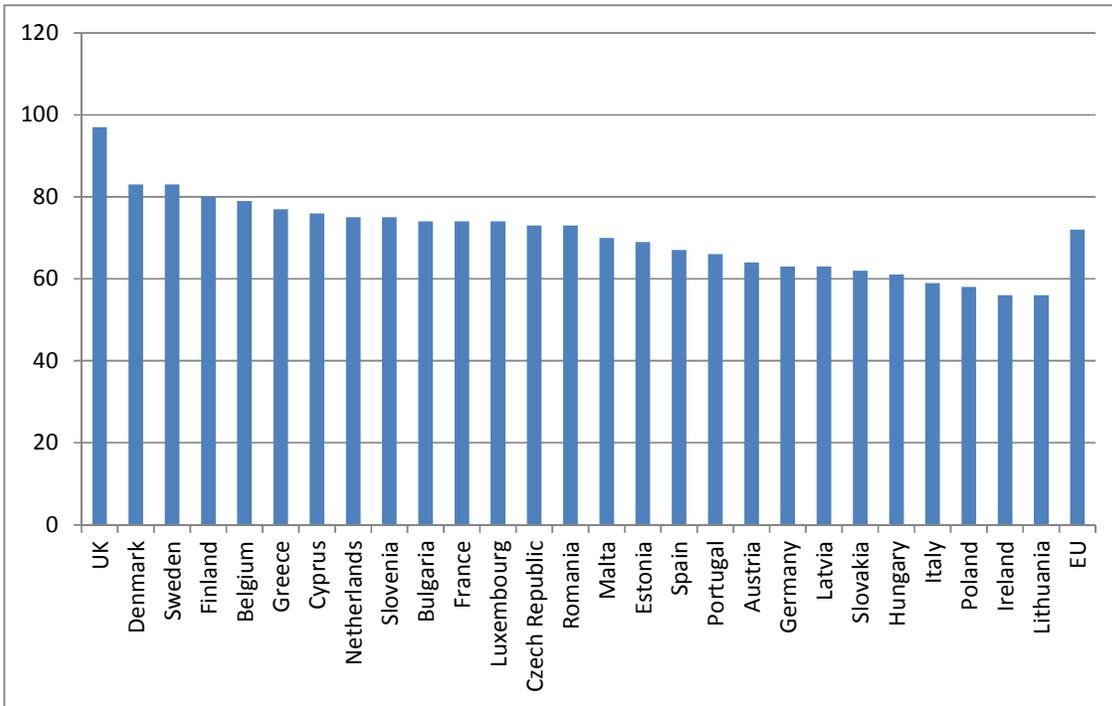
Moreover, the averages contain some wide spreads. In the case of those with low formal education, the percentage reading newspapers online ranges from 7% in Bulgaria to 63% in Finland and Sweden. For those in the first income quartile, it ranges from 8% in Bulgaria to 64% in Sweden. For those in the 65-74 age group, the range is from 5% in Bulgaria to 51% in Sweden.

### **Looking for news on the EU online**

The background above not only helps in illustrating why there might be differences in capturing audiences in different markets, but also helps in interpreting responses from the Eurobarometer on whether citizens look to online newspapers and magazines as a source of information on the EU. Many of the same countries as show high levels of online newspaper readership figure near the top of the table of those who – in a multiple choice question – say they look to the written press online for information about the EU.

What is striking, however, is the position of the UK at the head of the list, possibly suggesting (but this is no more than speculation) that like one respondent to the short survey, consulting the press online is a way of accessing information to balance the generally eurosceptic coverage of the EU by the EU press, or perhaps supplement a shortage of information about the EU in the UK press.

**Figure 15: EU residents looking to written press online as source of information on the EU**



Source: Eurobarometer

The target group of PressEurop has been defined not only as those who read newspapers on line, but also as those interested in EU affairs. On paper, this is a large group: eighty-nine per cent of the population say that they do spontaneously look for information on European political matters. However, television remains the preferred medium (61%), followed by the press (11%), and only then the Internet (10%).

Figure 16: Sources of news on European political matters

QD5a Quelle est votre principale source d'information à propos des affaires politiques européennes ? Premièrement ?

QD5a Where do you get most of your news on European political matters? Firstly?

QD5a Woher erhalten Sie die meisten Nachrichten zu europäischen politischen Angelegenheiten? Erstens?

%		La télévision		La presse		La radio		Internet		Autre (SPONTANE)		Vous ne cherchez pas d'information à propos des affaires politiques européennes (SPONTANE)		NSP	
		Television		The press		Radio		The Internet		Other (SPONTANEOUS)		You do not look for news on European political matters (SPONTANEOUS)		DK	
		Fernsehen		Presse		Radio		Internet		Andere (SPONTAN)		Sie suchen nicht nach Nachrichten zu europäischen politischen Angelegenheiten (SPONTAN)		WN	
		EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB	EB	Diff. EB
		76,3	74,2	76,3	74,2	76,3	74,2	76,3	74,2	76,3	74,2	76,3	74,2	76,3	74,2
	EU 27	61	0	11	-3	7	0	10	0	0	0	10	3	1	0
	BE	59	-1	12	-3	10	0	8	-2	0	0	11	6	0	0
	BG	81	0	1	-1	1	1	5	-3	0	0	12	5	0	-2
	CZ	61	-7	7	-1	4	0	15	2	0	0	13	6	0	0
	DK	66	3	12	-2	8	-1	13	1	0	-1	1	0	0	0
	DE	64	8	18	-4	6	-2	7	-1	0	-1	5	0	0	0
	EE	54	0	6	-3	11	0	24	2	0	0	3	0	2	1
	IE	56	0	9	-2	11	-1	9	1	1	-1	13	2	1	1
	EL	69	0	5	-4	2	0	14	6	1	1	9	-2	0	-1
	ES	59	0	11	-2	8	0	8	-1	0	-1	14	-4	0	0
	FR	60	5	10	-3	11	-3	8	-1	0	-1	10	3	1	0
	IT	57	-12	11	-2	4	1	7	1	0	-1	20	12	1	1
	CY	70	-7	6	0	3	2	7	1	0	-1	14	5	0	0
	CY (inc)	54	-21	22	8	4	1	8	3	0	0	12	10	0	-1
	LV	59	-3	4	1	7	1	23	0	0	-1	6	2	1	0
	LT	65	-5	4	-1	6	2	18	3	1	0	4	0	2	1
	LU	40	-2	28	4	12	-6	13	1	1	0	6	3	0	0
	HU	64	-5	7	2	5	1	12	1	1	0	11	1	0	0
	MT	62	5	6	-2	5	1	12	-2	0	0	15	-2	0	0
	NL	47	6	26	-5	8	-2	15	0	1	0	3	1	0	0
	AT	51	-3	22	-3	7	2	7	-1	0	-1	12	5	1	1
	PL	63	-1	6	0	6	0	16	2	0	0	7	-1	2	0
	PT	71	-6	6	2	2	0	4	0	0	0	16	3	1	1
	RO	80	-1	4	2	3	0	6	-2	0	0	6	1	1	0
	SI	62	3	5	-2	4	-2	19	2	1	-1	9	0	0	0
	SK	69	-1	6	-1	5	-2	14	1	0	0	6	3	0	0
	FI	53	1	19	-4	9	2	17	1	0	-1	2	1	0	0
	SE	53	5	22	-2	12	1	11	-3	1	1	1	-1	0	-1
	UK	55	1	12	-4	9	0	12	2	0	0	11	1	1	0

Source: Eurobarometer 76 (March 2012)

The Internet is the second choice for a further 18%, behind the press (39%), radio (31%) and TV (21%).

### Most citizens' appetite for EU news is already met

Moreover; for most, their appetite for EU news is adequately met. Only 19% of all citizens feel they do not get enough EU news, ranging from 12% in Bulgaria to 33% in Sweden. There is a relatively large group of 'Don't knows' everywhere.

Figure 17: Extent to which need for information on EU political matters is met

%	Trop Too much Zu viel	Suffisamment		Trop peu		NSP		
		Enough Genug		Too little Zu wenig		DK WN		
		EB 76,3	Diff. EB 74,2	EB 76,3	Diff. EB 74,2	EB 76,3	Diff. EB 74,2	EB 76,3
EU 27	10	3	55	2	19	-4	16	-1
BE	7	1	66	2	21	0	6	-3
BG	10	3	55	-1	12	-1	23	-1
CZ	10	4	62	2	18	-5	10	-1
DK	2	0	55	0	31	0	12	0
DE	5	2	70	3	15	-6	10	1
EE	5	1	72	3	13	-1	10	-3
IE	12	2	60	-1	15	3	13	-4
EL	21	3	52	5	15	-8	12	0
ES	20	2	45	4	14	-2	21	-4
FR	6	2	45	0	27	-2	22	0
IT	11	6	52	-1	23	-6	14	1
CY	13	7	44	4	19	-5	24	-6
CV (tot)	33	8	38	-8	19	-1	10	1
LV	5	1	61	3	18	1	16	-5
LT	3	0	67	5	19	-1	11	-4
LU	4	1	63	-3	15	1	18	1
HU	8	2	60	5	12	-5	20	-2
MT	10	3	42	-1	16	1	32	-3
NL	8	3	55	4	26	-6	11	-1
AT	13	4	65	-3	17	0	5	-1
PL	4	0	62	6	17	-3	17	-3
PT	9	2	51	2	14	-6	26	2
RO	9	-1	43	8	19	-2	29	-5
SI	9	0	61	-2	17	1	13	1
SK	12	3	72	0	9	-4	7	1
FI	6	3	74	0	14	-4	6	1
SE	4	1	58	5	33	-4	5	-2
UK	19	5	49	3	17	-3	15	-5

Source: Eurobarometer 76 (March 2012)

There is a paradox, however, in the fact that most Europeans feel well informed about the EU. In the same Eurobarometer, 73% of the respondents considered that their fellow citizens are ill informed about Europe and 66% think that they are personally ill informed. The 25-54 age group, men, the better educated, those in managerial or (to a lesser extent) white collar positions, the self-employed and those who self-identify as being at the high end of the social scale all feel better informed than the average. Nevertheless, this is almost always still a minority, the exception being the managers, of whom 50% feel well informed, 49% do not, and 1% are unsure.

### **The limits to PressEurop's potential audience**

The audience for PressEurop is therefore self-limiting based on the national mix of a number of factors: propensity to read a newspaper – and to read it on the Internet, access to broadband Internet and an interest in reading more about Europe. This is not to say that it is not possible ever to reach someone who is not intrinsically interested in reading a newspaper or reading about Europe, but the core audience in the early years at least is likely to be those who meet these criteria, since it is sound communication practice to reach out to the natural market first, and to expect initially that this is where the greatest inroads will be made.

To the factors above must be added two further criteria: propensity to read a quality newspaper and the related propensity to spend time reading a newspaper.

There is no statistical breakdown from the Eurobarometer, however, as to which newspapers citizens are reading online, but it is clear that this is not always the quality press. Some popular press and online versions of free newspapers figure prominently in statistics on online readership, though here again, there are variations across the EU, which make it difficult to generalise about the size and nature of the target audience. *Bild.de* is the second most read online newspaper in Germany behind the *Spiegel*, and followed by *Die Welt*, the *Sueddeutsche Zeitung* and *Die Zeit*<sup>49</sup>. In France, *Le Figaro* and *Le Monde* occupy the top slots, ahead of *Le Parisien*, *20 Minutes France* and *Libération*<sup>50</sup>. In Spain the top five are *El Mundo*, *El Pais*, *20Minutos.ES*, *La Vanguardia* and *ABC*. In the UK, the leaders are the *mailonline*, *The Guardian*, *The Sun*, the *Newsquest Group* of regional newspapers and the *Daily Telegraph*. The popular press thus figures much more highly in the case of Germany and the UK, while the free press is strong in France and Spain.

