



CAM 1



FACE-OFF

CAM 2



CAM 3



CAM 4

UTC/GMT
19:39:36

NEWS 3

Local Time
20:39:36



PVW



L'ACTUALITE INTERNATIONALE 24H/24
24 HR INTERNATIONAL NEWS CHANNEL
قناة 24 ساعة للأخبار الدولية



CAM 5



ME 2

NORMAL PGM

THE ALL NEW INTERNATIONAL MEDIA COMPANY

All the firsts

FRANCE 24 is the channel with all the “firsts”:

- > It is the first channel with a pre-premiere launch on the Internet
- > It is the first channel broadcast in two languages from its inception (French and English) and with three from 2007 with the Arabic channel, Spanish being planned within three years. What is special about FRANCE 24 is that it has two broadcasting and working languages but a single message which does not change according to the geographical location of the target audience: the content of the bulletins is the same, the images are identical, and the subjects and reports are dealt with in equal measure in English and in French. FRANCE 24 is not a French channel translated into English or into Arabic.
- > It is the first channel based on complete convergence between broadcasting and the Internet, abolishing the barrier between them from its inception.



All the time

FRANCE 24 broadcasts 24 hours a day, 7 days a week and 365 days a year, with hourly and half-hourly bulletins being updated day and night on both channels.

All the information

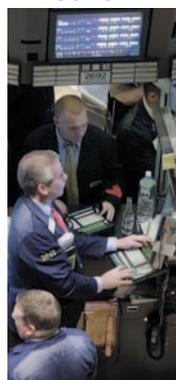
FRANCE 24's programming schedule deals with all the information in the world, with the emphasis on five main areas:

- > NEWS
- > ECONOMY
- > CULTURE
- > SPORTS
- > WEATHER

NEWS



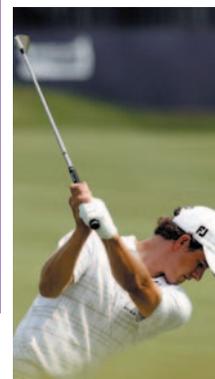
ECONOMY



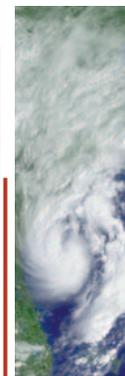
CULTURE



SPORTS

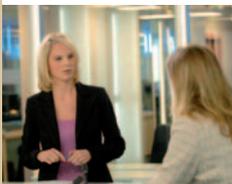


WEATHER



All the understanding

FRANCE 24 is a continuous news channel, but also an analysis and investigation channel providing the keys to understanding ever more complex current news. FRANCE 24 seeks not only to report on the visible part of such news, but to go further and disclose what goes on behind the scenes, through investigations, accounts and reports: FRANCE 24 is the channel that shows what the audience is not supposed to see, find out or know.





All the French viewpoint

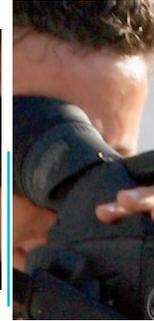
In accordance with its stated mission, FRANCE 24 reports on international news with a **specifically French viewpoint** including a range of opinions, debates, disputes, confrontations, defense of multilateralism, secularism, solidarity, respect, freedom of expression, lifestyle, culture, fashion, gastronomy, etc.

All the rigor

FRANCE 24 is a channel based on the values, ambitions and standards summarized in a charter signed by each of the journalists. This charter is a reference tool for the men and women who, 24 hours a day, 365 days a year, have to maintain their standards and their rigor despite the pressures and tensions of current events.

All the images

In addition to those which naturally circulate worldwide from the major agencies and international bodies, **FRANCE 24 has its own network to produce its own images**, with its specially selected photo journalists and correspondents in some thirty countries.



All the flexibility

Readable and structured, FRANCE 24's programming schedule remains completely flexible and adaptable in order to allow the channel to maintain one of its guiding principles, its responsiveness:

- > **Breaking news imposed by current events**
- > **Special broadcasts organized by the producers**

All the media

Broadcast via satellite, cable and the Internet, and soon by telephone or videocast, FRANCE 24 is at the forefront of the revolution in news distribution channels.

All the convergence

FRANCE 24 is the embodiment of modernity when it comes to convergence:

- > **Convergence between men and skills**, with an adaptable and completely multimedia editorial team
- > **Convergence of media**, abolishing any barriers between television and the Internet
- > **Technological convergence**, with a completely computerized system, from image capture to broadcast.



