



**LIBERTÉ • ÉGALITÉ • ACTUALITÉ**



FRANCE24.COM

A France Médias Monde channel









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## INTRODUCTION



MARIE-CHRISTINE SARAGOSSE

## Liberté, Egalité, Actualité

**F**rance 24 is seven years old... The first thing that springs to mind is that this is “the age of reason”. But, France 24 has never been unreasonable. In fact, in just a very short time, it has established itself as a reference both on air and online. France 24 in English is taking off and is now available in one in every four Indian TV households. France 24 in French has become the leading news channel in several French-speaking African countries. France 24 in Arabic is achieving increasing prominence among the Pan-Arab channels, particularly in the Maghreb. The French international news channel even went the extra mile, notching up a personal record of 40 million TV households this year and crossing the threshold of 250 million TV households. The channel's audience also continues to grow on its new media platforms, with 14 million visits a month this year, which attests to the growing success of its content.

Ultimately, isn't the advantage of being just seven years old, that we can emphasize our audacity, difference and personality? Isn't being a global public service channel that provides a human and universal vision of the world a little bit unreasonable in today's world? Over the last year, all our teams have worked hard precisely to assert this difference and implement France 24's new vision: new programme schedules on all three channels, new magazines that provide the necessary context and the keys to understanding the world and which allow even more room for live and interactive broadcasts.

**France 24 nurtures the format of its success, three non-stop news channels adhering to three "R" words:**

- **R**esponsiveness: more frequent news bulletins, priority to live broadcasts and more emphasis on ground reporting thanks to our extensive network of correspondents and reporters.
- **R**igor: urgency never overrides respect for journalistic ethics or the need for reliable information.
- **R**eview: facts are placed in context, recognized expert opinions are provided and

longer formats are developed so that current affairs are put into perspective.

This is how we persistently aim to be a channel of **R**eference, a well-known and trusted channel in this era of information overload.

**The new programmes offered on France 24's three channels have a common denominator: they strive to place the human dimension at the heart of our broadcasts.**

France 24 programmes defend the freedom, independence and pluralism of information and endeavor to promote gender equality, diversity, the confrontation of opinions, the spirit of debate. This is what our viewers recognize as the "French perspective" on global current affairs, this is what they expect and what an increasing number believe in.

**This French perspective is also reflected in the channel's new visual design**, which is simple, elegant and refined. Obviously, since after all, we are France 24! However, we won't be causing a Revolution...

The new design is the creation of a famous French design firm: Gédéon. The channel was born with the new media generation, therefore it is always at the cutting edge and also boasts a new website and mobile applications for innovative experiences.

Lastly, as France 24 brings you news "from Paris", we have launched **a new global motto in French: "Liberté, Egalité, Actualité"**.

It might ring a bell... these three words give you France 24 in a nutshell!

**Marie-Christine Saragosse**  
Chairwoman and Chief  
Executive Officer

# The keys to the world

**144** news bulletins a day in three languages: France 24 is the French TV channel that brings you every day the largest number of newscasts. They are the channel's backbone.

We provide news that is honest, relevant, responsive, different and committed to defending human dignity wherever it is denied, while respecting journalistic ethics.

**100 bureaus throughout the world.**

France 24 is the French TV channel with the largest worldwide network of correspondents. We are present everywhere on the planet.

We have **400 Paris-based journalists**, representing 35 different nationalities. This diversity, as well as their professionalism, means that the values of open-mindedness, tolerance, and understanding others are simply a matter of course for us.

**We offer a particular perspective:**

a French approach to world affairs. The desire for something other than the Anglo-Saxon or Pan-Arab news channels has incited many countries around the world to open up their "screen space" to us. Over the last year, France 24 has grown in stature and has become a major international channel competing directly with rivals that are much older (and better endowed!). To achieve this, we have revamped our programme schedule, created new programmes, modified our news segments and designed



MARC SAIKALI



a “new look” with a visual design that is modern, clear and based entirely on editorial requirements.

We now have **three main broadcast segments** that match the three key time-slots of daily lives around the world: 6 am - 10 am, 1 pm - 3 pm and 6 pm - midnight (Paris time). Our **news bulletins are lengthier** and now last fifteen minutes instead of ten. Rebroadcasts are no longer intended as “fillers”, but are limited and designed to meet editorial relevance based on the viewers concerns and their time zones.

