



# MID-TERM REPORT

November 1<sup>st</sup>, 2015 to May 31<sup>st</sup>, 2016

HOLDINGS   
MYTILINEOS

*Section:*

**Energy**

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# EXECUTIVE SUMMARY

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**EurActiv is the pan-European media network, providing news on EU policies in 12 different languages, from 12 different European capitals.**

Since 1 November 2015, Mytilineos has supported EurActiv's editorial coverage of the Energy section on EurActiv.com, enabling EurActiv's Brussels editorial team to provide regular reporting on Mytilineos' editorial priorities, notably the price of electricity in Europe and the Greek energy market.

You will see in this report that EurActiv's drum-beat coverage – including news, interviews, opinions, Special Reports, LinksDossiers and videos – has often been re-picked, quoted or mentioned by several international media outlets.

Besides supporting editorial coverage on the Energy section, Mytilineos can use two 'modules' (of either editorial or promotional nature) to reinforce its messages within EU policy circles. During the first year of partnership, Mytilineos has chosen to support:

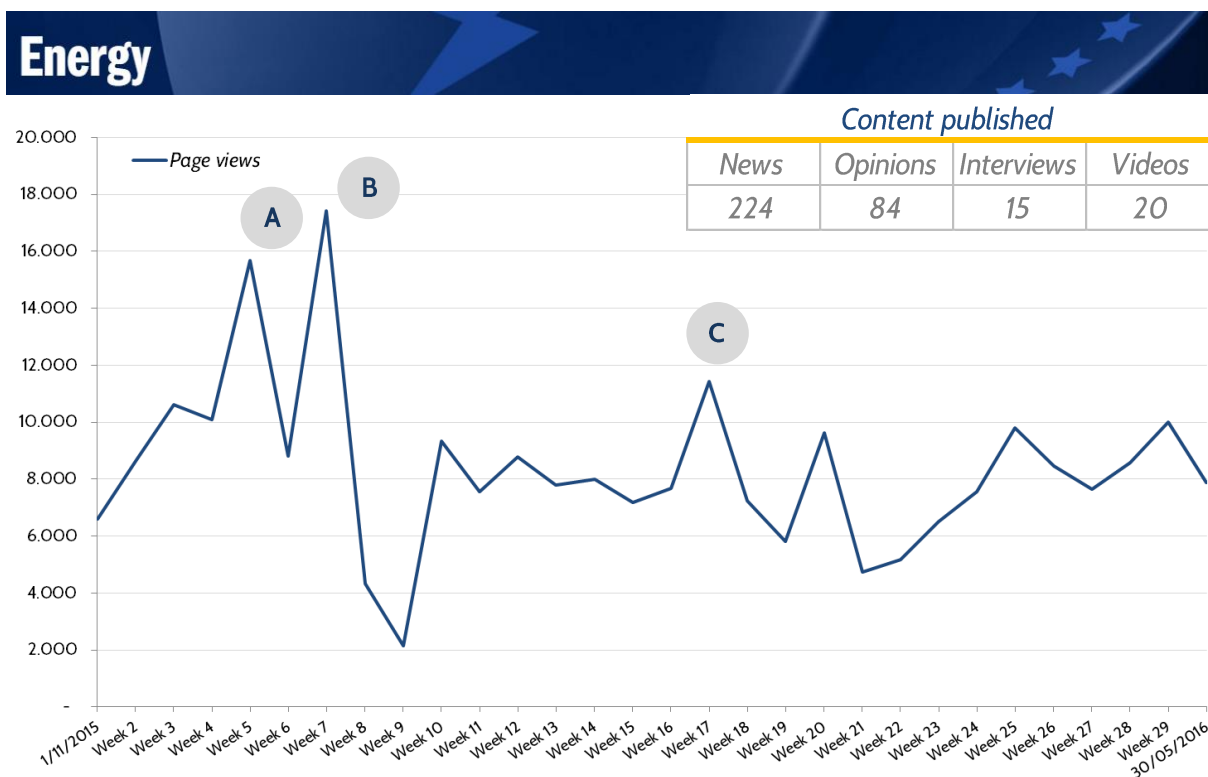
- **A Video Series**, that started with an interview with Mytilineos Holdings S.A.'s Chairman and Managing Director, Evangelos Mytilineos, in April 2016;
- **A Stakeholder Workshop**, to be hosted in Brussels in the second half of the year.

This report also includes analytics and readership data on the Energy section.