All the standards

FRANCE 24's priority targets are leaders of opinion:

- > **Traditional leaders of opinion** in the world of politics, the economy, international organisations, the media and universities...
- > **New leaders of opinion:** Their expectations have been defined by advance surveys and they appear to be very demanding of international information. They are also major users of new technologies and of the convergence between the media; they are very skeptical of a unilateral view of the world and keen to seek out contradictory opinions...

02 SCHEDULING

FRANCE 24 programming is divided more or less equally between news coverage and news magazines or special reports, with the singularity of offering programs that are updated 24 hours a day.

Program content is identical across broadcasted languages, with occasional simultaneous translation.

News topics and reports are created variously in French, English and soon in Arabic, then adapted into the other languages using the same editorial approach. FRANCE 24 is not a 'translated' channel – rather, it is one that offers a unique editorial mix across languages.

Prime time

FRANCE 24 is organized around two prime-time slots:

> 6–9am

> 7–11pm



Reactivity and flexibility

At FRANCE 24, reactivity is our watchword. Programming is open-ended and flexible, and can be easily modified in response to world events and the strategic choices of our editorial team.

Other than the classic “breaking news” coverage in response to current events, the editorial team is free to create its own news, organize special themes and coverage, and decide which major events to broadcast live...

Below the tip of the iceberg

A variety of daily and weekly programs were created with a view to providing an in-depth analysis of the news and insight as to what is happening behind the headlines.

> **Regional focus** (Middle East, Africa, Asia, the Americas, Europe, France).

> **Specialized programs.**

> **Special reports on key themes** (the environment, humanitarian activities, technology, health, etc.).

> **A weekly program dedicated to politics**, presented in an international context.



Discussion and Debate

FRANCE 24 is dedicated to discussion and debate, and offers ample opportunity for guests to engage in both on its two channels. Programming includes:

> **A daily debate among three participants, in two languages** ; a talk-show featuring correspondents and guest interviews.

> **Each Friday, The Paris Talk** brings together a well-known guest with experts who may present differing viewpoints in a highly-charged debate.



03 THE PROGRAMS

01 | THE NEWS

> THE NEWS

Every hour on the hour, 24 hours a day, a 10 minute news program is presented live from the newsroom, updated if necessary and rebroadcast on the half hour with a reminder of the headlines every 15 minutes in morning and evening prime time. **Production:** FRANCE 24

> WEATHER

Worldwide weather in images is broadcast every half hour immediately after the news programs. **Production:** SYSTEM TV

02 | DAILY TOPICAL REPORTS

> BUSINESS

All the inside news on world business and the information essential to understanding the positives and negatives of globalization. A report in the morning and from the studio in the evening, with **Stéphanie Antoine** in French and **Raphaël Kahane** in English. **From Monday to Friday: 7.20 a.m. and 10 p.m. / 3 and 6 mins. Production:** FRANCE 24

> TOP STORY

Live from the newsroom, **Gauthier Rybinski** in French and **Robert Parsons** in English analyze the international event of the day with a report and a guest in the studio or via a linkup. **From Monday to Friday: 8.20 a.m. / 9 mins. Production:** FRANCE 24

> CULTURE

Culture without frontiers and with an open mind, artists who have stood the test of time, stars, discoveries, and some razzamatazz. Cultural diversity from the four corners of the globe, in reports and with guests, presented every day by **Elizabeth Tchoungui**. Recorded under live conditions. **From Monday to Friday: 9.20 a.m. / 9 mins. Production:** FRANCE 24

> REPORT

Visual reports live from the scene of events, between 3 seconds and 2 minutes long. 5 new reports daily broadcast from 6.15 a.m., after the weather. **Production:** FRANCE 24

> MARKETS

3 minute coverage of the stock markets of Tokyo (**Jean-Paul Porret** and **Richard Kimber**), London, Frankfurt, Paris and New York (**Pierre Alexandre** and **Elisa Lagos**), from 6.20 a.m. **Production:** HIKARI /New York French Press

> IN THE PAPERS

Live from the newsroom, a 3-minute panorama of the world's media at 7.15 a.m. **Production:** FRANCE 24

IN PICTURES > SPORTS

All the news on world sport from the grounds and elsewhere, in pictures... **From Monday to Friday: 6.20 a.m. / 3 mins. Production:** Eurosport

IN PICTURES > WEB NEWS

News as seen on the web and about the web. **From Monday to Friday: 6.40 a.m. / 3 mins. Production:** Electron Libre

IN PICTURES > ZOOMING

A look at recent events from a quirky angle, to show a changing world in an unexpected or unusual way. **From Monday to Friday at 6.25 a.m. / 3 mins. Production:** FRANCE 24

IN PICTURES > LIFESTYLE

The lifestyle program (decoration, wealth, way of life, gastronomy, wine tasting, architecture, fashion, etc.). **From Monday to Friday: 8.25 a.m. / 3 mins. Production:** Maximal Production

IN PICTURES > PERSONALITIES

From Hollywood to Bollywood, via the Riviera, the latest news on the personalities from 5 continents. **From Monday to Friday: 12.45 p.m. / 3 mins. Production:** 2P2L



The times shown indicate first time broadcasts.