Last June, we launched the first phase of our transformation. Now, we are unveiling the second phase. The three channels are no longer cut-and-paste copies of each other. **They have their own identities, running orders and different programme schedules. However, all three share and uphold a common editorial stance.**

We have opened up to Asia, particularly for the **English channel**, which broadcasts reports and programmes that the other channels don’t air, for example in India, the Far East or in English-speaking Africa.

**The French channel**, which is well established in Africa, offers news bulletins devoted to current affairs on the continent. Greater focus has also been placed on French culture, with new programmes, daily broadcasts and chronicles all day long. Much more time has also been devoted to business and sports.

Our **Arabic channel** is unique: it has a large audience. Every Sunday, we travel to a city in the Arab world for a live debate and, every evening, our programme “The Maghreb Hour” is hugely popular.

We have also emphasized reporting, because after all television is all about pictures. In just one year, **we have tripled the number of in-house stories.**

France 24 is really three channels plus another one: the website. **Our new platforms, which are also trilingual, complement the on-air channels and have significant added value.** The same goes for our new mobile application: specific dossiers on the website, award-winning webdocumentaries and investigations, that provide our loyal and increasingly numerous visitors with a comprehensive news offering.

The list of novelties is very long. Implementing these new programme schedules required the support and mobilization of all the France 24 teams. Everybody’s own personal investment has made this leap in quality possible. **After seven years, France 24 is growing and it remains a united family, now more than ever.**

**Marc Saïkali**  
Director



15:00:24

# NEW SCHEDULES AND PROGRAMMES

France 24 is introducing new programme schedules on all three of its channels with revamped news programmes and more convenient timeslots.

**New schedules and time slots** adapted to suit the channel's languages, audiences and its viewers around the world.

More diversity in the news programme running-orders and debate topics on the three channels, to better match viewers' expectations.

**France 24 is boosting its responsiveness by increasing the frequency of the news bulletin in the key news segments** (a news flash every 15 minutes in the "Live from Paris" segments) with an even greater focus on live broadcasts and reports from our correspondents around the world.

**New magazines** have also been added to all three channels' schedules and they all have one thing in common: they place the human dimension right at the heart of France 24's programmes.

All schedules are indicated in Paris time.

# ROUND THE CLOCK NEWS AND ANALYSIS 24/7: World news made in France



Every half hour, France 24 provides a comprehensive update on the **latest international news** with a **15-minute news bulletin**, preceded by a global weather forecast.

## **new** LIVE FROM PARIS

Live from Paris is now broadcast three times a day, from 6 am to 10 am, from 1 pm to 3 pm (new), and from 6 pm to midnight, bringing complete coverage of the day's events, with a news segment every 15 minutes, French and international press reviews, the latest cultural and sporting events, regional focuses and regular analysis of the day's business news. During these news segments, France 24 also offers two Africa news bulletins a day on both its French and English channels.

## **new** AFRICA NEWS

### **News from Africa twice a day**

Monday to Friday, France 24 brings you all the news from Africa and the Maghreb, with France 24's correspondents and guests on set.

*Presented by:* Georja **Calvin Smith** (Eng),  
Pauline **Simonet** (Fr)

*Format:* 10 min

*Broadcast:* Monday to Friday at 9:45 pm  
and 10:45 pm



France 24's **Arabic channel** now features new regional programmes including:

## **new** THE SOCIETY DEBATE

A new weekly debate dedicated to the social issues in the Arab world.

*Presented by: Tatiana Massaad*

*Format: 25 + 18 min*

*Broadcast: Every Thursday at 4:10 pm*

## **new** THE MAGHREB HOUR

**A news segment** dedicated to the Maghreb region

Every evening at 9 pm during the "Live from Paris" segment, an hour of news from North Africa, where the channel records strong audience ratings.

*Format: 60 min*

*Broadcast: Every evening at 9 pm*

## **new** THE CAPITAL CITY DEBATE

**A new weekly programme** dedicated to news from the Arab world

Every Sunday at 7:10 pm, a debate on key national and international political issues from a major Arab capital city (Algiers, Tripoli, Beirut, Dubai, Rabat and Tunis).

*Format: 45 min*

*Broadcast: Every Sunday at 7:10 pm*





**Award-winning special reports** and exclusive magazines

Since January 2013

**new** **REVISITED**  
**Life after the headlines**

Twice a month, France 24 reporters and correspondents return to cities traumatized by wars, natural or industrial disasters, and report on how their inhabitants now live.