A few highlights:

- **The section has attracted, from November 2015 to May 2015, more than 255.000 page views and more than 131.000 unique visitors;**
- **4.380 unique visitors have accessed the section from an europa.eu service provider;**
- **30.206 CORE unique visitors** have accessed the section: this group includes institutional visitors as stated above, plus visitors from major relevant capitals in Europe (Brussels, Paris, London, Berlin);
- **Major European media have quoted, or republished EurActiv content energy** (see annex)
- We published **224 news pieces, 84 opinions, 15 interviews, and 20 videos** in the section.
- Besides coverage on the economic crisis and the refugee crisis, Greece has been the focus of our coverage continuously in the Energy section (see "Focus on: Greece" on page 6).

# SECTION READERSHIP



The coverage on our [Energy](#) section from November 2015 to May 2016 has generated 255.000+ page views, for an average of 36.000+ page views per month. Readership peaked in December 2015, with a story on Nord Stream 2 and an interview with Brian Ricketts, Secretary-General of Euracoal, the European Association for Coal and Lignite (see A and B below); and in February 2016, with a story on Gazprom and Nord Stream, and a story on the energy solidarity principle put forward by the European Commission (see C below).

**A** **EU leaders to clash over Nord Stream 2 at summit**  
Home | Europe's East | News  
 By Georgi Gotev | EurActiv.com  
 Dec 4, 2015 (updated: Dec 4, 2015)

**B** **Coal lobby chief: COP21 means 'we will be hated like slave traders'**  
Home | Energy | News  
 By James Crisp | EurActiv.com  
 Dec 14, 2015 (updated: Dec 15, 2015)

**C** **Green MEP denounces Gazprom's bullying tactics over Nord Stream 2**  
Home | Energy | News  
 By Georgi Gotev | EurActiv.com  
 Feb 25, 2016 (updated: Feb 25, 2016)

**EU countries must power neighbours during shortages, under new rules**  
Home | Transport | News  
 By James Crisp | EurActiv.com  
 Feb 4, 2016 (updated: Feb 4, 2016)

from 1 November 2015 to 31 May 2016	Page Views	Unique Visitors
All readers	255.064	131.208
CORE readers	76.704	30.206

We define CORE readers as IP addresses originating from the EU institutions (e.g. European Commission, European Parliament, the Council) and from major relevant capitals in Europe (Brussels, Paris, London, Berlin).

## Most read news

### Coal lobby chief: COP21 means ‘we will be hated like slave traders’

Home | Energy | News

By James Crisp | EurActiv.com

📅 Dec 14, 2015 (updated: Dec 15, 2015)

# 9.428

page views

### Bulgarian gas wars uncover hidden Gazprom strategies

Home | Central Europe | News

By Georgi Gotev | EurActiv.com

📅 Jan 6, 2016 (updated: Jan 6, 2016)

# 3.799

page views

### EU leaders to clash over Nord Stream 2 at summit

Home | Europe's East | News

By Georgi Gotev | EurActiv.com

📅 Dec 4, 2015 (updated: Dec 4, 2015)

# 2.895

page views

## Most read interview

### Senior Obama official: Nord Stream 2 and Brexit may weaken EU energy security

Home | Energy | Interviews

By James Crisp | EurActiv.com

📅 Mar 31, 2016 (updated: Apr 1, 2016)

# 9.428

page views

## Most read opinion

### Combining gas and renewables can deliver ‘energy miracle’

Home | Energy | Opinions

**DISCLAIMER:** All opinions in this column reflect the views of the author(s), not of EurActiv.com PLC.

By François-Régis Mouton | GasNaturally

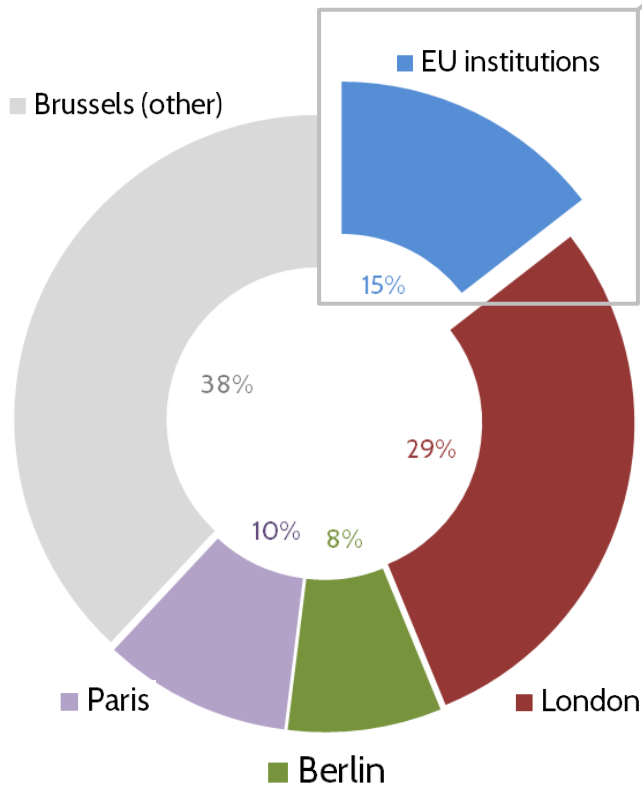
📅 Mar 17, 2016 (updated: Mar 17, 2016)