All these programs are rebroadcast and/or appear in the week-end's Best of.



03 | THE MAGAZINES



> ENVIRONMENT

All you need to know about the planet in all its facets. **Monday at 10.15 a.m. / 9 mins. Production:** RIFF

> POLITICS

Political magazine presented by **Roselyne Febvre** (in French only). **Monday at 5.10 p.m. / 30 mins. Production:** FRANCE 24



> HEALTH

The scientific and medical news magazine. **Tuesday at 10.15 a.m. / 9 mins. Production:** RIFF

> FUTURE

The international scientific news program. **Wednesday at 10.15 a.m. / 9 mins. Production:** RIFF



> REPORTERS

International news reports on the ground from the FRANCE 24 teams and our senior reporters **Franck Berruyer** and **Frédéric Helbert**. **Saturdays at 7.40 a.m. / 15 mins. Production:** FRANCE 24

> OPINIONS

One of the week's events seen from the standpoint of an intellectual, a philosopher, a writer or a creative person. **Saturday at 6.40 a.m. / 3 mins. Production:** FRANCE 24

> ECONOMIC INTELLIGENCE

Every month, the program tells a story of hyper-competition, a new kind of combat in which those involved, companies or states, confront each other mercilessly. In the studio, **Ali Laïdi** continues the debate with a guest, discussing the real strategic stakes in this economic warfare. **Thursday, alternating with Caring at 10.15 a.m. / 12 mins. Production:** France 24

> CARING

A magazine reporting on the ground with humanitarian aid workers. **Thursday at 10.15 a.m., alternating with Economic Intelligence / 12 mins. Production:** FRANCE 24

> THE WEEK IN...

Six editions, political and social events from an area of the globe. The program is recorded under live conditions with interviews conducted outside. **From Monday to Saturday at 6.40 p.m. / 9 mins.**
Monday: Europe with **Caroline de Camaret** and **Natacha Butler**.
Tuesday: France with **Roselyne Febvre** and **Jason de la Pena**.
Wednesday: America with **Lea Salamé** and **Catherine Galloway**.
Thursday: Africa with **Vanessa Burgraff**, **Folly Bah Thibaut** and **Lauren Klein**.
Friday: Middle-East with **Florent Peiffer** and **François Picard**.
Saturday: Asia with **Stéphanie Brillant** and **Génie Godula**.
Production: FRANCE 24

04 | THE TALK SHOWS

> FACE-OFF

Every day, two journalists from the international press cross swords on the news topic of the day... From the studio of **Caroline de Camaret**, a 12 minute debate in French, and the same in English, chaired by **Mark Owen**. This confrontation between international correspondents will help you to unravel the arguments for and against. Choose which side you're on! **From Monday to Friday: 12.15 p.m. / 12 mins. Production:** FRANCE 24



> FRANCE 24 DEBATE

Live from the studio, a debate on the subject of the day, with 3 guests, chaired by **Sylvain Attal** in French, **Andrea Sanke** in English. **From Monday to Thursday at 7.15 p.m. / 40 mins. Production:** FRANCE 24

> FRANCE 24 INTERVIEW

An interview with a French or international personality from the world of economics, politics, culture or diplomacy... with **Sylvain Attal** in French, **Andrea Sanke** in English. **From Monday to Friday at 10.40 p.m. / 15 mins. Production:** FRANCE 24

> THE TALK OF PARIS

Every Friday from 7 p.m. to 8 p.m., **Ulysse Gosset** unravels international current events with his guests. The major weekly get-together on FRANCE 24, "The Talk of Paris" is an interactive program, with questions from people on the internet throughout the world, via e-mail and webcam. Every month, a survey conducted with Novatris/Harris Poll will show the changing opinions of Europeans and Americans. Live, in one language with simultaneous translation. **Friday from 7 p.m. to 8 p.m. / 38 mins. Production:** FRANCE 24

04 THE STAFF

- > **380 employees from different backgrounds** including the largest international news channels (CNN, BBC World, ABC, CBS, Al Jazeera, etc) and the most prestigious educational establishments (CFJ, ESJ Lille, Sciences Po, Columbia, London University, Polytechnique, Harvard, HEC, etc.)
- > **170 journalists** trained in electronic communication media (management of news items, video footage and editing)
- > **160 technicians** working on exclusively digital media
- > **40 members of staff dedicated to distribution** and support directions
- > **3 working languages** (French, English, Arabic)
- > **28 nationalities** represented
- > an **average age of 33 years**