Moreover, it is not certain that the online readers of quality newspapers are actually reading the more thoughtful articles, i.e. that the audience for analysis and greater depth is as large as the audience figures might suggest: "Previous ways of subsidising edited news (the most expensive to produce) seem to have broken down as customers do not appear to value it in the same way they used to. The Internet revealed

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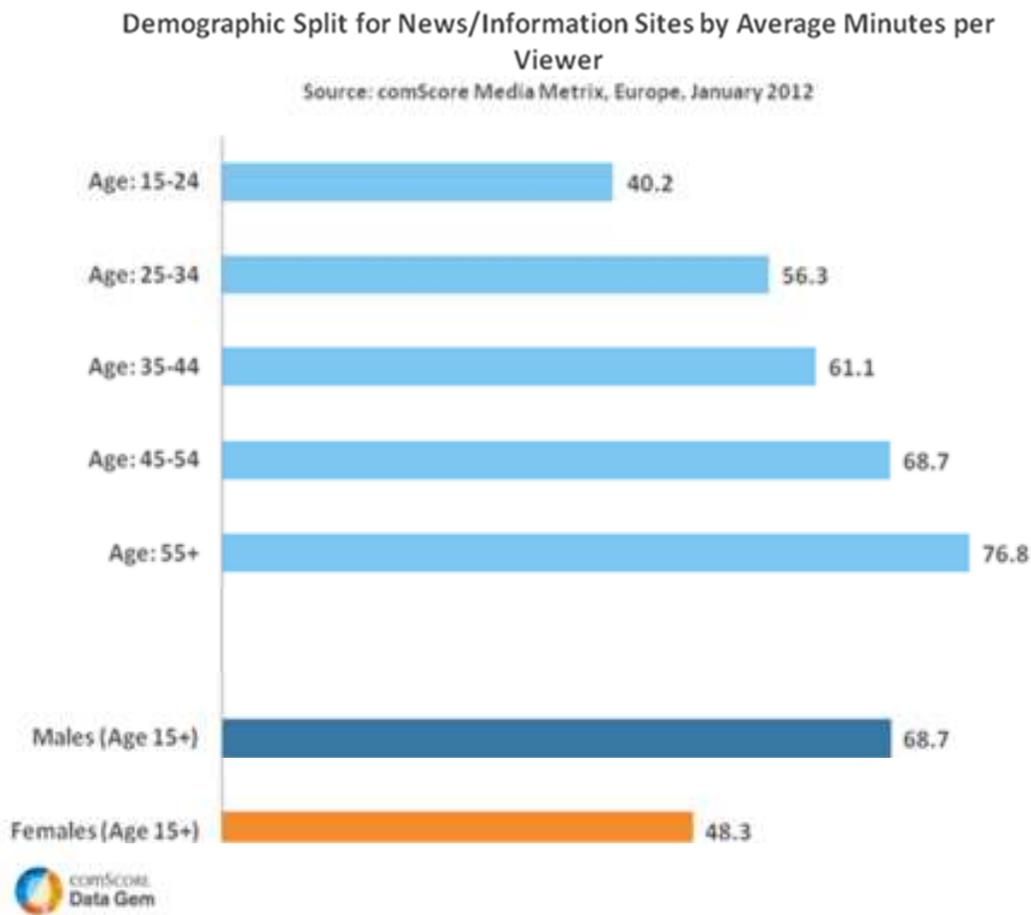
<sup>49</sup> Source: Comscore correlated with information from Spiegel Online.

<sup>50</sup> <http://www.comscoredata.com/2012/04/online-newspaper-audiences-grow-ahead-of-french-elections/>

that the "analytic" part of news is less attractive than the news industry thought it was for consumers who can now access a huge sample of information.”<sup>51</sup>

A complicating factor in understanding the target audience is not only understanding the extent to which there is a market for quality journalism, but who actually spends time reading it. The older people are, the more time they are likely to spend reading online. It will be some years probably whether it becomes clear whether this is actually an age-related factor or whether it is because newspapers are part of the tradition and lifestyle of the 'digital immigrants'.

**Figure 18: Time spent reading news online by age**



Source: Comscore

<sup>51</sup> The Dynamics of the Media and Content Sector: A Synthesis. Jean-Paul Simon. Joint Research Centre Technical Report

Thus, PressEurop's actual potential audience has to be seen in this context – coupled with the investment needed to establish a brand in competition with publications with well-resourced established brands.

### **Reading newspapers in a foreign language**

An additional criteria in defining the PressEurop target group was the ability to read a newspaper in another language, particularly in the case of those not covered by the ten languages, and because some features are only available or are more readily accessible in another language, e.g. the Front Page, the summaries at the beginning of the day that click through to an article in another language, or the comments. It is also relevant to consider this when looking at whether the current language mix of PressEurop is appropriate. This covers 87% of the population of the EU in terms of the language spoken, but as can be seen from the figures above, coverage could also be calculated taking factors such as broadband access and propensity to read a newspaper into account.

Even within the language statistics, there are different ways at looking at the figures, such as based on ability to read a newspaper in another language<sup>52</sup>. In fact, just over two fifths (44%) of Europeans say they can read a newspaper in another language. English is the most widespread foreign language, with 25% able to read a newspaper or magazine article in the language. French was mentioned by 7% and German by 6% of Europeans. Spanish comes next, with 4% of answers, followed by Russian and Italian (2%). Europeans are slightly less likely to say that they understand any foreign language well enough to be able to use it to communicate online (e.g. using email, Twitter, Facebook etc.), with two fifths (39%) saying that they can use at least one foreign language in this way. Again, the most widely cited language is English, with a similar proportion of Europeans (26%) able to communicate online in the language. French and German are mentioned by 5% of Europeans each, followed by Spanish (3%) and Russian and Italian (1%).

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<sup>52</sup> [http://ec.europa.eu/public\\_opinion/archives/ebs/ebs\\_386\\_en.pdf](http://ec.europa.eu/public_opinion/archives/ebs/ebs_386_en.pdf); Europeans and their Languages: Fieldwork, March-April 2012.

Figure 19: Ability to read a newspaper/magazine article in another language

	English	French	German	Spanish	Russian	None
 EU27	25%	7%	6%	4%	2%	56%
 BE	37%	28%	13%	3%	0%	42%
 BG	16%	1%	3%	1%	17%	64%
 CZ	17%	1%	8%	0%	5%	45%
 DK	58%	5%	31%	2%	0%	27%
 DE	33%	5%	7%	2%	2%	56%
 EE	36%	1%	7%	0%	35%	25%
 IE	4%	7%	4%	2%	1%	70%
 EL	40%	4%	3%	0%	1%	55%
 ES	15%	7%	1%	13%	0%	58%
 FR	32%	4%	5%	9%	0%	57%
 IT	26%	9%	1%	4%	0%	63%
 CY	46%	4%	1%	0%	1%	46%
 LV	27%	0%	6%	1%	46%	21%
 LT	23%	1%	5%	1%	61%	20%
 LU	35%	54%	52%	10%	1%	15%
 HU	12%	1%	9%	0%	1%	77%
 MT	74%	4%	2%	0%	0%	21%
 NL	56%	15%	46%	6%	0%	28%
 AT	43%	5%	6%	2%	1%	48%
 PL	18%	1%	6%	0%	6%	69%
 PT	20%	10%	1%	9%	0%	68%
 RO	20%	7%	1%	2%	1%	58%
 SI	39%	1%	24%	2%	1%	20%
 SK	18%	1%	12%	1%	8%	32%
 FI	49%	5%	11%	4%	1%	40%
 SE	28%	5%	13%	3%	0%	45%
 UK	10%	13%	3%	3%	1%	59%

<b>Highest percentage per country</b>	<i>Lowest percentage per country</i>
Highest percentage per item	Lowest percentage per item

Source: Eurobarometer 76 (March 2012)

Language skills are greatest among younger people, those still studying, those with higher levels of educational attainment, those in management occupations, those who use the Internet daily and those who place themselves high on the self-positioning social staircase, i.e. the primary audience of PressEurop.

This is borne out by the survey for this report. Only 6% of respondents speak no other foreign language is small. Everyone in that group was either an English, French or German speaker.<sup>53</sup>

### **The changing media landscape**

Just as the PressEurop audience appears to be self-limiting in some ways, it may be wider than the discussion above might suggest because of the way the media landscape is changing. Identifying the PressEurop target audience and what it is looking for and actually reading online is complicated by the fact that the statisticians and survey designers do not appear to have caught up with the market. Because the Internet is a medium for reading, the questions frequently only relate to non-Internet media which is read, i.e. print. The Eurostat survey covers newspapers/news, but assumes that radio and TV are only listened to and or watched over the Internet. In practice, however, it is clear that users and providers do not make that distinction.

Two obvious examples are the Spiegel Online and the BBC News. On the one hand, the Spiegel now has its own TV channel and it is possible to watch this from the home page of the Online site; on the other, the BBC News site is de facto a written transcription of radio and TV news, some of it in considerable depth and highly analytical. It is one of the most widely consulted news sites in the world, ranking number five in the UK of all sites<sup>54</sup> (while the Daily Mail – mailonline - and the Guardian are at 14 and 16. The BBC News site number 48 globally, and among the top 15 news sites consulted in the US.

In addition, new sources of news are emerging, including aggregators. PressEurop could itself be considered an aggregator, but the leading examples are as Google News and Yahoo. In some countries telecom service providers, such as T-Mobil in Germany or Orange in France, are important providers of news. New news providers also include commercial portals, such as Onet in Poland.

The blurring is illustrated by the following graphic<sup>55</sup>.

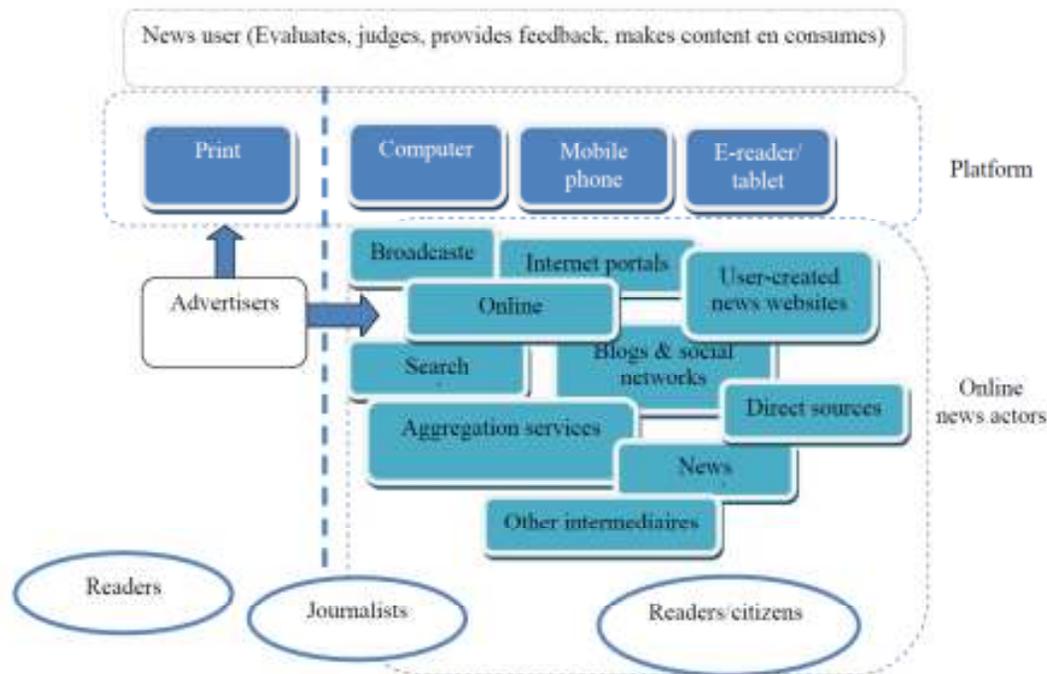
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<sup>53</sup> As this survey was conducted only in English, it should be borne in mind that a minimum level of English (more than some users therefore professed to) was required to fill it in.

<sup>54</sup> <http://www.alexa.com/topsites/countries/GB>

<sup>55</sup> The Newspaper Publishing Industry: Statistical, Ecosystems and Competitiveness Analysis of the Media and Content Industries; Joint Research Centre, 2012

**Figure 20: The new media landscape**



Source: Joint Research Centre

This blurring is also clear from the list of the top 15 news sites in the United States. They show clearly how e-mail users expect to find news when they log on; like the BBC, CNN is primarily providing written material and photos, not access to its TV news.

They show how news sources which were accessible only to professionals prior to the Internet era have opened up content to the general public, e.g. Reuters, and the emergence of news aggregators, such as Yahoo, Google and the *Drudge Report*.

They also suggest that users do not distinguish any more between the source of Internet news on the basis of the form it originally took. Indeed, that form may create the illusion of being a print newspaper but only exist online, e.g. *The Huffington Post* or *rue 89* in France<sup>56</sup>.

*Rue 89* is also a manifestation in Europe of a growing trend in the United States to citizen journalism and voluntary contributions. The *European Daily* appears to be going in the same direction, mixing several trends at the same time, i.e. as an aggregator, drawing on print, radio and TV sources, and using volunteer contributors, as does *Café Babel*.

<sup>56</sup> There was a paper edition, but it folded.

**Table 1: Top 15 US news sites, September 2012**

Name	Unique monthly visitors	Type of organisation
Yahoo News	110,000,000	Search engine + e-mail provider/aggregator
CNN	74,000,000	TV
Msnbc	73,000,000	TV + e-mail provider (hotmail)
Google News	65,000,000	Search engine + e-mail provider/aggregator
The New York Times	59,500,000	Print media
Huffington Post	54,000,000	Online 'newspaper'
FoxNews.com	32,000,000	TV
WashingtonPost.com	25,000,000	Print media
LAtimes.com	24,900,000	Print media
Mailonline <sup>57</sup>	24,800,000	Print media
Reuters	24,800,000	News agency
abc news	20,000,000	TV
USA Today	18,000,000	Print media
BBC News	17,000,000	Radio/TV
Drudge Report	14,000,000	Aggregator

Source: eBizMBA; this column: Deloitte

<sup>57</sup> The *mailonline*, a UK-originating site, has found its US niche with celebrity and crime news targeting the US market.