# 1.557

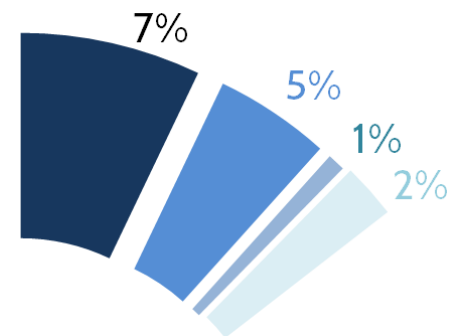
page views

# CORE READERS

We define CORE readers as IP addresses originating from the EU institutions (e.g. European Commission, European Parliament, the Council) and from major relevant capitals in Europe (Brussels, Paris, London, Berlin). We have identified 30.206 unique visitors on the Energy section as 'CORE' visitors. You can see a breakdown below.



Within the CORE segment, we identified 4.380 unique visitors accessing the section from an official 'europa' internet provider (see breakdown). Please note that this number is most likely under-estimated, as many visits from EU staff may be from personal devices or through an external IP.



 2.145

 1.373

 Council of the European Union 210

 other 652

Total EU institutions unique visitors **4.380**

## FOCUS ON : GREECE

### Greece freezes Poseidon pipeline talks over Turkey-Russia deadlock

Home | Energy | News

By Sarantis Michalopoulos | EurActiv.com

📅 May 18, 2016 (updated: May 18, 2016)

# 2.218

page views

### Bulgaria and Greece start building gas interconnector

Home | Energy | News

By EurActiv.com with Reuters

📅 Dec 11, 2015

# 1.062

page views

### Greece, Macedonia, Serbia and Hungary discuss 'Turkish Stream'

Home | Energy | News

By Georgi Gotev | EurActiv.com

📅 Apr 7, 2015 (updated: Apr 7, 2015)

# 659

page views

### How a state company derailed competition in Greece

Home | Energy | News

By Sarantis Michalopoulos | EurActiv.com

📅 Nov 13, 2015 (updated: Nov 13, 2015)

# 582

page views

### Commission silent over Greece's distorted energy market

Home | Competition | News

By Sarantis Michalopoulos | EurActiv.com

📅 Dec 17, 2015

# 498

page views

### Legitimacy of Greece's energy regulator questioned

Home | Energy | News

By Sarantis Michalopoulos | EurActiv.com

📅 Feb 22, 2016 (updated: Feb 22, 2016)

# 465

page views

### Greece starts work on Azeri gas pipeline

Home | Energy | News

By EurActiv with AFP

📅 May 17, 2016

# 419

page views

# NEWSLETTER READERSHIP

Since November 2015, we have sent **32 Energy newsletters**, containing the most recent news, opinions, interviews, as well as relevant press releases, events and job vacancies. In total, these newsletters have generated **10.118 visits** to our stories in the Energy section. On average, our Energy newsletters generated around 12 visits per e-mail. This goes to show the reach and visibility of our newsletters, which is also a powerful tool for you for advertising your events, press releases, or marketing campaigns.

Subscribers	Newsletters sent	Total opens	Total clicks	Total visits
7.653	32	43.950	20.629	1.118

