

Beat: News

FRENCH MEDIA LEADER TO LAUNCH "LE MONDE IN ENGLISH" A DAILY DIGITAL EDITION TODAY

ENHANCES AUDIENCE FOR ITS 500 JOURNALISTS

Paris, Washington DC, 07.04.2022, 21:25 Time

USPA NEWS - Le Monde Group, the leading independent French media group for political and general news, is launching an English-language digital edition. Starting on April 7, Le Monde will offer a website called "Le Monde in English" as well as a daily newsletter with a digest of its articles, translated into English, in order to allow the articles written by its 500 journalists to reach a much larger audience.

"Over the past 10 years, Le Monde has managed to build up a structurally profitable business model and has seen its paid circulation double to almost 500,000 copies daily," explains Louis Dreyfus, Chief Executive Officer of Groupe Le Monde. "This growth is due in particular to the steady increase in digital subscribers, making it the leading French daily newspaper. Le Monde has also introduced a series of measures to reach a wider French speaking audience, notably with Le Monde Afrique and increased coverage of news from Africa. With the launch of "Le Monde in English," we're focusing on another target audience: English-speaking readers eager for an alternative take on European and international news, politics, the environmental crisis, the economy and culture.

LOUIS DREYFUS IS THE CEO OF LE MONDE GROUP SINCE 2010

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With "Le Monde in English," English-speaking readers will be able to enjoy this unique, independent and balanced perspective on international news, geopolitics, the environmental crisis and major economic and social issues. With our newsroom of 500 journalists, 50 correspondents around the world, as well as its desk in Los Angeles, Le Monde is equipped to provide wide ranging and in-depth coverage of the events that are shaping the planet and the debates taking place in our societies. Offering Le Monde in English helps to diversify the media landscape and meets the growing demand for quality reporting."

JEROME FENOGLIO IS THE DIRECTOR OF LE MONDE GROUP SINCE 2015

"Le Monde in English" "Le Monde in English" is a separate website that is a mirror image of Le Monde's website, with an English interface. The articles that are published daily on the Le Monde website are translated into English and made available through a specific subscription to "Le Monde in English." A daily newsletter with a selection of articles in English is offered to readers. An editorial process involving two networks of English-speaking translators and a team of dedicated journalists. The translation of Le Monde articles is done by two American translation agencies, ProofReadingServices.com* and Lionbridge** who use a network of professional native English speaking translators, with help from an artificial intelligence system. Then a team of journalists from Le Monde's newsroom, split between its Paris and Los Angeles offices, polish, enrich and publish the articles online. This complete translation circuit guarantees the same level of reliable and verified content in "Le Monde in English" as in the French articles.

*ProofreadingServices.com is an award-winning US-based translation and proofreading agency, supporting more than 20,000 clients in more than 100 countries. They offer translation services in any language. **For 25 years, Lionbridge has helped create culturally rich experiences, helping companies to connect with their customers and employees with translation and localization solutions in more than 350 languages. Relentless in our love of language and its power to unite us, we empower our expert linguists with cutting edge artificial

intelligence to forge understanding that resonates with our customers' customers and finally enables the world to #translateeverything. Offer All the "Le Monde in English" articles will be available with a specific subscription plan. The articles in English will also be made available to Intégrale, Famille and Papier + Numérique subscribers. To ensure a smooth experience for its new international subscribers, Le Monde is partnering with Stripe, a financial infrastructure platform for businesses and a leader in online payments. Stripe will ensure the success of the large-scale offering by enabling subscribers to pay in every market with their preferred local payment method and currency. "Le Monde is one of the world's largest and most ambitious media companies, and we're proud to help it deliver quality reporting to millions of additional readers," says Eileen O'Mara, EMEA growth and revenue lead at Stripe. "Stripe is a financial infrastructure platform for businesses. Millions of companies—from the world's largest enterprises to the most ambitious startups—use Stripe to accept payments, grow their revenue, and accelerate new business opportunities. Headquartered in San Francisco and Dublin, the company aims to increase the GDP of the internet."

ABOUT LEMONDE

From a single, double-sided page printed in 1944, Le Monde has since blossomed into a large media group, with more than 5 million daily clicks on its site (1). From print to web, there are over 500 journalists working for Le Monde, with many serving as foreign correspondents. The creation of a group helped strengthen its values of independence and its commitment to quality reporting. Digital developments led to an increase in readership and distribution, helping Le Monde reach heights it had never seen in its history: 513,921 subscribers, including 426,772 online (2). Le Monde's editorial freedom and ability to do investigative reporting, long-form articles and to provide reliable, contextualized and in-depth information is reinforced by this high circulation. 1. Piano Analytics, average for the year 2021 2. Publisher source, February 2022

LE MONDE IN FIGURES

- The Le Monde brand brings together 21.3 million readers and web users each month (1).
- Le Monde's website has 17.1 million unique visitors each month (2).
- The daily edition of Le Monde is read by 2.6 million readers every day (3).
- Le Monde has 513,921 print and digital subscribers (4)
- Website's traffic comes from abroad, some 23 million out of 151 million visits per month (5).
- A strong reputation abroad 88 % of subscribers to other foreign news media are familiar with Le Monde (6).
- 1. ACPM ONE Next Global 2021 V4 2. Mediamétrie, average for January - December 2021 3. ACPM ONE Next 2021 V4 4. Publisher source, February 2022 5. Piano analytics 2021 average 6. Publisher study, November 2022. Source: Le Monde Group

Article online:

<https://www.uspa24.com/bericht-20407/french-media-leader-to-launch-le-monde-in-english-a-daily-digital-edition-today.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Jedi Foster, Rahma Sophia RACHDI

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Official Federal Reg. No. 7442619