Moreover, some media are abandoning print to be purely digital as *rue 89* was forced to do. *Newsweek* is the most obvious recent example: “we have reached a tipping point at which we can most efficiently and effectively reach our readers in all-digital format. This was not the case just two years ago. It will increasingly be the case in the years ahead... We remain committed to *Newsweek* and to the journalism that it represents. This decision is not about the quality of the brand or the journalism—that is as powerful as ever. It is about the challenging economics of print publishing and distribution.”<sup>58</sup> *Newsweek* hopes users will pay for its content, but some material will be included on *The Daily Beast*, with which *Newsweek* merged in February 2011, “bringing together the warp speed 24/7 website with the depth, analysis, and investigative power of a great print magazine.”

This blurring, which could see the disappearance of the traditional ‘Front Page’ creates new competitors, but new potential audiences for *PressEurop* if those consulting radio and TV sites for written news can be converted to online print media, and potentially also new sources of information to consider from other types of media.

The dearth of data to understand where the market is actually going has been identified in a report for the Joint Research Centre: “In order to fully assess the current transformations, data collection must become more comprehensive. It must also include data on news broadcasters and all major new online news providers, some of which come from outside the traditional media industries, instead of being restricted to the traditional industry delineations. Only then will we fully understand the competitiveness of European news providers and see whether journalism will be able to continue to fulfil its democratic functions.”<sup>59</sup>

### **Other key trends**

The ability of a new site to provide the filter of news that meets the reader’s taste is also growing in importance. News aggregators often allow their readers to tailor what they read to their personal choices. *Google News* is a prime example of this trend, but it can take different forms. On *epresse.fr* users buy credits to put towards reading the full issue of a newspaper or magazine of their choice, so they can for example read a business paper one day and a sports newspaper a couple of days later. A selection of plans is available depending on how frequently the user wants to read/download a publication.

This consumer empowerment is consistent with what is happening in the economy as a whole: “the idea of mass consumption has run its course. What was once the supply driven economy is being replaced by an economy that allows the consumer a much wider and freer choice, where the preference is to rely on

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<sup>58</sup> <http://www.thedailybeast.com/articles/2012/10/18/a-turn-of-the-page-for-newsweek.html>

<sup>59</sup> The Newspaper Publishing Industry: Statistical, Ecosystems and Competitiveness Analysis of the Media and Content Industries; Joint Research Centre, 2012

peer judgments rather than the behest of an authority. The same is also true in the organisation of politics and the structuring of social relations”<sup>60</sup>.

A segmentation also seems to be appearing, and is borne out by the approach of *The Daily Beast* and *Newsweek*, between ‘instant’ news available in real-time, including increasingly from the website of print media, and what is known as ‘long-form’ journalism, i.e. longer, analytical journalism, which may survive in print, but will of course also be available online, and which is designed to be read on tablets, as *Newsweek* hopes it will be in future. Tablets in this context are not just the iPad but readers, such as the Kindle, onto which material is downloaded to be read later.

Whether quality journalism can continue to be available free is a matter of debate. It probably cannot be sustained by advertising revenue alone as quality newspapers tend to struggle now. However, the alternatives do not need to be the subscription model, but could be funding from patrons with a belief in the need for quality journalism.<sup>61</sup> There are already investigative journalism sites in the United States funded in this way.

One scenario in the study quoted here is that “media groups win back the news reading public by winning the battle of being able to offer both credible news and news with added value compared to the plethora and quite often dubious “free” online news offerings. The old style quality newspapers band together creating a label to certify the quality of the news they produce; this has the effect of reinforcing the idea with their readership that their news content is to be trusted. This also helps to retain the idea of brand loyalty showing that readers appreciate the editorial content and journalistic expertise to be found in their favourite title.”

## **Conclusion**

In identifying its target audience and deciding a promotion strategy going forward, the key challenge for PressEurop is to establish exactly who its audience is in an evolving and crowded media market where traditional audience and media segmentation is breaking down, the landscape is re-forming in new constellations and the statistical data on changing behaviour in news consumption is insufficient.

While the socio-demographic characteristics of an audience which is between 15 and 64 and interested in obtaining information about EU affairs on line are clear, there are many other factors to take into account, such as broadband access, propensity to read a newspaper, and ability to read a newspaper and comment on newspaper articles in another language.

In addition, PressEurop finds itself on the cusp of major changes facing the whole of the media. These relate to the way news is collected, perceived and delivered, to the consumer’s expectation of being offered customised news, to the definition of what are the sources of quality journalism which can be

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<sup>60</sup> The French Media to the Year 2020; Alain Busson & Pandora Pham, HEC/UDECAM, 2010.

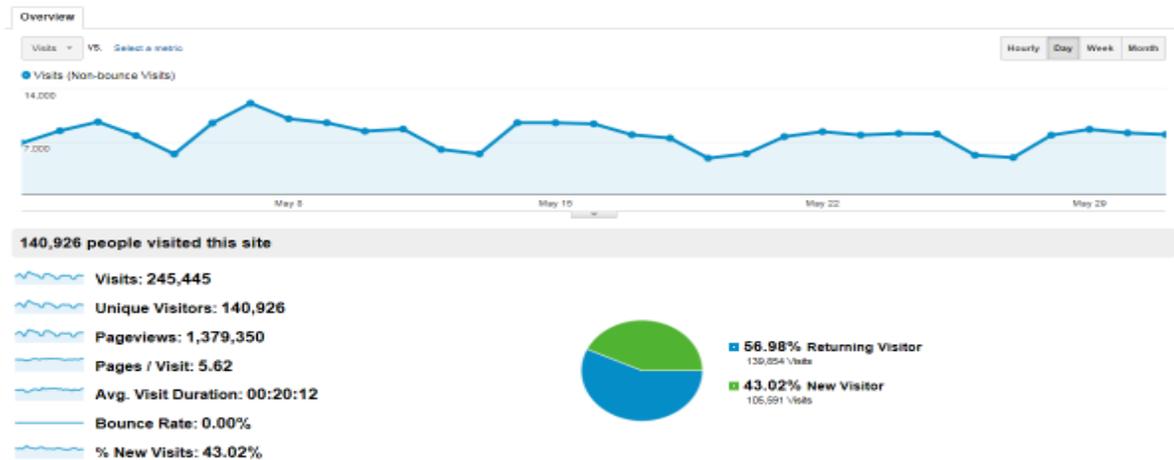
<sup>61</sup> Op. cit.

read rather than viewed or listened to, and the extent to which the audience for 24/7 news overlaps with that for more in-depth coverage, or whether these are becoming two distinct markets.

## 6.2. Annex 2:Traffic

In order to better understand the engagement of actual readers of the website, the Figure below shows the situation with bounces filtered out.

**Figure 1: General overview we statistics excluding bounced traffic (May 2012)**



**Figure 2: General overview we statistics excluding bounced traffic (June 2012)**



When taking a closer look at the actual statistics of May and June 2012 across different European countries, we noticed that the Netherlands is underperforming compared to the average across all European countries on all key statistics, with on average 0.5 less pages/visit, 3 minutes less visit duration and 5 percentage point higher bounce rate; the Romanian and Switzerland statistics can be considered as relatively above average as well; the percentage of new visitors in Portugal is a lot lower than the percentages across other countries, which indicates that there is actually a loyal citizen base reading PressEurop regularly in this country; and the non-European countries are driving less qualitative traffic.

**Figure 3: Traffic of PressEurop web portal, May and June 2012**

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. France	253,052	2.88	00:08:41	48.96%	63.35%
2. Germany	176,113	2.77	00:06:40	62.40%	62.05%
3. Italy	145,605	2.60	00:07:20	51.04%	64.67%
4. Spain	113,797	2.44	00:05:06	64.00%	64.67%
5. United States	58,084	2.50	00:06:58	57.71%	64.36%
6. Belgium	92,768	2.73	00:08:31	43.88%	63.77%
7. United Kingdom	50,006	2.60	00:07:23	51.84%	65.82%
8. Netherlands	56,006	2.18	00:04:11	64.84%	69.81%
9. Portugal	47,346	3.05	00:08:12	44.49%	59.00%
10. Poland	45,980	2.60	00:08:39	56.59%	66.30%
11. Czech Republic	32,029	2.80	00:08:07	48.95%	62.20%
12. Romania	30,303	3.12	00:09:43	50.00%	50.12%
13. Brazil	26,673	2.16	00:04:52	75.06%	71.92%
14. Canada	26,808	2.53	00:07:09	53.03%	64.42%
15. Switzerland	19,388	3.36	00:11:58	63.28%	62.59%
16. Greece	17,314	3.33	00:08:44	46.90%	53.33%
17. (not set)	13,109	2.30	00:05:45	66.86%	66.21%
18. Mexico	12,546	2.23	00:04:03	77.61%	68.13%
19. Argentina	11,389	2.59	00:06:10	68.53%	62.75%
20. Austria	11,121	2.49	00:05:16	55.01%	65.90%

To the traffic related question, we looked into comparing the time period of the most recent bimestrial report from May and June 2012 (statistics of May – June 2012 bi-monthly report vs. the actual statistics derived from Google Analytics)<sup>62</sup>.

Key elements that determine the **quality of the traffic** are the number of pages per visit, the average visit duration, the share of returning visitors and the so-called bounce rate.

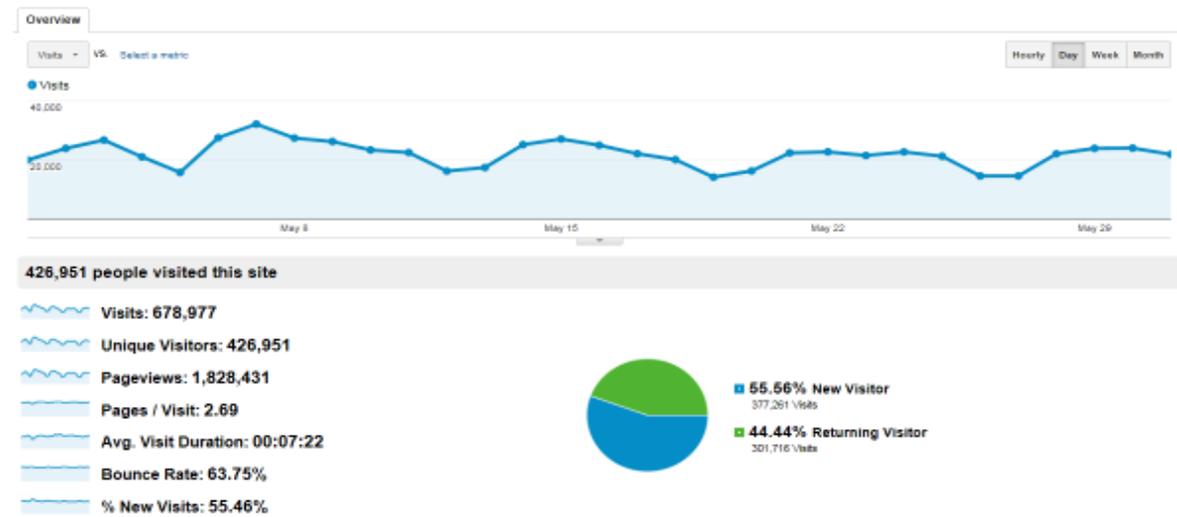
Based on the assessment of web statistics and comparing them to the bi-monthly report, we observed that statistics between Xiti and Google Analytics on May (465.165 vs. 426.951) and June (443.870 vs.

<sup>62</sup> Implementation of Google Analytic has occurred on March 21<sup>st</sup> 2012, this means that data is available from that moment in time.

397.237) are on average about 8 to 10% off from each other –this can be explained by statistical differences and data gathering methods.

We also noticed that the number of unique visitors has dropped by 22% since the beginning of 2012. This cannot be explained by seasonal effects since a similar pattern is not observed in 2010 and 2011. This drop might be explained though by the wear-out effect of the advertising campaign and increased competition.

**Figure 4: General overview of web statistics for May 2012**



**Figure 5: General overview of web statistics for June 2012**



To determine the use of the different language versions of PressEurop by users outside of the country (or countries) of that particular language version, we evaluated the different language versions of PressEurop based on access by comparing the page with the country/territory, for an English example:

**Figure 6: Multilingual usage outside of country of origin**

<input type="checkbox"/>	Page	Country / Territory	Pageviews	Unique Pageviews	Avg. Time on Page
<input type="checkbox"/>	1. Jan	United Kingdom	32,751	11,195	00:05:42
<input type="checkbox"/>	2. Jan	United States	28,187	14,823	00:06:12
<input type="checkbox"/>	3. Jan	Poland	22,290	2,814	00:09:17
<input type="checkbox"/>	4. Jan	Belgium	21,017	6,929	00:05:04
<input type="checkbox"/>	5. Jan	France	14,980	4,843	00:07:22
<input type="checkbox"/>	6. Jan	Germany	10,723	4,817	00:05:48
<input type="checkbox"/>	7. Jan	Greece	10,782	3,007	00:07:42
<input type="checkbox"/>	8. Jan	Canada	10,556	3,124	00:07:33
<input type="checkbox"/>	9. Jan	Italy	9,963	2,977	00:08:09
<input type="checkbox"/>	10. Jan	Romania	6,447	2,485	00:04:56

When specifically looking further into total traffic to all the ten language versions, we see a total of 3.513,903 pageviews and 2.307,374 unique pageviews for the whole website in May – June 2012.