FRANCE 24 has an indivisible and versatile editorial team, without barriers of language, specialization or medium (broadcast or Internet), which works in a single 1000 m² newsroom designed as an integrated multimedia platform. **All employees of FRANCE 24 have signed its charter which contains the channel's values and guiding principles.**

Organization chart of the editorial team



On News presentation and Magazines:

Stéphanie Brillant, Vanessa Burggraf, Natacha Butler, Jason De La Pena, Catherine Galloway, Genie Godula, Judith Grimaldi, Lauren Klein, Sonia Patricelli, Florent Peiffer, François Picard, Folly Bah Thibault, Léa Salamé, Valérie Fayolle, Samantha Ramsamy and Arnaud Rivoire.

Specialized reporters:

Stéphanie Antoine, Caroline de Camaret, Roselyne Febvre, Raphaël Kahane, Ali Laïdi, Robert Parsons, Gauthier Rybinski and Elizabeth Tchoungui

Lead anchors of the Morning slot:

Antoine Cormery and Mark Owen

On Talk and prime time on the Evening slot:

Sylvain Attal and Andrea Sanke
Ulysse Gosset

Senior correspondents and video journalists:

James André, Franck Berruyer, Willy Bracciano
Damien Charton, Héléne Frade, Frédéric Helbert
Virginie Herz, Alexandra Renard and Rabah Zanoun

05 VIDEO SOURCES

FRANCE 24 receives around 150 hours of video every day, from a wide variety of sources.

As a member of the European Broadcasting Union (EBU), the channel automatically has access to EVN (Eurovision News) video and news sharing with Eurovision and the big international agencies.

Video produced by FRANCE 24 – by its reporters and through a diversified network giving the channel a presence in some one hundred countries – accounts for approximately one-third of total broadcasting time.

FRANCE 24 networks

FRANCE 24 special correspondents

FRANCE 24 has a network of **36 special correspondents**, mostly of French nationality and all either bilingual or working in two-man teams.

They produce news reports and can also participate in duplex or telephone hook-ups.

A network of around 200 correspondents

The offices of France Télévisions and TF1

An agreement has been signed with these two shareholders giving FRANCE 24 the right to use **video produced by France Télévisions and TF1 and facilities in their offices outside France.**

Agence France Presse

In Los-Angeles, Cairo, London, Warsaw, Hong Kong and New Delhi, **FRANCE 24 has access to Agence France Presse news corners** allowing it to organize live coverage, with links provided by superfast broadband internet networks.

FRANCE 24 also has access to AFP video sources.

RFI

FRANCE 24 will broadcast radio reports produced **by RFI journalists all over the world.**

Specialist journalists and regional experts will regularly be invited to speak in the FRANCE 24 studios.

RFO

FRANCE 24 has signed an agreement with RFO (Réseau France Outre-mer) to use **news**

reports on sub-Saharan Africa produced by AITV, RFO's video agency. AITV will every day provide FRANCE 24 with 10 minutes of African news reports. Finally, **AITV's news editorial office will make its network of correspondents available to FRANCE 24** to provide commentary, interviews and specific reports.

Global Radio Network (GRN)

FRANCE 24 has signed an agreement with GRN, which has over **100 English-speaking correspondents based throughout the world.**

Occasional correspondents

FRANCE 24 has built up a network of recognized independent correspondents **in some 50 countries.**



06 FRANCE24.COM

With a symbolic online launch even before going live on television, FRANCE 24 underscores its commitment to placing the internet at the heart of its strategy to make the channel the leading video site for international news.

From its inception, FRANCE 24 has been all about convergence and the creation of a channel that abolishes all boundaries between broadcast and the Internet.

While virtually all of the video news reports and other audiovisual content that is broadcast on the channel are also available on demand on **france24.com**, the site is designed as a separate broadcasting entity that relies on the active participation of internet users and allows them to react in real time to online content.

france24.com is aimed at the worldwide online community, an audience which counts over a billion individual users.

The site is managed by a team of fifteen editors and monitors who are responsible for the presentation and editorial hierarchy of the site. But the whole of the FRANCE 24 editorial team works across the channel and the site.



A groundbreaking and exclusive launch on the Internet

The channel will be available exclusively and in real time (via streaming video) on **france24.com**, on a 24-hour basis.

A video window allows the user to watch the channel in the language of his choice (English, French and Arabic).

A site that puts the accent on video content

Entirely free of charge, the site offers all video content broadcast on the news channel in three languages (French, English and Arabic).