**Open rate** **20%**

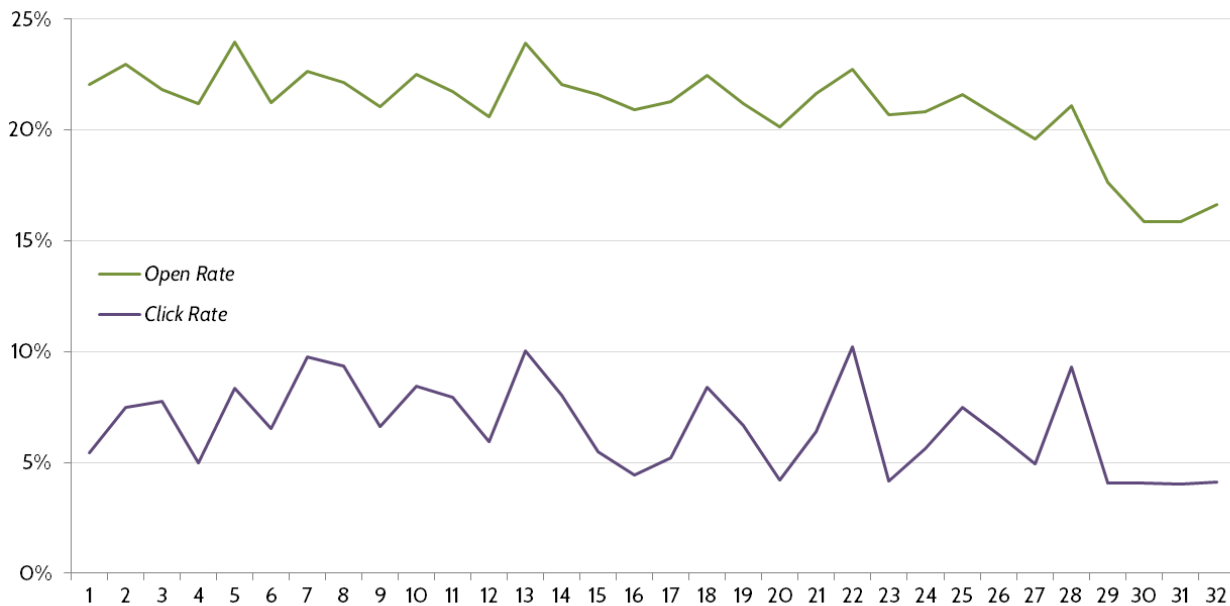
Industry average: 22%

**Click rate** **6%**

Industry average: 5%

The **open rate** is a percentage that tells you how many successfully delivered campaigns were opened by subscribers. It's determined by the number of times the campaign was opened, divided by the number of people who received the campaign.

The **click rate** is a percentage that tells you how many successfully delivered campaigns registered at least one click. It's determined by the number of clicks that occur in a sent campaign divided by the number of people sent to on that list.



# VIDEO

## Mytilineos: Commission must have a greater role in the Greek bailout

Home | Energy | Videos

By Georgi Gotev, Sarantis Michalopoulos | EurActiv.com

Mar 14, 2016 (updated: Mar 15, 2016)



Languages: Deutsch

Print Comments f In 1 G+ e t

The European Commission should play a greater role in the Greek bailout and push for reforms, rather than the IMF's obsession with fiscal adjustment, Evangelos Mytilineos said in an interview with EurActiv.

Evangelos Mytilineos is the Chairman and Managing Director of Mytilineos Holdings S.A.

He spoke to EurActiv's Senior Editor, Georgi Gotev.

# 380

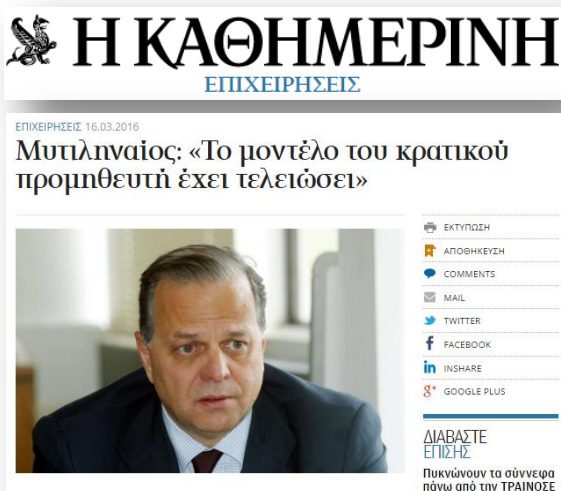
Video views

# 42%

of viewers are from Greece

# MEDIA MONITORING


EurActiv's coverage in the Energy section has attracted attention from international media in the past few months. You can see below some examples of media quoting, mentioning, or picking EurActiv items. For an exhaustive list, please refer to the annex document of this report.