When looking closer at the audiences reaching the website homepages, we see about 63% visits coming from the country of the language version, while 37% of the language pages are used from different countries; unsurprisingly especially the English website is consumed far more by other countries than the UK. Unique views show similar statistics, with the originating unique views being slightly higher (65%).

When comparing against total views we see that 24% of the views land on their native website, while looking at the unique views compared to the total, only 14% are unique views. When comparing against total views we see that 14% of the views is traffic from other countries on a non-native website, while looking at the unique views compared to the total, only 7% are unique views.

**Table 1: Pageviews per version and per country**

	Total pageviews <sup>63</sup> from country of origin ***	<u>Unique</u> pageviews <sup>64</sup> from country of origin ***	Pageviews* from outside country of origin ***	<u>Unique</u> pageviews from outside country of origin ***	Proportion of country of origin/non-country of origin pageviews	Proportion of country of origin <sup>65</sup> /non-country of origin <u>unique</u> pageviews
French website	275 319	93 391	165 351	52 757	62%/38%	64%/36%
German website	138 873	63 176	31 808	11 955	81%/19%	84%/16%
Italian website	130 005	54 193	16 158	8 538	89%/11%	86%/14%
Spanish website	77 033	37 049	31 965	10 781	71%/29%	77%/23%
Romanian website	56 829	8 926	7 914	2 584	88%/12%	78%/22%
Portuguese website	48 517	19 591	17 332	7 165	74%/26%	73%/27%
English website	32 751	11 195	198 369	67 688	14 %/86%	14%/86%
Polish website	30 875	12 930	8 705	3 312	78%/22%	80%/20%
Czech website	29 921	14 308	5 110	1 997	85%/15%	88%/12%
Dutch website	18 056	7 102	11 950	3 931	60%/40%	64%/36%
<b>Total</b>	<b>838 179</b>	<b>321 861</b>	<b>494 662</b>	<b>170 708</b>	<b>63%/37%</b>	<b>65%/35%</b>

<sup>63</sup> A *pageview* is defined as a view of a page on a website that is being tracked by the analytics tracking tool. If a visitor reloads the page, this is counted as an additional pageview. Similarly, if a user navigates to a different page and then returns to the original page, an additional pageview is recorded.

<sup>64</sup> A *unique pageview*, aggregates pageviews that are generated by the same user during the same session. A *unique pageview* represents the number of sessions during which that page was viewed once or more times.

<sup>65</sup> Country of origin can be defined as the visitors from the native country (e.g. French people visiting the French website, Dutch people visiting the Dutch website, etc.)

### 6.3. Annex 3: MIT outline for the expert review

We suggest we use this outline to evaluate presseurop.com. All aspects (if applicable) will be rated from 1 to 5 (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent)

#### Scores

Navigation	Rating	Explanation for Rating
Current location within the site is shown clearly	3	No bread crumbs
Link to the site's main page is clearly identified	2	No clear "Homepage" link. PressEurop logo leads to main page.
Major/important parts of the site are directly accessible from the main page	4	Some links are below the fold
Site map is provided for a large, complex site	2	Site is not too complex. No Sitemap available, but also no Help. Either one would be sufficient.
Easy to use Search function is provided, as needed	3	Basic search function is easy to find. Results are limited to content, no info on functionality. For instance the query "Feedback" yields no results "Advanced" search only available after using basic search function, but doesn't work properly. Improve or remove Advance Search
Functionality	Rating	Explanation for Rating
Site accommodates novice to expert users	4	Novice users will find their way easily
Functions are clearly labelled	4	Sometimes instructions in English while another language is chosen ("Create Account")
Essential functions are available without leaving the site	4	
Plug-ins are used only if they add value	4	
User Control	Rating	Explanation for Rating
Site reflects user's workflow	NA	
User can cancel any operation	3	Preview before posting works well.
Clear exit point is provided on every page	5	

Per-page size is less than 50K, to accommodate slow connections	2	Most pages exceed 50K, but not extremely large. But HTML could be improved > see accessibility.
All appropriate browsers are supported	5	
<b>Language and Content</b>	<b>Rating</b>	<b>Explanation for Rating</b>
Important information and tasks are given prominence	3	Right column will be overlooked
Information of low relevance or rarely used information is not included	4	
Related information or tasks are grouped: on the same page or menu or in the same area within a page	4	
Language is simple, without jargon	3	It is inevitable that a lot of jargon is used considering the type of content
Paragraphs are brief	5	Content is well organized
Links are concise, expressive, and visible--not buried in text	4	Some links in navigation are less recognizable
Terms are defined	3	Depends per article. A global glossary would be helpful for the user
<b>Online Help and User Guides</b>	<b>Rating</b>	<b>Explanation for Rating</b>
Site is designed to require minimal help and instructions	5	
Help and instructions, if needed, are easily accessible	2	Help is not available. Only tooltips available. Instructions for forms are usually good, but sometimes only in English
<b>System and User Feedback</b>	<b>Rating</b>	<b>Explanation for Rating</b>
It is always clear what is happening on the site -- visual hints, etc.	4	Feedback on actions is clear (green/yellow/red boxes)
Users can receive email feedback if necessary	4	
Users can give feedback via email or a feedback form	4	Feedback form available on home page, but far below the fold. Hard to find although on almost every page. No link, no mentioning in sitemap.

Confirmation screen is provided for form submittal	3	Conformation within page works well. Captcha function is annoying, since required answers are not too obvious. For instance names of countries and cities are different depending language user.
All system feedback is timely	4	
Users are informed if a plug-in or browser version is required	2	Some features (Twitter, Facebook, translations) are not working without for instance JavaScript. Most content is still available though.
Each page includes a "last updated" date	3	
<b>Web Accessibility, W3C's Tools, Checklist, and Guidelines</b>	<b>Rating</b>	<b>Explanation for Rating</b>
Site follows current web standards; HTML 4.0, Cascading Style Sheets (CSS1). Cascading Style Sheets are used for layout and style where possible	4	Minor validation issues
Images and animations. The attribute ALT= is used for images, animations, and other objects	2	Not used on illustrations within articles
Image maps. Site uses client-side map and text for hotspots.	NA	
Multimedia. Site provides captioning and transcripts of audio and descriptions of video	NA	
Web versions of PDF documents are provided	NA	
Link labels make sense when read out of context; site avoids such link names as "click here"	5	
Page organization. Accomplished with headings, lists, and consistent structure	5	
Graphs and charts. Summaries are provided for graphs and charts, or the LONGDESC attribute is used	NA	
Scripts, applets, & plug-ins. Alternative content is provided for scripts, applets, and plug-ins in case these active features are inaccessible or unsupported	2	Some features (Twitter, Facebook, translations) are not working without for instance JavaScript.

Frames. For frames pages, site includes the NOFRAMES option and meaningful titles	NA	
Tables. Line-by-line reading of tables is sensible, and summaries are included where possible	NA	
Validation. Site has been validated using the W3C's HTML Validation Service	4	Seems to be validated. Minor issues.
Site has been tested on a variety of platforms (UNIX, Windows, Mac) and browsers (Netscape 3, 4, 6, 7; IE 5, 6; lynx)	4	Website runs well on most common platforms and browsers
<b>Consistency</b>	<b>Rating</b>	<b>Explanation for Rating</b>
The same word or phrase is used consistently to describe an item	4	Sometimes English words are used in other languages
Link reflects the title of the page to which it refers	5	
Browser page title is meaningful and reflects main page heading	5	
<b>Error Prevention and Correction</b>	<b>Rating</b>	<b>Explanation for Rating</b>
Users can rely on recognition, not memory, for successful use of the site	4	
Site tolerates a reasonable variety of user actions	4	
Site provides concise instructions for user actions, including entry format	3	Language issue
Error messages are visible, not hidden	4	Sometime
Error messages are in plain language	4	Sometimes English words are used in other languages
Error messages describe actions to remedy a problem	4	Field with errors are indicated
Error messages provide a clear exit point	4	
Error messages provide contact details for assistance	NA	
<b>Architectural and Visual Clarity</b>	<b>Rating</b>	<b>Explanation for Rating</b>
Site is organized from the user's perspective	4	
Site is easily scannable for organisation and meaning	3	Some items are hard to find. Search doesn't support finding site features.

		Large pages are hard to scan. Meaning and purpose of website is not clear for first time user
Site design and layout is straightforward and concise	4	Right column and middle column are easily overlooked
Site design and layout are redundant only when required for user productivity	4	
White space is sufficient; pages are not too dense	5	
Unnecessary animation is avoided	4	Flashing banner in top section
Colours used for visited and unvisited links are easily seen and understood	2	Links always remain the same colour. Not an important issue.
Bold and italic text is used sparingly	5	

## 6.4. Annex 4: Usability sessions

As part of the research, usability sessions have been conducted with individual stakeholders across member states. The setup include execution of five key tasks and eliciting general observations. The overview below shows the key findings. The detailed report is added as attachment .

Tasks	Key findings
<p><b>Task 1</b> Starting on the homepage: Imagine that you want to read an article in your preferred language (other than English), what would you do? Take an article of your choice</p>	Easily found and used
<p><b>Task 2</b> You have decided to search an article on the topic of "education". Use the search function to find articles for this topic.</p>	Easily found; top right position on page is the obvious place to look. Filters are mostly overlooked and hardly used. Advanced search is mostly overlooked and produces errors
<p><b>Task 3</b> You already registered to the website and now you are logged in. Now you want to contribute a comment to the article you found, what would you do? Now you decide to emphasize a phrase in your comment, what would you do?</p>	News Briefings section is very hard to find. Using Search and Sitemap yields no results. Only a few users discover comment button next to article. Most users intuitively scroll to bottom of article to comment. Comment button is "hidden" between Facebook and Twitter buttons. Using HTML to emphasize text is considered too difficult; buttons (Bold / Italic / Underline) would be appreciated. Some users prefer to comment without registering.
<p><b>Task 4</b> PressEurop has a section called news briefings (dossiers). Starting from the homepage, imagine you want</p>	News Briefings section is very hard to find. Using Search and Sitemap yields no results. Right column is neglected by many users as they consider this as a space for advertisement. However, most users find News Briefings very useful. Should deserve much more attention.

to find the overview page with the list of all news briefings (dossiers) which includes also short introductions to these topical dossiers, what would you do?	
<b>Task 5</b> Please enter an article suggested by the instructor. Imagine you want to read the comments on this article, what would you do? Please answer the following question: What do you think of the way the comments section is set up, given the fact that responders comment in their own language?	Most users appreciate the translation function. However, the quality of the translations is considered not too good.
<b>General observations by users</b>	
<b>First acquaintance</b>	Via: Google Friends Internazionale website University Media article
<b>Use</b>	Only Main page, News about the EU EU relations Politics Dossiers
<b>Frequency of use</b>	Divergent
<b>Purpose</b>	European matters, Learning languages For thesis

	Reflection on news Rather analysis than news
<b>Competition</b>	Euronews European Voice Euobserver EurActiv TV5 CNN FORUM Financial Times Europa.eu
<b>Target audience</b>	Students / academicians / teachers Professionals / businessmen / journalists People with higher education Elites Average citizen Those who are interested in EU affairs Young people / younger than 50
<b>Praise</b>	EU money is well spent on PressEurop Easy to navigate / User friendly Multiple languages Absence of commercials Relevant
<b>Likes</b>	Not on institutional affairs Front Page feature Languages News briefings Blogs Well designed / colours
<b>Dislikes</b>	Difficult to get around

	Content outdated
<b>Usefulness</b>	<p>PressEurop is difficult to find if you are not aware of its existence</p> <p>It contains a wealth of information</p> <p>Freshness of news limited due to translations</p> <p>PressEurop is not so well know</p> <p>Many people are not interested in EU affairs</p>
<b>Usability</b>	User friendly, easy to navigate
<b>Lay-out</b>	<p>Lay out in general is liked, but could be improved</p> <p>Colourful, not very serious impression</p>
<b>Apps</b>	iPhone app is mentioned most
<b>Content</b>	<p>Interesting selection of articles</p> <p>Adding multimedia is both liked and disliked</p> <p>Blogs are liked (if regularly updated)</p>
<b>Language</b>	<p>Useful for practising languages</p> <p>Translation of articles is core added value</p> <p>Core user group probably needs less than 10 languages</p>
<b>Issues</b>	<p>Blogs are too much hidden</p> <p>Returning to homepage via click on logo is not intuitive.</p> <p>Categorization of articles is too detailed</p> <p>Use of language not always consistent</p>
<b>Suggestions for improvement</b>	<p>Divergent.</p> <p>Most mentioned: Blogs should be better accessible and also translated</p>
<b>Personalization</b>	Personalization newsletter would be welcome
<b>(In)dependency</b>	<p>"About Us" is too much hidden</p> <p>It should be clear to see who produces and who finances PressEurop</p>
<b>Promotion</b>	<p>Promotion via partners of PressEurop</p> <p>Online advertisement</p> <p>Social media</p> <p>Facebook ads</p> <p>Printed advertisement (QR code)</p>