*Presented by:* Stuart **Norval** (Eng),  
Valérie **Fayolle** (Fr), Dounia **Nouar** (Ar)

*Format:* 17 min

*Broadcast:* Every other Sunday at 8:40 pm



**STUART NORVAL**



**MAIREAD DUNDAS**



**ANNETTE YOUNG**

**new** **DOWN TO EARTH**

'Down to Earth' travels across the globe **twice a month** to meet those searching for sustainable solutions to our changing world.

*Presented by:* Mairead **Dundas** (Eng),  
Marina **Bertsch** (Fr), in pictures (Ar)

*Format:* 12 min

*Broadcast:* Every other Saturday at 8:40 pm

**new** **EUROPE NOW**

Once a month, 'Europe Now' takes you to one of the 28 EU member States to witness the consequences of Europe's debt crisis. In a series of exclusive reports, France 24 looks at the crisis through the eyes of ordinary people facing tough times and also quizzes two MEPs on how their country is faring.

*Presented by:* Christophe **Robeet** (Eng),  
Caroline **de Camaret** (Fr), Salim **Badaoui** (Ar)

*Format:* 34 min (2 x 17 min)

*Broadcast:* Every last Saturday of the month  
at 12:10 pm

**new** **THE OBSERVERS DIRECT**

France 24 journalists meet eyewitnesses (Observers) to discuss the memorable events they have witnessed. In three languages, 'The Observers Direct' brings to the airwaves the unique and original journalistic online project The Observers.

*Presented by:* Julien **Pain**

*Format:* 12 min

*Broadcast:* Every first Saturday of the month  
at 9:45 am

Since December 2013

**new** **THE 51%**

'The 51%' is a new programme devoted to the women and men who get things moving in a world that is still largely dominated by the male gender. 'The 51%' has launched on France 24's three channels, in English, French and Arabic.

*Presented by:* Annette **Young** (Eng),  
Virginie **Herz** (Fr), Tatiana **Massaad** (Ar)

*Format:* 12min

*Broadcast:* Every Saturday at 13:10 pm

## THE TOUR OF...

After touring the United States for the Presidential election (November 2012), the roads of France for the Tour de France cycling race (June 2013), and then the Maghreb region (October 2013), three journalists from France 24 (one per channel) invite TV viewers to join them on their road trip. With the growing success of this format, the programme is now regularly offered on France 24 three channels. Other trips are expected in the coming months, notably in Europe on the eve of the European election.

## FOCUS

'Focus' brings you exclusive longer format reports from around the world, followed by comment and analysis from our newsroom.

*Format: 5 min (Eng, Fr, Ar)*

*Broadcast: Monday to Friday at 7:45 am*

## REPORTERS

Now every Saturday, international in-depth reports from the France 24 teams and our senior reporters around the world.

*Presented by: Mark Owen (Eng),*

*Antoine Cormery (Fr), Taoufik Mjaied (Ar)*

*Format: 17 min*

*Broadcast: Saturday at 8:40 pm*



## Debate and the confrontation of ideas

### **new** EXCLUSIVE

In this programme broadcast regularly and as soon as international events call for it, Marc Perelman interviews a world leader on all three channels. Since September 2013, Ban Ki-moon, UN Secretary General, Shimon Peres, President of Israel and Jacob Zuma, President of South Africa, have answered France 24's questions in exclusive interviews.

*Presented by: Marc Perelman*

*Format: 24 min*

*Broadcast: Once a month*

## THE INTERVIEW

An interview with a French or international personality from the world of economics, politics, culture or diplomacy.

*Format: 12 min (Eng, Fr, Ar)*

*Broadcast: Monday, Wednesday and Saturday at 4:45 pm and 7:45 am*



FRANÇOIS PICARD



VANESSA BURGGRAF



TAOUFIK MJAIED

## THE DEBATE

François Picard (Eng), Vanessa Burggraf (Fr) and Taoufik Mjaied (Ar) and their guest panel debate the topic of the day. This extended version now allows viewers to interact directly with the journalists and their guests via the social networks using the hashtag #F24Debate.

*Presented by:* François **Picard** (Eng),  
Vanessa **Burggraf** (Fr), Taoufik **Mjaied** (Ar)  
*Format:* 18 + 25 min  
*Broadcast:* Monday to Thursday at 6:10 pm

## THE WORLD THIS WEEK

Start the weekend with a good argument. Our round table of Paris-based journalists go at it in "The World This Week" hosted by François Picard (Eng), Vanessa Burggraf (Fr) and Taoufik Mjaied (Ar). This programme is also completely interactive using the hashtag #TWTW.

