

# Euronews inaugurates its new Budapest office

BUDAPEST, HUNGARY: Michael Peters, CEO of Euronews, Lucian Sârb, Editorial Director and Attila Kert, Head of Euronews Hungarian service, have officially inaugurated the Euronews Budapest office.



"Euronews is the first international media group to [set up a newsroom in Hungary](#), offering 24-hour world news in Hungarian on all platforms - on TV, on Euronews.com and on our free mobile applications," says Michael Peters, CEO of Euronews, adding...

"The 13th language service is produced locally in Budapest, and is a central part of Euronews' innovative 'Glocal' strategy to reinforce our presence in key countries and regions, in Europe and worldwide.

"This project has been made possible thanks to the European Commission and its commitment to supporting and strengthening Euronews' multilingual mission and global reach.

"As a result, today, I'm pleased to announce that six months after our launch major operators in Hungary offer Euronews Hungarian to nearly one million homes. Each month, 350,000 internet users connect to the Hungarian website to get all the latest important information on world affairs, which is already an incredible achievement for a newcomer to this market.

Finally, but no less significantly, through our "Glocal" strategy and thanks to our newsroom here in Budapest, our international viewers worldwide, on all platforms, get more information about current affairs in Hungary, in all fields of interest. That is integral to our global editorial line, enriching our content and enhancing it. In this way, our programmes from Budapest increase knowledge about Hungary, and its culture in Europe and around the globe." added Michael Peters.

\*Euronews Greek was launched in Athens in December 2012

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