	Higher Google ranking Flyers on universities TV spots
<b>Other</b>	Divergent

## 6.5. Annex 5: Benchmarking and fit/gap analysis

### Reading news and articles

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)	  	<ul style="list-style-type: none"> <li>- Reuters shows direct category assigned to news</li> <li>- Reuters shows related news on top and in view</li> <li>- New York Times gives direct share, export and print options</li> </ul>
Level 4 (very good)	 	<ul style="list-style-type: none"> <li>- Euronews shows no clear category when presenting news</li> <li>- Aljazeera allows customers to provide personal feedback to the organization</li> </ul>
Level 3 (good)		
Level 2 (fair)		
Level 1 (poor)		

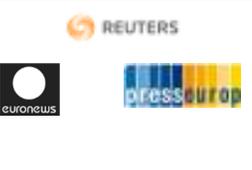
#### Best practice examples

- Assign a category directly in view to the news
- Assign sharing, exporting and printing features directly in view for the reader
- Allow citizens to provide feedback to the organization

#### PressEurop situation

- PressEurop is amongst good practice in this category
- Functionality wise there are no key differentiators between benchmarked organizations and PressEurop
- Usability wise some information and functionality can be better presented to the customer (e.g. related articles on top instead of below)

## Structuring news briefings

Levels	Ranking	Motivation / differentiators
<b>Level 5 (excellent)</b>		<ul style="list-style-type: none"> <li>- New York Times has a clear structure (Times topics), which is automatically rated based on popularity</li> <li>- Aljazeera offers both briefings and spotlight, with rich media, opinion and social media real-time feedback (Twitter)</li> </ul>
<b>Level 4 (very good)</b>		<ul style="list-style-type: none"> <li>- PressEurop offers news dossiers on different important subjects, but dossiers only provide additional structure and don't add additional value</li> </ul>
<b>Level 3 (good)</b>		
<b>Level 2 (fair)</b>		
<b>Level 1 (poor)</b>		

Best practice examples
<ul style="list-style-type: none"> <li>- Providing added value through a briefing by describing the relation between the different articles</li> <li>- Integrating different types of content (normal, rich media, social media, etc.) alongside to provide an optimal citizen experience</li> <li>- Use popularity data to determine the relevance of topics to the citizen and based on that determine which topics should be presented in which order</li> </ul>

PressEurop situation
<ul style="list-style-type: none"> <li>- PressEurop briefings can be improved by making them more visible to the customer, now it requires a lot of scrolling</li> <li>- Prioritize and determine relevance of dossiers based on customer feedback and statistics</li> <li>- Improve the relevance of briefings by including contextual background and adding more value than simple structure and organization of a set of articles</li> </ul>

## Sharing information

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)		<ul style="list-style-type: none"> <li>- Euronews offers sharing through StumbleUpon for additional networks</li> <li>- Aljazeera offers sharing through Google+</li> <li>- Reuters allows citizens to like specific articles next to sharing it</li> <li>- Both Reuters and New York Times offer the citizen the ability to order a reprint</li> </ul>
Level 4 (very good)		<ul style="list-style-type: none"> <li>- PressEurop offers sharing and reports statistics, but can increase amount of sharing options</li> </ul>
Level 3 (good)		
Level 2 (fair)		
Level 1 (poor)		

### Best practice examples

- Standard set of interfaces with big social networks to quickly allow citizens to share information
- Supporting both liking and sharing through Facebook
- Use StumbleUpon as alternative to support the large amount of smaller and niche social media
- Report statistics and amount of shares already made
- Allow citizens to request reprints next to the article

### PressEurop situation

- PressEurop has very good sharing options available to the user that are use very often
- PressEurop can improve by increasing the amount of sharing options available to the citizen, for example by supporting Google+, LinkedIn or offering a plugin like StumbleUpon

## Supporting discussion and dialog

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)		<ul style="list-style-type: none"> <li>- New York Times allows the sorting and filtering of different comments</li> <li>- Reuters integrates comments with direct posting to social networks such as Facebook</li> <li>- PressEurop differentiates by translating comments (manually and automatically) from different language pages</li> </ul>
Level 4 (very good)		
Level 3 (good)		
Level 2 (fair)		
Level 1 (poor)		<ul style="list-style-type: none"> <li>- Euronews and Aljazeera both offer no commenting function on their pages</li> </ul>

### Best practice examples

- Make commenting available directly in view for the citizen, and allow it without a login barrier
- Integrate commenting features with high volume social networks such as Facebook and Twitter
- Share comments across different sites and translate them where possible

### PressEurop situation

- PressEurop is truly differentiating with multilingual translation of comments, however the stability of the translation feature requires attention
- Allow commenting without providing a specific login barrier (anonymous commenting feature)
- Provide social sharing of comments to specific posts

## Applying social media

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)		
Level 4 (very good)		<ul style="list-style-type: none"> <li>- New York Times allows social login to the website to lower the login barrier</li> <li>- New York Times shows which articles are popular now on Facebook</li> <li>- Reuters allows signing in through all major social networks</li> <li>- Reuters shows through social pulse which stories are spreading viral on the networks</li> </ul>
Level 3 (good)		<ul style="list-style-type: none"> <li>- Aljazeera shows a Twitter feed on the specific briefing in their topic</li> <li>- PressEurop both offer social sharing features</li> </ul>
Level 2 (fair)		
Level 1 (poor)		

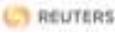
### Best practice examples

- Increase use of social media by allowing citizens to login with their Facebook, Twitter, Google +, LinkedIn or other username/pw combination on a social network
- Use data coming forth from social media and present it through streams and feeds (e.g. Twitter feed)
- Use social media sentiment to determine the public opinion on specific subjects

### PressEurop situation

- PressEurop is making good use of social media to allow citizens to share information
- PressEurop can increase social media usage by allowing citizens to login with their social network accounts
- PressEurop can present feedback from their localized Twitter accounts to show the sentiment around specific topics

**Gathering customer feedback (e.g. ratings, surveying, polls, etc.)**

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)		
Level 4 (very good)	 	<ul style="list-style-type: none"> <li>- PressEurop supports polls, surveys and other types of feedback features</li> <li>- Aljazeera offers personal feedback on article level towards the organization</li> </ul>
Level 3 (good)	 	<ul style="list-style-type: none"> <li>- Reuters offers no specific feedback feature, but only allows users to comment on certain articles</li> </ul>
Level 2 (fair)		<ul style="list-style-type: none"> <li>- New York Times rates popularity of articles indirectly and sorts content to show to citizen accordingly, but offers no specific direct feedback features by users</li> </ul>
Level 1 (poor)		

**Best practice examples**

- Allow users to specifically provide feedback on article level
- Provide different features such as polls, surveys, etc. to allow citizens to send public feedback to the organization
- Report customer feedback back onto the internet towards citizens on content level

**PressEurop situation**

- PressEurop offers a variety of tools and features to gather citizen feedback
- PressEurop can improve its' leading position by increasing the amount of features
- PressEurop can use the gathered customer feedback to engage the citizen and keep him/her returning and loyal to PressEurop

## Linking and including third parties

Levels	Ranking	Motivation / differentiators
Level 5 (excellent)	 	<ul style="list-style-type: none"> <li>- PressEurop's primary driver is to link and include third party content providers on their website; it has by far the largest linking base of national press</li> <li>- Reuters as ECN includes news from different sources across the world, and links from articles to other external sources</li> </ul>
Level 4 (very good)		
Level 3 (good)		<ul style="list-style-type: none"> <li>- New York Times includes some sources and links from within articles to different topics and external sources</li> </ul>
Level 2 (fair)		
Level 1 (poor)	 	<ul style="list-style-type: none"> <li>- Euronews and Aljazeera don't specifically link to other content, nor include external sources on their websites</li> </ul>

### Best practice examples

- Provide an Open API to easily integrate news into the website
- Build external relationship networks to include newsfeeds towards websites and include news articles on the website
- Create opportunities to create relevant links between internal and external content within the relationship network

### PressEurop situation

- PressEurop is one of the leaders in seeding and gathering news content to and from the website
- PressEurop should keep the current strategy and extend the press and media relationship network to increase its' presence

**Providing organization/platform information**

Levels	Ranking	Motivation / differentiators
<b>Level 5 (excellent)</b>		<ul style="list-style-type: none"> <li>- PressEurop, Euronews, New York Times and Reuters all offer a complete company profile with detailed contact information</li> <li>- New York Times offers a specific standalone site on the company on nytco.com, with announcements, video, podcasts and blogs</li> </ul>
<b>Level 4 (very good)</b>		<ul style="list-style-type: none"> <li>- Al Jazeera offers a large company profile, however information is diffuse and splintered across different subsections</li> </ul>
<b>Level 3 (good)</b>		
<b>Level 2 (fair)</b>		
<b>Level 1 (poor)</b>		

**Best practice examples**

- Include rich media content in the company profile
- Link to relevant external links or stakeholders
- Include multichannel contact details

**PressEurop situation**

- PressEurop has a sufficient company profile page
- PressEurop could include more detailed information through rich content and/or link to annual report(s), etc.

## Usage of rich media

Levels	Ranking	Motivation
Level 5 (excellent)		<ul style="list-style-type: none"> <li>- Euronews, Aljazeera include video content on their homepage</li> <li>- New York Times includes video content, slide shows, blogs and other content</li> <li>- Reuters includes slideshows and recommended video content</li> </ul>
Level 4 (very good)		
Level 3 (good)		
Level 2 (fair)		<ul style="list-style-type: none"> <li>- PressEurop makes no use of rich media content, but only use text and images</li> </ul>
Level 1 (poor)		

### Best practice examples

- Best practice websites provide a variety of content, including podcasts, slideshows, video content, etc.
- Other trends also include addition of user generated content towards the website such as uploading images or linking towards video's

### PressEurop situation

- PressEurop includes limited to no rich media on their website; rich media content has proven to attract different audiences
- An easy way could be to frame external rich media content into PressEurop either from external stakeholders or from citizens

## Supporting multilingual content

Levels	Ranking	Motivation
<b>Level 5 (excellent)</b>		- PressEurop provides similar content in 10 different languages and supports translation of dialog/comments across different language websites
<b>Level 4 (very good)</b>		- Euronews provides content in different languages than PressEurop, but don't provide translation of comments across different languages
<b>Level 3 (good)</b>		- Reuters offers content across different language websites, however the content is not similar and translated
<b>Level 2 (fair)</b>		- New York Times offers content across a global, US and Chinese website, however the content is not similar and translated
<b>Level 1 (poor)</b>		- Al Jazeera offers no specific multilingual capabilities on their website(s)

### Best practice examples

- PressEurop can currently be considered as a good practice website on providing a multilingual experience
- Automatic translation seems to be the future, however automatic translation engines still provide suboptimal translations to effectively support and facilitate multilingual dialogs

### PressEurop situation

- PressEurop should keep the strategy in the current direction and research improvements to supporting translation features
- PressEurop can potentially add additional languages if the interested citizen base is large enough and relevance can be added

## Making use of data for transparency

Levels	Ranking	Motivation
Level 5 (excellent)		
Level 4 (very good)		
Level 3 (good)		<ul style="list-style-type: none"> <li>- New York Times offers a specific multimedia section with slide shows, interactive graphs and benchmarking applications</li> </ul>
Level 2 (fair)		
Level 1 (poor)		<ul style="list-style-type: none"> <li>- Currently none of the other sites besides New York Times support the interaction with datasets relevant to the content</li> </ul>

### Best practice examples

- Best practice websites increasingly offer integration with data sets, for example with data layers on maps or through Rich Internet Applications

### PressEurop situation

- To provide citizens with more detailed and in-depth information, PressEurop could include interactive datasets; this could specifically be beneficial for briefings

## Personalizing the citizen experience

Levels	Ranking	Motivation
Level 5 (excellent)		
Level 4 (very good)		
Level 3 (good)		<ul style="list-style-type: none"> <li>- New York Times allows the end user to administer their news preferences, which the site uses to inform and categorize the news feeds with</li> <li>- Euronews optimizes specific widgets with information based on the location information it derives from your internet connection</li> </ul>
Level 2 (fair)		
Level 1 (poor)		<ul style="list-style-type: none"> <li>- Reuters, PressEurop and Aljazeera don't offer a specific methodology to personalize the news feeds; potentially Aljazeera and Reuters might offer such features behind the login</li> </ul>

### Best practice examples

- Use specific (anonym) information derivable from user preferences to optimize the user experience
- Allow users to manage their content preferences and alerts through user profile information

### PressEurop situation

- PressEurop does not provide any personalisation options towards the citizen, this could potentially be improved by providing personalization by filtering/selecting specific media from countries (e.g. conservative vs. democratic, etc.)