The latest news update is displayed automatically upon the user's first visit, while the latest financial and weather updates are available upon demand.

Content channels are accessible by theme or by geographical zones. The latest video news reports broadcast on the channel are available by VOD (Video on Demand) within each section of the site, thanks to a window that facilitates video selection and navigation.





01 | IN-DEPTH REPORTING

In accordance with the FRANCE 24 editorial line, in addition to current events, in-depth reporting occupies an important place on the site, and content that is complementary to broadcast segments is indicated on the screen. For example:

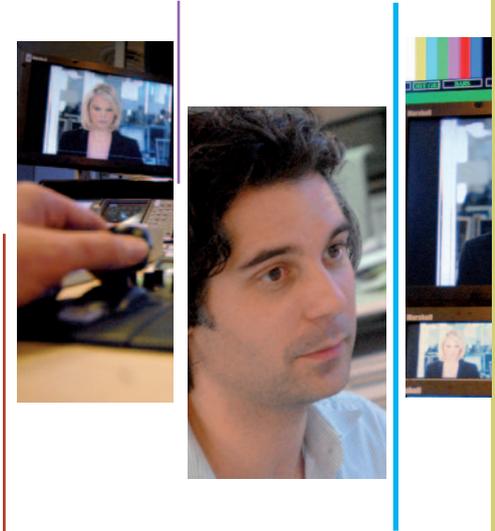
- > **Special themed multimedia reports (with video, text, sound and animation).**
- > **Useful links.**
- > **Blogs by editors.**



02 | A PLATFORM FOR INTERACTIVITY

france24.com promotes maximum interactivity between the channel and its audience.

- > **The audience may provide feedback on all programs and topics,** send comments to journalists, participate in the blogs of the editorial team, submit questions to be asked of talk-show guests, and vote for best content.
- > **Specialized newscasters and star journalists will run dedicated blogs** that allow for a true dialogue with their audience, with Q&A sessions that let users benefit from their insight and expertise.
- > **A “tag cloud” of key words** highlights the most frequent online requests and posts users’ collective preferences.
- > **Thanks to RSS lines, internet users may sign up to receive updates from the site directly and automatically.**



03 | CUSTOMIZED MODULES

The france24.com home page may be customized by each user with, for example:

- > **Choice of language.**
- > **Seven-day weather forecasts for a selected city.**

04 | OTHER DEVELOPMENTS

A rich-format version of france24.com is already being developed for launch in early 2007. Features will include:

- > **Email alerts for important news.**
- > **E-newsletters that can be customized** according to various criteria (most frequently consulted topics, the most active discussions, etc)
- > **Podcasts, so that users may download editorial content.**

07 DISTRIBUTION

FRANCE 24's operations in the digital world will initially get going in Europe, the Near and Middle East and Africa in two linguistic versions (French, English). From the start, the network will also have specific distribution arrangements in New York City and Washington D.C. In three years' time, operations will be expanded to include the Asia-Pacific region as well as North and South America.

Free-to-air satellite coverage and distribution agreements negotiated by FRANCE 24 with pay TV operators will make it possible for close to 75 million households in over 90 countries (out of a potential market of 80 million digital households) to receive the network. FRANCE 24 will therefore be reaching more than 90 percent of its potential market in its first months of operations.

EUROPE

Available free-to-air via Hot-Bird 7A, Astra 1KR and Eurobird (U.K.), FRANCE 24 will also be listed and distributed by most of the leading pay cable and satellite platforms:

Digital Satellite (Sky Guide)	United Kingdom
Sky Italia	Italy
Digital + and Ono	Spain
TPS and CanalSatellite	France
Nova	Greece
Cyfra + and Polsat	Poland
UPC Direct	Czech Republic, Slovakia, Hungary
Canal Digitaal	Netherlands
Naxoo	Switzerland
Kabel BW and ISH/IESY	Germany
Noos/NumériCable	France
TV Cabo	Portugal

Through free-to-air broadcasting, these agreements and the ones with other ADSL or digital cable operators (see complete list below), 48 million households in Europe will quickly have access to the network in one of its two versions (or both).

AFRICA

Both versions of FRANCE 24 are available free-to-air via the satellite NSS 7 C Band, covering the entire continent. This coverage provides access to multiple cable networks in French-speaking and English-speaking Africa. In addition, FRANCE 24 is available on the top two pay TV satellite platforms in Africa:

CanalSatellite Horizons	25 countries in West Africa (French-speaking)
Multichoice Africa	About 20 countries in Southern and East Africa (English-speaking)

NEAR AND MIDDLE EAST / NORTH AFRICA

FRANCE 24 will be available free-to-air via Arabsat (Badr 3A) and Nilesat, which means access to virtually all of the digitally enabled households in the Arabic-speaking world - more than 20 million households. The Near / Middle East and North Africa are still for the most part free-to-air TV markets.