**Η ΚΑΘΗΜΕΡΙΝΗ**  
ΕΠΙΧΕΙΡΗΣΕΙΣ

ΕΠΙΧΕΙΡΗΣΕΙΣ 16.03.2016

### Μυτιληναίος: «Το μοντέλο του κρατικού προμηθευτή έχει τελειώσει»



- ΕΚΤΥΠΩΣΗ
- ΑΠΟΘΗΚΕΥΣΗ
- COMMENTS
- MAIL
- TWITTER
- FACEBOOK
- INSHARE
- GOOGLE PLUS

ΔΙΑΒΑΣΤΕ ΕΠΙΣΗΣ

Πυκνώνουν τα σύννεφα πάνω από την ΤΡΑΙΝΟΣΕ



**LE HUFFINGTON POST**  
EN ASSOCIATION AVEC LE GROUPE *Le Monde*

### Les subsides aux énergies fossiles: la plus grande hypocrisie de la COP21?

Publication: 08/12/2015 17h47 CET | Mis à jour: 08/12/2015 17h47 CET



**TIME**

### These Are the 5 Facts You Need to Know About the Paris Climate Summit



**LA VANGUARDIA**

UE ENERGIA

### Sefcovic: Nord Stream no se ajusta a objetivos generales de Unión Energética



**INTERNATIONAL BUSINESS TIMES**

### Poseidon, mercato del gas: le ambizioni della Russia passano per la Grecia (e per l'Italia)

di Andrea Spinelli Barrile @spinellibarrile a.spinelli@ibtimes.com 23.05.2016 10:01 CEST



**ANSA.it**

### Energia: Sefcovic, Nord Stream 2 non è soluzione per Ue

No fondi Ue. Mantenere transito Ucraina. Gazprom più cooperativa

# COMMUNICATION SERVICES

We would like to remind you that you can use our communication tools (Press Release, Agenda, JobSite) unlimitedly, and free of charge, during your sponsorship period.

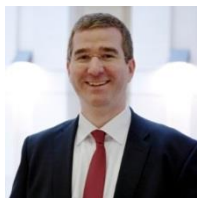
The screenshot shows the EurActiv PressRelease website. The header includes the logo, navigation links for 'PRESS RELEASES', 'ORGANISATIONS', 'PUBLISH PR', and 'CONTACT'. There are also category links for 'Climate & Environment', 'EU Treaty & Institutions', 'Euro & Finance', 'Infosociety', 'Social Europe & Jobs', and 'Transport'. A search bar and a 'Publish a Press Release' button are present. Below the header is a filter section with dropdowns for 'Topic', 'Organisation', 'From', and 'To', along with an 'Apply' button. A 'Login' button is also visible. The main content area features a table with columns for 'TITLE', 'ORGANISATION', 'DATE', and 'TOPIC'. Two entries are shown: one from EIPA about 'Risk Management in the Context of CAF and Total Quality Management' and another from CEN - CENELEC about 'Standardization experts discuss next steps in development of standards for smart energy grids...'. To the right, there are sections for 'Agenda' and 'Jobs'.

The screenshot shows the EurActiv Agenda website. The header includes the logo, navigation links for 'LIST VIEW', 'CALENDAR VIEW', 'AGENDA PLANNER', and 'EURACTIV EVENTS'. Category links for 'Climate & Environment', 'Euro & Finance', 'Social Europe & Jobs', 'Infosociety', 'EU Treaty & Institutions', and 'Energy Efficiency' are also present. A search bar and buttons for 'Post an event here' and 'Advertise on the Agenda' are visible. Below the header is a filter section with 'LIST VIEW', 'PREV', 'MARCH 2015', 'NEXT', and view options for 'Month' and 'Year'. A 'Login' button is also present. The main content area features a 'FEATURED EVENTS' section with a calendar view showing two events for March 2nd: 'EU Environmental Law for Non-Lawyers' by EIPA and 'European View Launch - Europe's Defining...' by the Wilfried Martens Centre for European Studies. To the right, there are sections for 'Events of the week' and 'Location'.

The screenshot shows the EurActiv JobSite website. The header includes the logo, navigation links for 'POLICY', 'LEGAL', 'ADMINISTRATION / SECRETARIAL SUPPORT', 'COMMUNICATIONS', 'GENERAL MANAGEMENT', and 'PROJECT MANAGEMENT'. Category links for 'Accountancy', 'IT', 'Sales / Marketing', 'Translation', 'Other', 'Education opportunities', 'Human Resources', and 'Internship/Graduates' are also present. A search bar and buttons for 'Post a vacancy here!' and 'Advertise on the JobSite' are visible. Below the header is a filter section with dropdowns for 'Category', 'Location', and 'Experience', along with a 'Search' button. A 'Jobs of the week' section is also present. The main content area features a 'FEATURED JOBS' section with a list of two jobs: 'Digital Communications Manger' at EFPIA and 'Head of Resources and Support Department (RESU) (AD12)' at EFSA. To the right, there are sections for 'Supporters' and 'Jobs of the week'.

# CONTACTS

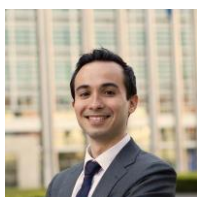
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*EurActiv welcomes ongoing feedback  
on our partnership*