## Supporting mobile usage

Levels	Ranking	Motivation
Level 5 (excellent)		<ul style="list-style-type: none"> <li>- Reuters, New York Times and Aljazeera all provide one or multiple native apps making use of specific mobile functions; in addition they provide a mobile optimized websites (including tablet support)</li> </ul>
Level 4 (very good)		<ul style="list-style-type: none"> <li>- PressEurop provides a good native app with a generous amount of downloads, but however does not provide a mobile optimized website</li> </ul>
Level 3 (good)		<ul style="list-style-type: none"> <li>- Euronews provides an app, but deliver a less experience than other organizations</li> </ul>
Level 2 (fair)		
Level 1 (poor)		

### Best practice examples

- Best practice websites provide both a native app as well as a mobile optimized website to support their users
- Innovative usage of mobile apps include location based usage to feed and tailor relevant content
- Other best practices include usage of rich media content and alerts to notify users of important events

### PressEurop situation

- PressEurop provides a decent app but should improve their website by optimizing it for mobile access to facilitate the 8,5% of currently measure mobile traffic
- Creating additional support for tablet access might prove beneficial for the news consumption goal

## Offering newsletters

Levels	Ranking	Motivation
Level 5 (excellent)		<ul style="list-style-type: none"> <li>- Reuters, New York Times and Aljazeera allow users to sign up to different newsletters around topics and shows the topics and frequency</li> </ul>
Level 4 (very good)		<ul style="list-style-type: none"> <li>- PressEurop and Euronews offers a 'one size fits all' daily newsletter</li> </ul>
Level 3 (good)		
Level 2 (fair)		
Level 1 (poor)		

### Best practice examples

- Provide specific personalized newsletters on different subjects
- Allow users to determine the frequency of delivery by managing such aspects in the user preferences

### PressEurop situation

- PressEurop can improve their newsletter feature by automating newsletter sending and creating different instances around the different subjects and categories

## 6.6. Annex 6: Diversification of EU-27 sources (January-June 2012, 2011, 2010)

The table below names the total number of the EU-27 sources that are frequently used and also includes those sources which (despite the fact that they feature on the list of sources on website) have not had any article of them republished by PressEurop over the reference period). In addition, EU Member States with a significant variety of sources such as Bulgaria (7), Ireland (6) and Sweden (6) are very rarely chosen and therefore, these countries are ranking very low in the total inclusion of national articles.

	Sources (EU-27)	Total #	Sources mentioned on the website but not represented in 2012 (January to June), 2011 and 2010
<b>AT</b>	Der Standard, Die Presse, Falter, Kleine Zeitung, Profil	5	Kronen Zeitung, Kurier, Wiener Zeitung, Wirtschaftsblatt
<b>BE</b>	De Morgen, De Standaard, De Tijd, Gazet van Antwerpen, Het Laatste Nieuws, La Dernière Heure - Les Sports, La Libre Belgique, Le Soir, Le Vif/L'Express, L'Avenir, L'Echo, MO	12	
<b>BG</b>	24 Chasa, Dnevnik, E-vestnik, Kapital, Sega, Standart, Trud	7	Tema
<b>CY</b>	Kibris, Politis	2	Cyprus Mail, O Phileleftheros
<b>CZ</b>	Aktuálně.cz, Ekonom, Hospodářské Noviny, Lidové noviny, Mladá Fronta DNES, Respekt, Revue Politika	7	Novinky.cz, Project Syndicate, Reflex, Týden
<b>DK</b>	Berlingske Tidende, Information, Jyllands-Posten, Politiken	4	Børsen

	Sources (EU-27)	Total #	Sources mentioned on the website but not represented in 2012 (January to June), 2011 and 2010
<b>EE</b>	Eesti Päevaleht, Postimees	2	Eesti Ekspress
<b>FIN</b>	Aamulehti, Helsingin Sanomat, Hufvudstadsbladet, Lapin Kansa	4	Suomen Kuvalehti
<b>FR</b>	Aujourd'hui en France - Le Parisien, Charlie Hebdo, Coulisses de Bruxelles, Courrier international, France Inter, L'Express, L'Humanité, La Croix, La Tribune, Le Figaro, Le Monde, Le Monde diplomatique, Le Point, Les Echos, Les Inrockuptibles, Libération, Mediapart, Philosophie Magazine, Rue89, Slate Afrique, Téléràma	21	International Herald Tribune, L'Equipe, La Dépêche du Midi, Le Canard enchaîné, Le Huffington Post, Le Journal du Dimanche, Le Nouvel Observateur, Marianne
<b>DE</b>	Berliner Zeitung, Bild, Cicero, Der Freitag, Der Spiegel, Der Tagesspiegel, Die Gazette, Die Tageszeitung, Die Welt, Die Zeit, Financial Times Deutschland, Frankfurter Allgemeine Zeitung, Frankfurter Rundschau, Handelsblatt, Neues Deutschland, Süddeutsche Zeitung	16	Berliner Morgenpost, Frankfurter Allgemeine Sonntagszeitung, Stern, Westdeutsche Zeitung
<b>EL</b>	Eleftherotypia, I Kathimerini, Ta Nea, To Ethnos, To Vima	5	Eleftheros Typos, I Niki, Sportday
<b>HU</b>	Heti Világgazdaság, Hírszerző, Komment.hu, Magyar Hírlap, Magyar Narancs, Magyar Nemzet, Népszabadság, Népszava	8	Heti Válasz
<b>IE</b>	Irish Examiner, Irish Independent, Sunday Tribune, The Irish News, The Irish Times, The Sunday Business Post,	6	Village
<b>IT</b>	Corriere della Sera, Il Fatto Quotidiano, Il Foglio, Il Giornale, Il Manifesto, Il Post, Il Riformista, Il Sole-24 Ore, Internazionale, L'Espresso, La	15	Il Messaggero , Libero, Panorama, Pubblico

	Sources (EU-27)	Total #	Sources mentioned on the website but not represented in 2012 (January to June), 2011 and 2010
	Repubblica, La Stampa, Linkiesta, L'Unità, Wired Italia		
<b>LV</b>	Diena	1	
<b>LT</b>	Atgimimas, IQ The Economist, Lietuvos Rytas, Veidas, Vilniaus diena	5	15min
<b>LUX</b>	La Voix du Luxembourg, Tageblatt	2	
<b>MT</b>	The Times of Malta	1	The Malta Independent
<b>NL</b>	De Groene Amsterdammer, De Pers, De Volkskrant, Het Financieele Dagblad, Het Parool, HP/De Tijd, NRC Handelsblad, Trouw	8	Vrij Nederland
<b>PL</b>	Dziennik Gazeta Prawna, Gazeta Wyborcza, Newsweek Polska, Polityka, Polska The Times, Rzeczpospolita, Tygodnik Powszechny, Uważam Rze, Wprost	9	Przekrój
<b>PT</b>	Diário de Notícias, Diário económico, Expresso, i, Jornal de Negócios, Jornal de Notícias, Público, Visão	8	Correio da Manhã
<b>RO</b>	Academia Cașavencu, Adevărul, Capital, CriticAtac, Dilema Veche, Evenimentul zilei, Foreign Policy România, Gandul, Jurnalul Național, Qmagazine, Revista 22, România libera, VoxPublica.ro, Ziua,	13	Cotidianul, HotNews.ro, Money Express

	Sources (EU-27)	Total #	Sources mentioned on the website but not represented in 2012 (January to June), 2011 and 2010
<b>SK</b>	Hospodárske Noviny, Pravda, SME, Týždeň	4	The Slovak Spectator
<b>SI</b>	Večer, Dnevnik	2	Delo
<b>ES</b>	ABC, Cinco Días, El Correo, El Mundo, El País, El Periódico de Catalunya, Expansión, Gara, La Razón, La Vanguardia, Público	11	El Economista, La Gaceta
<b>SE</b>	Aftonbladet, Dagens industri, Dagens Nyheter, Expressen, Fokus, Göteborgs-Posten, Svenska Dagbladet, Sydsvenskan	8	Norran
<b>UK</b>	Al Hayat, Daily Express, Financial Times, London Review of Books, New Statesman, Spiked, The Belfast Telegraph, The Daily Mail, The Daily Telegraph, The Economist, The Guardian, The Independent, The Observer, The Scotsman, The Spectator, The Times	16	The Herald, The Sun, The Sunday Telegraph

## 7. Methodological Annexes

### 7.1. Annex 7: Analytical framework

The **analytical framework** is the logical link between the evaluation criteria and the actual analysis as it maps the issues for investigation and the specific questions to be answered against the judgement criteria and the indicators being employed during the project. It helps evaluators interpret and comprehend the key terms of the evaluation questions and contains the judgement criteria that will allow us to answer the evaluation questions properly. More specifically the analytical framework is organised by evaluation question (relevance, effectiveness and efficiency) and it is divided into four main sections:

5. the sub-questions derived from the evaluation questions;
6. the judgement criteria (or success criteria) that will be used to answer the evaluation questions in an accurate and sound manner;
7. the indicators that will be used to substantiate the judgement criteria. Indicators are either qualitative or quantitative;
8. the sources of the information and data that feed the indicators.

The final analytical framework (as validated by DG COMM) is presented below.

#### **Relevance**

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<b>To what extent does the PressEurop project fulfil its objectives in terms of:</b>			
Overall	The PressEurop project overall and the content, web portal, other means of accessing the articles, audience and geographic coverage individually are relevant to its	Correspondence between the specific objectives of PressEurop and the following five specified aspects	Desk research: information/data available at the Commission and the contractor Intervention logic

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
	<p>specific objectives</p> <ol style="list-style-type: none"> <li>1. help readers to look beyond national borders</li> <li>2. increase the awareness, knowledge and understanding basis on which they form opinions on EU affairs</li> <li>3. improve the quality of participation in the European democratic process</li> </ol>	<ul style="list-style-type: none"> <li>• content</li> <li>• web portal</li> <li>• other means of accessing the articles</li> <li>• audience</li> <li>• geographical coverage</li> </ul>	<p>Online Surveys Interviews at EU level Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Expert panel</p>
Content	<p>The topics covered fulfil the objectives as set out in the contract (variety of point of views, breadth and type of information, etc.)</p> <p>The volume and timing of content fulfil its objectives as set in the contract (daily analysis, digest of selected articles, weekly synthesis, availability of translations within half a day, weekly print synthesis published in magazines etc.)</p> <p>The content corresponds to the needs of the target audience, i.e.</p>	<p>Conformity of the content to the specific requirements of the contract (up-to-date statistics, type of information and topics covered, selection of content, translation mechanisms, presentation on the website and editorial coordination)</p> <p>Perceptions on the usefulness and EU relevance of the content – article selection, translation, presentation, coordination - to fulfil the objectives of PressEurop</p> <p>Web- and statistical analysis of</p>	<p>Desk research: information/data available at the Commission, from the contractor and from the sites selected for benchmarking.</p> <p>Online surveys Interviews at EU level Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Statistical analysis Web benchmarking, web usability analysis</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
	general public, media and interested stakeholders, e.g. Europe Direct (usefulness and relevance of the topics and the type of content, the standard of translation is adequate to the needs of the audience, including for reproduction in other media)	popularity (visits / visitors) of different content types and individual content items compared against KPI's, objectives and demographic data	
Web portal	<p>The web portal fulfils its objectives as set in the contract (presentation and identity, volumetric, dissemination, etc.)</p> <p>The web portal corresponds to the needs of the target audience (publicity, credibility, clickability and design)</p> <p>The website and its components are attractive to the users</p> <p>The website stands the comparison with standards and best practices</p>	<p>Conformity of the web portal to the specific requirements of the contract (presentation and identity, volumetric, dissemination, etc.).</p> <p>Quantitative (statistical and analytic data available) and qualitative (expert review) evidence that the web portal is relevant to its objectives, in terms of:</p> <ol style="list-style-type: none"> <li>1. Publicity (link popularity, search engine friendly analysis, keyword research, online advertising research, referrals review competitor's comparative review)</li> <li>2. Credibility (visibility of the mission statement, of</li> </ol>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web benchmarking</p> <p>Web usability analysis</p> <p>Statistical analysis</p> <p>Expert review of the web portal</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		<p>editorial charter of independence, confidence in the integrity of the project and its supports)</p> <p>3. Clickability (presence of interactive elements such as search mechanism on site, graphics, downloadable files, printable pages, comment areas, surveys, personalisation)</p> <p>4. Design (intuitive, self-explanatory, facilitating user's scanning and reading ability, reflecting the overall philosophy of the website, reflecting EU values)</p> <p>Perception of users/stakeholders on the relevance of the web portal in terms of publicity, credibility, clickability and design.</p> <p>Perception of users on the attractiveness of the web portal.</p>	