FRANCE 24 has also expanded its presence in the Arabic-speaking world and Israel through distribution agreements, above all with the following cable and satellite platforms:

Yes and Hot	Israel
Orbit, Showtime	Over 20 Arabic-speaking countries
E-Vision (Etisalat)	United Arab Emirates

The network will then be available in 25 million households in the Middle East and North Africa.

U.S.A.

FRANCE 24 has decided to make the network available from the start to international and American institutional locations in New York and Washington D.C.

The English version of the network will be available from the start on the Comcast digital cable network and on a terrestrial frequency in Washington D.C., thus reaching 1.1 million households as well as a large number of international institutions and U.S. government structures. As soon as it starts operating, FRANCE 24 will be broadcast directly to the World Bank, the IMF and the U.S. State Department.

In New York, both versions of FRANCE 24 will be broadcast directly to the U.N. under a special partnership arrangement.



**What follows is the complete list of cable,
satellite and ADSL market offers that will be making FRANCE 24 available:**

	OPERATORS	TYPE		OPERATORS	TYPE
EUROPE			EUROPE		
Germany	Premiere (FTA access via Astra)	Satellite	Poland	Chello Media (UPC Pologne)	PCTV
	Unity	Cable		Multimedia Polska	PCTV
	Kabel BW	Cable	Portugal	TVCabo	Cable/satellite
	KabelKiosk	Cable	Czech Republic	UPC Direct	Satellite
	NetCologne	ADSL	Romania	Max TV	Satellite
	Alice	ADSL	Scandinavia	Fast TV	PCTV/ADSL
Austria	Premiere (FTA access via Astra)	Satellite	Slovakia	UPC Direct	Satellite
Belgium	Coditel	Cable	Slovenia	Siol TV	ADSL
	TV Vlaanderen	Satellite	Switzerland	Naxoo	Cable
Cyprus	Nova	Satellite		Cablecom	Cable
Spain	Digital +	Satellite		Digi TV	Cable
	ONO	Cable			
Estonia	STV	Cable	MIDDLE / NEAR EAST		
France	Noos/Numéricable	Cable	United Arab Emirates	Etisalat / evision	Cable
	TPS	Satellite	Persian Gulf & North Africa	Showtime	Satellite
	CanalSatellite	Satellite		Orbit	Satellite
	Erenis	Cable	Israel	Yes	Satellite
U.K.	Digital Satellite (Sky Guide)	Satellite		Hot	Cable
Greece	Nova	Satellite	Jordan	Jordcable	Cable
	Vivodi	ADSL	AFRICA		
Hungary	UPC Direct	Satellite	Morocco	Maroc Télécom	ADSL
Italy	Sky Italia	Satellite	French-speaking West Africa	CanalSatellite Horizons	Satellite
Ireland	Digital Satellite (Sky Guide)	Satellite	Eastern and Southern Africa	Multichoice Africa	Satellite
Latvia	BaltKom TV	Cable	Senegal	Excaf	Cable
	Izzi TV	Cable	Cameroon	AEA	Cable
Lithuania	Balticum TV	Cable	Mali	Malivision	Cable
Monaco	Monaco cable	Cable	Central African Republic	Turbo Sat Multimédia	Cable
Norway	NextGentel	PCTV	Rwanda, Burundi	Télé 10	Cable
Netherlands	Canal Digitaal	Satellite	Togo	Médiaplus	Cable
Poland	Cyfra +	Satellite	U.S.A.		
	Polsat Cyfrowy	Satellite	Washington D.C.	Comcast / Mhz Networks	Cable

With many similar agreements currently being finalized, FRANCE 24 should be available on more platforms some time in the first quarter of 2007.

An offer aimed at people on the move

To fulfill its stated goal of focusing on an audience of public opinion shapers, FRANCE 24 will be striving to follow them wherever they go. FRANCE 24 has already negotiated distribution agreements with major international hotel chains - Starwood, Marriott and Moevenpick - that will give the network potential access to close to 100,000 rooms in 500 hotels.

FRANCE 24 will also be available in the Air France airport lounges located in its target markets thus enabling the network to reach 4.5 million travelers yearly.

08 THE TECHNOLOGY

The technological tools

The technology issue has been essential ever since the design stage, given that FRANCE 24 was confronted with the challenge of creating six media at the same time: **three TV channels and three websites**.