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<p>Other means of accessing the articles</p> <ol style="list-style-type: none"> <li>1. Mobile devices;</li> <li>2. The newsletter</li> <li>3. Random inclusion of articles in the partners' newspapers</li> </ol>	<p>The other means fulfil their objectives as set in the contract.</p> <p>The other means correspond to the needs of the target audience</p> <p>The other means area attractive to the target groups</p>	<p>Conformity of the means to the specific requirements of the contract.</p> <p>Quantitative (statistical and analytic data available) and qualitative (expert review) evidence that the mobile devices service is relevant to its objectives</p> <p>Perception of users/stakeholders on the relevance of the other means.</p> <p>Perception of users on the attractiveness of the other means.</p>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web benchmarking</p> <p>Web usability analysis</p> <p>Statistical analysis</p> <p>Expert review of the web portal</p>
Audience	The audience reached out to is relevant to fulfil the objectives	<p>Quantitative (statistical and analytic data available) evidence on</p> <ol style="list-style-type: none"> <li>1. Traffic (impact of use of paid key words, advertising)</li> <li>2. Users' profile (who come, what do they come for) by making use of tools that can track and measure demographic data</li> </ol>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web benchmarking</p> <p>Web usability analysis</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		<p>sources, or make use of social network information</p> <p>Perception of stakeholders on the appropriateness of the audience reached out to fulfil the objectives</p>	<p>Statistical analysis</p> <p>Expert review of the web portal</p>
Geographical coverage	The selection of articles fulfils its objectives as set in the contract in terms of geographical coverage (criteria of geographical coverage)	<p>Conformity of the geographical coverage (including selected languages) to the specific criteria set out in the contract.</p> <p>Quantitative (statistical and analytic data available) and qualitative (expert review) evidence that the geographical criteria are met</p> <p>Quantitative web analysis on geographical coverage by making use of the IP range to determine the location of audiences</p> <p>Perception of users/stakeholders on the geographical coverage of the project</p>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web benchmarking</p> <p>Web usability analysis</p> <p>Statistical analysis</p> <p>Expert review of the web portal</p>

## Effectiveness

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<b>To what extent does PressEurop contribute to the development of European affairs coverage through:</b>			
Increased visibility for selected quality EU items on the web portal, in the partners' publications and, secondarily, in radio and TV programmes?	<p>The website is an appropriate tool to increase visibility of selected quality EU items</p> <p>The nature and range of the content published, and in particular its EU dimension and diversity, complies with the PressEurop ToR, including meeting the required quality standard, and adds value compared to existing sources of similar information</p> <p>The selection of articles is appropriate to the target audience</p> <p>The partner publications contribute to increase the visibility of selected quality EU items and entail a demonstrable growth of readership</p> <p>Audiovisual supports contribute to increasing the visibility of selected quality EU items</p>	<p>Quantitative (if available) and qualitative evidence on portal including:</p> <ul style="list-style-type: none"> <li>• traffic Figures, including bounce rates, time spent on site etc.</li> <li>• web usability</li> <li>• search engine optimisation</li> <li>• promotion/branding policy, inc. links and partnerships</li> <li>• subscriptions to the newsletter</li> <li>• click-through from newsletter to PressEurop site</li> <li>• trends in active use, and reasons</li> <li>• download of apps for mobile use</li> <li>• absolute size of target audience and relative share compared to same data for target group identification exercise selection</li> <li>• forum activity/comment –</li> </ul>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web benchmarking</p> <p>Web usability analysis</p> <p>Statistical analysis</p> <p>Web traffic statistics</p> <p>Target group identification exercise</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		<p>volume and quality</p> <ul style="list-style-type: none"> <li>• pick-up by other publications, TV, radio of PressEurop articles, cartoons, weekly synthesis or other material in print or electronic form – frequency and relative importance of publications/outlets, including difference between partner/non-partner organisations</li> <li>• use for RSS feed by Europe Direct, other stakeholders</li> </ul> <p>Quantitative (if available) and qualitative evidence on partners' publications (number of inbound links, references, frequency of publications, relevance of topics, etc.)</p> <p>Quantitative (if available) and qualitative evidence on dissemination through radio and TV programmes (number of broadcast programmes, broadcasting schedules, topics, etc.)</p> <p>Perceptions of relevant actors and users on appropriateness and</p>	

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		<p>effectiveness of different dissemination supports, incl. in different national/cultural contexts to increase visibility of selected quality EU items</p> <p>Perceptions of impact of site on awareness, knowledge and understanding of users, particularly journalists/editors, the likelihood that they will report on EU affairs and that their editorial culture will be impacted by the use of PressEurop</p>	
<p>The multiplier effect conveyed by the translation of each article into the 10 languages of PressEurop?</p>	<p>PressEurop has contributed to increased coverage of EU issues beyond national borders, in particular amongst the partners and, possibly beyond</p> <p>The selection of the 10 languages of PressEurop is</p> <ul style="list-style-type: none"> <li>• representative of the EU population as a whole,</li> <li>• has an added-value to increase coverage of EU issues in the absolute and relative to any other languages</li> </ul>	<p>Qualitative and quantitative (if available) evidence on multiplier effect thanks to translation.</p> <p>Potential [target] audience reached through the 10 languages of PressEurop compared to all EU languages</p> <p>Analysing web statistics by determining the amount of content and articles read by different audience segments where the article is translated (and thus not a native issue).</p>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web analysis</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		Perception of relevant actors and users on the added-value and effectiveness of the translation into the 10 current languages of PressEurop to increase the audience of the quality articles selected	

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<p>Overcoming national barriers with a selection in hundreds of sources, translation in the 10 languages of PressEurop, confronting views?</p>	<p>The articles published include a diversity of views from citizens and different Member States.</p> <p>The selection of articles is appropriate to the target audiences concerned.</p> <p>The sources used to select items, including items on EU affairs from non-EU sources, ensure effective geographical and subject coverage</p> <p>The sources used to select items ensure an optimal coverage of topics, opinions and views</p>	<p>Qualitative evidence that:</p> <ul style="list-style-type: none"> <li>• selection mechanisms for EU items displayed on the web portal (choice of sources, selection criteria for items, etc.) are appropriate and compliant with contract (as above)</li> <li>• that items selected represent diversity of views on specific EU issues (including amongst Member States)</li> </ul> <p>Qualitative and quantitative evidence on the diversity of sources in terms of type of media, political stance, geographic coverage etc</p> <p>Perception of relevant actors and users on the appropriateness (including to national and cultural context) of the type of topics covered by the selection of EU items</p> <p>Perception of relevant actors and users on the appropriateness of sources to present variety of topics, opinions and views</p>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web analysis</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<p>An appropriate targeting of audience?</p>	<p>The overall approach, as well as the partnerships specifically, is appropriate to targeting the relevant audience and entail a growth in readership and broaden the target group</p> <p>The translation into the 10 languages of PressEurop is appropriate to targeting the audience relevant to improving the quality of participation in the EU democratic process</p>	<p>Qualitative and quantitative (if available) evidence on the absolute and relative audience shares of:</p> <ul style="list-style-type: none"> <li>• the PressEurop web portal and its sub-products</li> <li>• the partner publications</li> <li>• the editorial partnerships</li> <li>• radio and TV programmes offering high levels of EU coverage</li> <li>• other websites and paper publications around the world</li> </ul> <p>Geographical coverage of the absolute and relative audience shares of the above</p> <p>Evidence on the profile of the actual audience of PressEurop (nationality, use of specific linguistic version, interest, etc.)</p> <p>Perception of relevant actors on the appropriateness of the targeted audience to increased EU affairs coverage</p>	<p>Desk research</p> <p>Surveys</p> <p>Short online survey</p> <p>Interviews at EU level</p> <p>Fieldwork</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul> <p>Web statistics</p> <p>Target audience identification exercise</p> <p>Web analysis</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		Quantitative web analysis by filtering and segmenting different geographical and demographical ranges within the available data	
A different approach to journalistic coverage of EU offering diverse opinions and perspectives?	Core partners, editorial partners, other media have increased the space they accord to debate/dialogue on EU issues as a result of PressEurop	Qualitative (and – if available quantitative) evidence that as a result of the activities of PressEurop Core partners, editorial partners, other media have themselves created a space for debate on EU affairs by increasing/taking other countries' perspectives more into account in the framework of their coverage of EU affairs	Interviews at EU level Fieldwork <ul style="list-style-type: none"> <li>• interviews</li> <li>• focus group</li> </ul>

**Efficiency**

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
<b>To what extent do the implementation arrangements of PressEurop maximize the effectiveness of the scheme?</b>			
<p>How productive are the mechanisms of selection/translation so as to ensure a coordinated strategy?</p>	<p>The selection/translation of articles guarantees a common editorial approach</p>	<p>Qualitative and quantitative (if available) evidence on selection mechanisms of EU items displayed on the web portal (including conformity with contract, as above):</p> <ul style="list-style-type: none"> <li>• selection criteria for sources</li> <li>• selection criteria for items</li> <li>• planned volumetric vs actual volumetric</li> <li>• etc.</li> </ul> <p>Qualitative and quantitative (if available) evidence on translation process (including conformity with contract, as above):</p> <ul style="list-style-type: none"> <li>• budget vs actuals</li> <li>• human resources</li> <li>• financial resources</li> <li>• respect of timing</li> <li>• etc.</li> </ul> <p>Qualitative evidence that:</p> <ul style="list-style-type: none"> <li>• structures selection/translation</li> </ul>	<p>Desk research: information/data available at the Commission and the contractor</p> <p>Surveys</p> <p>Interviews</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		<p>mechanisms are in place designed to ensure a coordinated strategy across the language versions</p> <ul style="list-style-type: none"> <li>the format used, i.e. web portal supported by e-newsletters, mobile applications etc. contributes to the effectiveness and efficiency of the scheme</li> </ul>	
How proportionate are the costs involved in the project to the effects achieved?	The costs of (a) editorial selection and coordination, (b) the web portal and other supports (c) promotion policy and partnerships, and, in particular, (d) translations are proportionate to the results achieved	Qualitative and (where available) quantitative evidence of costs relative to industry benchmarks and the market shares of similar products, in particular the cost of translation relative to the effectiveness of PressEurop	Desk research: information/data available at the Commission and the contractor such as budgetary data made available by the contractor Interviews Target identification exercise
To what extent does the web media mix maximize PressEurop efficiency?	PressEurop contributes to maximising the visibility of the selected articles and developing coverage of EU affairs via the combination of web media dissemination tools (online, mobile, links etc.)	Perception of relevant actors and users on the appropriateness and effectiveness of the combination of dissemination tools to increase visibility of selected quality EU items and develop EU coverage  Evidence that PressEurop's web media mix is in line with and keeping abreast	Desk research: information/data available at the Commission and the contractor Surveys Interviews Focus groups Benchmarking

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		of industry standards	Web analysis
What is the relative contribution of each medium (web, press, partnerships) to the efficiency of the scheme?	<p>The partnerships are productive both in terms of audience and visibility of the project</p> <p>The combination of media is adequate to the objectives</p> <p>The combination of media is appropriate to the needs of the target audience</p> <p>The combination of media is in line with and evolving in line with industry standards</p>	<p>Qualitative (and, if available) quantitative evidence of the contribution of each partnership to increasing the audience and the visibility of the project</p> <p>Qualitative evidence that the combination of products corresponds to the objectives of the project</p> <p>Perception of stakeholders/users that the combination of products is appropriate to the objectives</p> <p>Evidence from benchmarking exercise</p>	<p>Desk research: information/data available at the Commission and the contractor</p> <p>Surveys</p> <p>Interviews</p> <p>Web analysis</p>
Is the targeting of audience appropriate in order to open up the coverage of EU affairs?	<p>The targeting of audience (young, influential) brings about a sustainable change in:</p> <ul style="list-style-type: none"> <li>• their perception of European affairs?</li> <li>• journalistic coverage of EU affairs?</li> </ul>	<p>Qualitative (and, if available) quantitative evidence that PressEurop is influencing:</p> <ul style="list-style-type: none"> <li>• perceptions of EU affairs among the target audience (young, influential citizens)</li> <li>• the approach of EU affairs by partner publications, editorial partners and journalists in</li> </ul>	<p>Desk research: information/data available at the Commission and the contractor</p> <p>Surveys</p> <p>Interviews</p> <p>Target audience identification exercise</p>

Main evaluation question	Judgement (success) criterion	Indicator	Source of information/tool
		other publications.	
What are the relative advantages and disadvantages of the current language mix used by PressEurop?	The current language mix has more advantages than disadvantages	Qualitative (and where available) quantitative information on: <ul style="list-style-type: none"> <li>• the appropriateness of the current language mix to reach a representative sample of the target audience</li> <li>• possibility of achieving the same reach with a different or smaller mix, in particular eg. by English, French and German</li> <li>• whether or not PressEurop is reaching the target audience in countries whose native language is not covered by PressEurop's current language mix.</li> </ul>	Desk research: information/data available at the Commission and the contractor Surveys Interviews

## 7.2. Annex 8: Overview of documentation to be assessed during desk research

### Decisions

- European Parliament and Council of the European Union, “Decision No 1904/2006/EC of the European Parliament and of the Council of 12 December 2006 establishing for the period 2007 to 2013 the programme ‘Europe for Citizens’ to promote active European citizenship”, *Official Journal of the European Union*, L 378, pp. 32-40, 27 December 2006.