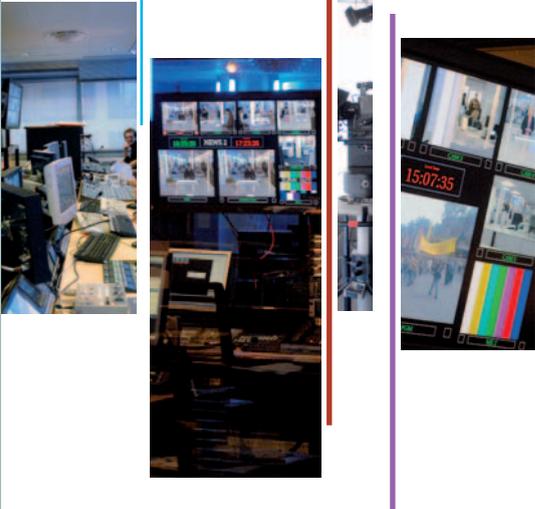
Obviously, operating French, English, and subsequently Arabic and Spanish language channels simultaneously requires tools able to support such a multilingual approach. But **FRANCE 24 has also been aiming from the outset to be the first network boasting end-to-end integration of the whole digital process**.

That makes FRANCE 24 the first 100-percent computerized network, from image capture to broadcasting. And that's why FRANCE 24 had to invest 17 million euros to have the most cutting-edge, high-performance technology on the market.



The technical resources

The FRANCE 24 technological setup is designed to meet the network's need for a fluid, extremely open system offering maximum flexibility and enabling last-minute changes.



01 | ACCESS TO VIDEO

- > **The whole editorial staff has high-resolution access to the entire video stock from their work stations** (up to 3,000 hours' worth at any time).
- > **Footage shot on memory card camcorders** can be instantly transferred to the IT system.
- > **Digital footage can be sent over the Internet**, an approach with multiple advantages: it's free; there are no beam issues; no human presence is required for reception; direct database incorporation is possible.
- > **Digital video files from agencies directly enter the video storage system**
- > **For live programs, digital footage is beamed over the Inmarsat satellite network.**



02 | IMAGE PROCESSING

- > All newsroom computer terminals can carry out pre-editing.
- > 20 editing stations distributed around the newsroom are equipped for image capture, editing, mixing, switching, transferring video footage to control rooms and adapting material to the Web.



03 | THE SETS

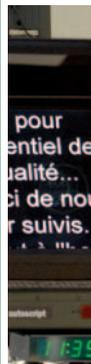
- > Three sets measuring 30 m² are right in the newsroom, one for each of the three languages, each one equipped with 4 cameras.
- > The ground floor houses two studios measuring 100 m² with 5 cameras, one of them looking out onto the street through picture windows, and each of them with their own control rooms.

04 | THE CONTROL ROOMS

Each broadcast language has its own control room, although all three of them are located in one large space to facilitate communication.

The cameras are not operated by studio cameramen, each control room includes the following functions:

- > Camera/ lighting operator
- > Graphics operator
- > Vision mixer operator
- > Server operator
- > Sound engineer
- > Output editor
- > Line producer



09 ORGANIZATION CHART

FRANCE 24 is a limited liability company with a supervisory board and a management board. FRANCE 24 is equally owned by two shareholders: TF1 and France Télévisions.

MANAGEMENT BOARD

 <p>Jean-Yves Bonsergent Chief Operating Officer in charge of technology, distribution and support directions</p>	 <p>Alain de Pouzilhac Chief Executive Officer</p>	 <p>Gérard Saint-Paul Chief Operating Officer in charge of news and programming</p>
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DEPARTMENTS

 <p>Frédéric Brochard Technology Director</p>	 <p>Nathalie Lenfant Communications Director</p>	 <p>Grégoire Deniau Editorial Director</p>
 <p>Frédéric Geneau Administrative and financial Director</p>	 <p>Stanislas Leridon Internet Director</p>	
 <p>Aymeric Genty Distribution Director</p>		
 <p>Béatrice le Fouest Human resources Director</p>		
 <p>Olivier Raugel Head of legal services</p>		

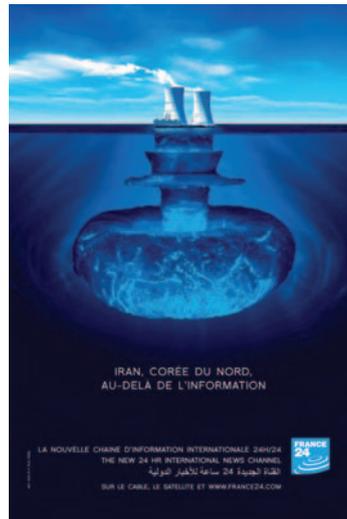
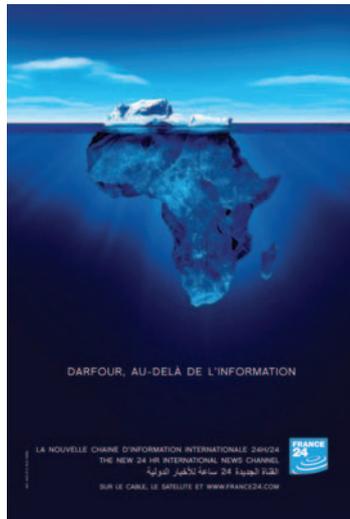
SUPERVISORY BOARD