### Policy documents

- European Commission (2010), “Annual Activity Report 2009 DG COMM”, 2010. Available at: [http://ec.europa.eu/atwork/synthesis/aar/aar2009/doc/comm\\_aar.pdf](http://ec.europa.eu/atwork/synthesis/aar/aar2009/doc/comm_aar.pdf).
- European Commission (2009), “Annual Work Programme on Grants and Contracts in the Field of Communication for 2009”, 2009. Available at: [http://ec.europa.eu/dgs/communication/pdf/prog2009\\_en.pdf](http://ec.europa.eu/dgs/communication/pdf/prog2009_en.pdf).
- European Commission (2008), “Annual Work Programme on Grants and Contracts in the Field of Communication for 2008”, 2008. Available at: [http://ec.europa.eu/dgs/communication/pdf/prog2008\\_en.pdf](http://ec.europa.eu/dgs/communication/pdf/prog2008_en.pdf).
- European Commission (2007a), Communication to the Commission, “Communicating about Europe via the Internet – Engaging the citizens”, SEC(2007) 1742, Brussels, 21 December 2007.
- European Commission (2007b), Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, “Communicating Europe in Partnership”, COM(2007) 568 final, Brussels, 3 October 2007.
- European Commission (2007c), Commission staff working document, “Accompanying document to the Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - Communicating Europe in Partnership - Impact Assessment”, SEC/2007/1265 final, Brussels, 3 October 2007.
- European Commission (2006), “White Paper on a European Communication Policy (presented by the Commission)”, COM(2006) 35 final, Brussels, 1 February 2006.
- European Commission (2005a), Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions, “The Commission’s contribution to the period of reflection and beyond: Plan-D for Democracy, Dialogue and Debate”, COM(2005) 494 final, Brussels, 13 October 2005.

- European Commission (2005b), Communication to the Commission, “Action Plan to Improve Communicating Europe by the Commission”, SEC(2005) 985 final, Brussels, 20 July 2005.
- European Parliament Committee on Culture and Education (2005c), “Report on the implementation of the European Union’s information and communication strategy”, 2004/2238(INI), FINAL A6-0111/2005, 26 April 2005.

## Studies

- GfK ISL Custom Research France (2010), “Profil des lecteurs de Presseurop.eu – Résultats d’étude”, Presentation, November 2010.

## Articles

- Bârgăoanu, E. Negrea and R. M. Dascălu (2010), “The Emergence of a European Public Sphere. An analysis of Europe’s News Website presseurop.eu”, in: Journal of Media Research, No. 6, 2010, pp. 3-17.
- Ideas on Europe website(2012) “On the road to #rp12: Multilingual EU blogging, translations and the fascination of Presseurop”, published on 25 April 2012 by Ronny Patz. Available at: <http://polscieu.ideasoneurope.eu/2012/04/25/on-the-road-to-rp12-multilingual-eu-blogging-translations-and-the-fascination-of-presseurop/>
- Willy C. (2012), “The 5 Best English-Language Sources on European politics & EU affairs”, article posted on Friday July 6th, 2012. Available at: <http://www.craigwilly.info/?p=1041>

## Bi-monthly reports of Presseurop (EEIG)

PressEurop bi-monthly reports
<b>2012</b>
PressEurop (2012), “1er rapport bimestriel 2012 du portail d’information multilingue Presseurop – Janvier-février”, Paris, 2012.
PressEurop (2012), “2ème rapport bimestriel 2012 du portail d’information multilingue Presseurop – Mars-avril”, Paris, 2012.
<b>2011</b>
PressEurop (2011), “1er rapport bimestriel 2011 du portail d’information multilingue Presseurop –

## PressEurop bi-monthly reports

Janvier-février”, Paris, 2011.

PressEurop (2011), “2ème rapport bimestriel 2011 du portail d’information multilingue PressEurop – Mars-avril”, Paris, 2011.

PressEurop (2011), “3ème rapport bimestriel 2011 du portail d’information multilingue PressEurop – Mai-juin”, Paris, 2011.

PressEurop (2011), “4ème rapport bimestriel 2011 du portail d’information multilingue PressEurop – Juillet-août”, Paris, 2011.

PressEurop (2011), “5ème rapport bimestriel 2011 du portail d’information multilingue PressEurop – Septembre-octobre”, Paris, 2011.

PressEurop (2011), “6ème rapport bimestriel 2011 du portail d’information multilingue PressEurop – Novembre-décembre”, Paris, 2011.

### 2010

PressEurop (2010), “Premier rapport bimestriel pour l’année 2010 du portail PressEurop – janvier et février 2010”, Paris, 2010.

PressEurop (2010), “Deuxième rapport bimestriel pour l’année 2010 du portail PressEurop – mars et avril 2010”, Paris, 2010.

PressEurop (2010), “Troisième rapport bimestriel pour l’année 2010 du portail PressEurop – mai et juin 2010”, Paris, 2010.

PressEurop (2010), “4ème rapport bimestriel 2010 du portail d’information multilingue PressEurop – juillet-août”, Paris, 2010.

PressEurop (2010), “5ème rapport bimestriel 2010 du portail d’information multilingue PressEurop – septembre-octobre”, Paris, 2010.

PressEurop (2010), “6ème rapport bimestriel 2010 du portail d’information multilingue PressEurop – novembre-décembre”, Paris, 2010.

## PressEurop bi-monthly reports

**2009**

PressEurop (2009), "3ème rapport bimestriel 2009 du portail PressEurop – mai-juin 2009", Paris, 2009.

PressEurop (2009), "4ème rapport bimestriel 2009 du portail PressEurop – juillet-août 2009", Paris, 2009.

PressEurop (2009), "5ème rapport bimestriel 2009 du portail PressEurop – septembre-octobre 2009", Paris, 2009.

PressEurop (2009), "6ème rapport bimestriel 2009 du portail PressEurop – novembre et décembre 2009", Paris, 2009.

### 7.3. Annex 9: List of interviewees

Interviews		
<b>Natasha Bertaud</b>	European Commission – Spokespersons’ Service <i>Press Officer for Justice, Fundamental Rights and Citizenship</i>	07.08.2012
<b>Sixtine Bouygues</b>	European Commission – DG COMM, Directorate A <i>Director</i>	20.09.2012
<b>Nathalie Brack</b>	Univeristé Libre de Bruxelles - <i>Researcher</i>	04.10.2012
<b>Ioannis Coccalas</b>	European Parliament – DG Communication, Media Services and Monitoring Unit	17.09.2012
<b>Olivier Costa</b>	Professor (College of Europe, CNRS, University of Bordeaux, ULB, Sciences P o Paris)	04.10.2012
<b>Koen Doens</b>	European Commission – Spokespersons’ Service <i>Head of the Spokespersons’ Service</i>	30.08.2012
<b>Sylvain Hubert</b>	European Commission – DG COMM, Unit A1 <i>Policy assistant to the Director</i>	27.07.2012
<b>Katarzyna Jasik</b>	European Parliament – European People’s Party (EPP) <i>Assistant Press and Communications, Polish Press</i>	28.8.2012
<b>Morten Lokkegaard</b>	European Parliament – MEP, Alliance of Liberals and Democrats for Europe	19.9.2012
<b>Benoit Roussel</b>	Account Manager of g+ (europe)	02.08.2012
<b>Wilfried Rütter</b>	European Journalism Centre - Director	19.9.2012
<b>Marc Taquet-Graziani</b>	European Commission – DG COMM, Unit A5 <i>Head of Sector Web Management</i>	07.08.2012
<b>Ylva Tivéus</b>	European Commission – DG COMM, Directorate C <i>Director</i>	18.9.2012
<b>Henrique Monteiro</b>	Courrier Internacional Portugal – <i>Editorial Co-ordinator</i>	18.9.2012

## 7.4. Annex 10: List of interviews conducted during fieldwork

### France, Paris

	Name		Function	Company	Date
1.	Valentine Jean-Michel	THÉRET BOISSIER	Executive Producers	<i>Compagnie des Phares et Balises</i>	03.09.2012
2.	Valérie Virginie	THÉVENIAUD- VIOLETTE LE TRIONNAIRE	Directrice de la Syndication Chargée de Syndication	<i>Le Figaro</i>	04.09.2012
3.	Alexis	DELCAMBRE	Editor-in-chief at Le Monde interactif	<i>Le Monde</i>	04.09.2012  (phone interview)
4.	Julie	ARNAUD	Press Officer	<i>EC Representation</i>	05.09.2012
5.	Alexandre	HEULLY	Executive Director	<i>Café Babel</i>	05.09.2012
6.	Jose Manuel Emmanuel	LAMARQUE MOREAU	Journalists ( <i>Allô, l'Europe?</i> )	<i>France Inter</i>	06.09.2012
7.	Pierre	CHERRUAU	Director	<i>Slate Afrique</i>	06.09.2012

### Germany, Berlin

	Name		Function	Company	Date
1.	Christian	MIHR	Executive Director	<i>Reporters without Borders</i>	11.09.2012
2.	Daryl	LINDSEY	Editor	<i>Spiegel International Online</i>	11.09.2012
3.	Andreas	BOCK	Head of editorial desk	<i>Eurotopics</i>	13.09.2012

	Name		Function	Company	Date
4.	<b>Sandro</b>	<b>MARQUES</b>	Journalist	<i>Café Babel</i>	13.09.2012
5.	<b>Carsten</b>	<b>LIETZ</b>	Press Officer	<i>EC Representation</i>	18.09.2012 (phone interview, rescheduled from 14/09)
6.	<b>Olaf</b>	<b>KANTER</b>	Deputy Head of the Politics Department	<i>Spiegel Online</i>	14.09.2012 (phone interview)

### Hungary, Budapest

	Name		Function	Company	Date
1.	<b>Gábor</b>	<b>BALÁZS</b>	PressEurop Hungarian correspondent	(freelance)	05.09.2012
2.	<b>Endre</b>	<b>BOJTÁR B.</b>	Editor in Chief	<i>Magyar Narancs</i>	19.09.2012
3.	<b>Iván</b>	<b>ANDRASSEW</b>	Journalist	<i>Népszava</i>	19.09.2012
4.	<b>András</b>	<b>SZIRKÓ</b>	President		19.09.2012
	<b>Linda</b>	<b>KRAJCSÓ</b>	Editor	<i>Café Babel Budapest</i>	
	<b>Györgyi</b>	<b>DARIDA</b>	Journalist		
5.	<b>Gábor</b>	<b>GAVRA</b>	Editor in Chief	<i>HVG.hu</i>	20.09.2012
6.	<b>Balázs</b>	<b>PÓCS</b>	Deputy Foreign Editor	<i>Népszabadság</i>	20.09.2012 (rescheduled from 14/09)
7.	<b>Ákos</b>	<b>MOSKOVITS</b>	Press Officer	<i>EC Representation</i>	03.10.2012 (written contribution sent)

## Italy, Rome

	Name		Function	Company	Date
1.	Marco	MONGIELLO	<i>De facto</i> correspondent in Brussels	<i>L'Unità</i>	03.09.2012 (Brussels)
2.	Francesco	FRUNZIO	Freelance journalist	<i>La Repubblica</i>	04.09.2012
3.	Tiziana	FORZA	Coordinator in IT	<i>Café Babel</i>	05.09.2012
4.	Vittorio	CALAPRICE	Coordinator	<i>Europe Direct Rome</i>	05.09.2012
5.	Serena	PERCUOSO	Communication Officer	<i>Camare dei deputati</i>	05.09.2012
6.	Alessandro	SPAVENTA	Managing Director	<i>Internazionale</i>	06.09.2012
	Jacopo	ZANCHINI	Editorial staff		
	Giovanni	DE MAURO	Editorial staff (working on PressEurop)		
7.	Fabio	CIUCCI	Marketing Director	<i>TMNews</i>	06.09.2012
	Giorgio	PISCOLLA	Head of commercial dept		
	Amessandro	AMATI	Deputy Director		
8.	Ewelina	JELENKOWSKA-LUCA	Head of the Press & Media Unit	<i>EC Representation</i>	06.09.2012
	Stefano	CASTELLACCI	Press & Media Unit		
	Thierry	VISSOL	Special advisor in media & communication		
9.	Francesco	COSTA	Editor (external affairs)	<i>Il Post</i>	12.09.2012 (phone interview)

## Poland, Warsaw

	Name		Function	Company	Date
1.	<b>Adam</b>	<b>REICHARDT</b>	Managing Editor	<i>New Eastern Europe</i>	10.09.2012
	<b>Hayden</b>	<b>BERRY</b>	Proofreader		
2.	<b>Piotr</b>	<b>ZMELONEK</b>	Publishing Director	<i>FORUM (POLITYKA)</i>	11.09.2012
3.	<b>Maciej</b>	<b>ZGLINICKI</b>	Editorial chief	<i>FORUM (POLITYKA)</i>	12.09.2012
4.	<b>Agnieszka</b>	<b>ŁADA</b>	Head of the European Programme	<i>Institute of Public Affairs</i>	12.09.2012
5.	<b>Joanna</b>	<b>OLBRYŚ</b>	Coordinator	<i>Europe Direct Warszawa</i>	13.09.2012
6.	<b>Bartosz</b>	<b>ZADURA</b>	Media Officer	<i>EC Representation in Warsaw</i>	13.09.2012

## 7.5. Annex 11: Members of the expert panel

The evaluation team identified the following experts as potential members of the expert panel:

1. **Andreas BOCK** Head of Eurotopics editorial desk, *Eurotopics*
2. **Alexandre HEULLY** Executive Director, *Café Babel France*
3. **Christian MIHR** Executive Director, *Reporters without Borders Germany*
4. **Adam REICHARDT** Managing Editor, *New Eastern Europe*
5. **Bob Taylor** Managing Director, *European Research Associates (ERA)*