<p>Patrick de Carolis President</p>	<p>Etienne Mougeotte Vice-President</p>
<p>Patrice Duhamel</p>	<p>Patrick Le Lay</p>
<p>Thierry Bert</p>	<p>Jean-Michel Counillon</p>

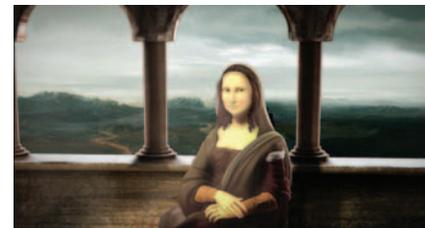
10 THE ADVERTISING CAMPAIGN

FRANCE 24's ambition is to show opinion leaders worldwide what they are not supposed to see, know or understand about all aspects of international news, going **"Beyond the news"** to reflect a deeper understanding of the world's major events. **"Beyond the news"** is therefore FRANCE 24's first slogan, used in the advertising campaign for the launch.

FRANCE 24 offers deeper analysis of current events so as to reveal what is concealed beneath them...
The visual theme of this campaign is therefore the submerged part of icebergs.



The advertising campaign also features 3 animated films on current events, society and culture:



The agencies

Création: Marcel
Media Plan: KR Médias
LSF Networks



11 OUR VALUES AND GUIDELINES

FRANCE 24

modernité
esprit d'équipe
honneur
respect
humilité
analyse
indépendance
exigence

01 | Our mission

- > To cover international news from a French perspective 24 hours/day, 7 days/week.
- > To convey the values of France throughout the world as defined herein.

02 | Our goal

A content and tone reflecting our editorial guidelines, that are specific and competitive and that bring a new approach to the world of news.

- > **By revealing to television viewers and internet users throughout the world what they are not supposed to see,** know or understand concerning world events.
- > **By providing an in-depth analysis of current events.**
- > **By using French values as a basis for:**
 - >> promoting the diversity of opinion, thought and approach, using original journalistic angles,
 - >> a spirit of debate, confrontation and contradiction,
 - >> the French tradition of culture and the art of living.
- > **By broadcasting in several languages** in order to reach out to the greatest number of television viewers and internet users.

03 | Our values

Honesty

We remain impartial at all times.

Independence

We are the voice of nobody ; we are not influenced by any government, political party or lobby.

Analysis

We must:

- > foster reflection, intelligence and curiosity among the people who watch us,
- > open their minds.

Rigor

Before divulging any information, we scrupulously verify all the information received and compare our sources.

Respect

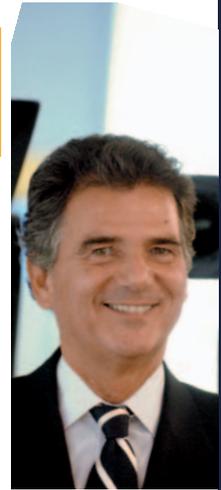
We carry out our business with:

- > respect for human dignity and individual rights,
- > respect for plurality of expression and currents of thought and opinion,
- > respect for television viewers and internet users in all their diversity,
- > respect for FRANCE 24's mission, goals and values.

Attentiveness

We are continuously attentive to television viewers and internet users:

- > we must react to and learn from them,
- > we must respond honestly to them whatever the issue or topic.



Team spirit

We communicate with the outside world with a single voice.

We believe in the virtues of team play:

- > helping and supporting each other,
- > learning and enriching our knowledge through the ideas of others.

Humility

We bear in mind the fact that nobody is infallible.

We admit that we may sometimes make mistakes and will react fast to demonstrate our good faith.

Modernity

The habits of television viewers and internet users are changing at a dizzying pace, reflecting the radical evolution in technology.

We recognize these changes and adapt to and anticipate them. This is why we have already abolished the borders

between the internet and traditional broadcasting. We are firmly committed to being multimedia.

A demanding approach

We must:

- > demand the best of ourselves,
- > take the most exacting approach to the field,
- > be demanding in terms of the budget as if it were our own money we are spending,
- > be demanding but also understanding of our colleagues at FRANCE 24,
- > be demanding in terms of our loyalty to FRANCE 24.





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