*Presented by:* François **Picard** (Eng),  
Vanessa **Burggraf** (Fr), Taoufik **Mjaied** (Ar)  
*Format:* 18 + 25 min  
*Broadcast:* Friday at 6:10 pm

## FACE-OFF

A debate dedicated to the latest developments in French politics with two Paris-based correspondents.

*Presented by:* Marc **Perelman** (Eng),  
Roselyne **Febvre** (Fr)  
*Format:* 12 min  
*Broadcast:* Tuesday at 4:45 pm



CHRISTOPHE ROBEET



CAROLINE DE CAMARET

## TALKING EUROPE

'Talking Europe' brings you a fresh look from Brussels. First, two MEPs face off on a burning issue that affects the lives of Europeans. Next, France 24 teams interview a European leader. In each program, the 'HEC Minute' invites an HEC school of management expert to question the guest on an economic issue.

*Presented by:* Christophe **Robeet** (Eng)  
Caroline **de Camaret** (Fr),  
*Format:* 34 min (2 x 17 min)  
*Broadcast:* The first three Saturdays of every  
month at 12:10 pm



## Culture and the French 'art de vivre' at the forefront

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### **new** ENCORE!

How do artists and writers see the world? France 24 takes you beyond the headlines to the crossroads where culture meets the news and engages with what's happening in our lives today.

*Presented by:* Eve **Jackson** (Eng),  
Louise **Dupont** (Fr)

*Format:* 12 min

*Broadcast:* Monday to Friday at 12:15 pm

### **new** HIGH PROFILE

Portraits of iconic French artists, scientists, philosophers or architects.

*Format:* 6 min (Eng, Fr, Ar)

*Broadcast:* Every Saturday at 7:20 am

### **new** LIFESTYLES

The 'Lifestyles' show brings the very latest of the French 'art de vivre' in gastronomy, oenology, architecture and design.

*Format:* 6 min (Eng, Fr, Ar)

*Broadcast:* Every Saturday at 8:20 am

### FASHION

Once a week, all the best of Parisian catwalks and behind the scenes at the big names in Haute Couture.

*Format:* 3 min (Eng, Fr, Ar)

*Broadcast:* Thursday at 5:10 pm



## All the **business news**

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## BUSINESS

Keep up-to-date with everything that's happening in the world of business. Throughout the day France 24's journalists analyse key world markets and look at movements on the global stocks.

*Format:* 5 min

*Broadcast:* Monday to Friday at 6:15 am  
and 8:15 pm

## BEYOND BUSINESS

'Beyond Business' dissects the economic landscape in France and around the world and explores the merciless confrontation between companies and countries.

*Presented by:* Marcus **Karlsson** (Eng),  
Ali **Laidi** (Fr), Khalid **Karaoui** (Ar)

*Format:* 12 min

*Broadcast:* Every Saturday at 2:15 pm

## THE BUSINESS INTERVIEW

Once a week, key business leaders are put on the spot.

*Presented by:* Marcus **Karlsson** (Eng),  
Stéphanie **Antoine** (Fr), Khalid **Karaoui** (Ar)

*Format:* 12 min

*Broadcast:* Every Friday at 6:15 pm







**STEPHEN CARROLL**



**KATE MOODY**



**KHALID KARAOUI**

The world seen  
by **the media**

## IN THE FRENCH PRESS

Debates, stories of the day live from the newsroom. An exhaustive overview of the French newspaper headlines.

*Presented by:* Florence **Villemिनot** (Eng),  
Hélène **Fraide** (Fr)

*Format:* 5 min

*Broadcast:* Monday to Friday at 7:20 am

## IN THE WORLD PRESS

An exhaustive overview of the world newspaper headlines. Debates, stories of the day live from the newsroom.

*Presented by:* Florence **Villemिनot** (Eng),  
Hélène **Fraide** (Fr)

*Format:* 5 min

*Broadcast:* Monday to Friday at 9:20 am



**FLORENCE VILLEMİNOT**



**KARIM YAHIAOUI**



**JAMES CREEDON**



**HELENE FRAIDE**

## IN THE WEEKLIES

Every Saturday, France 24 journalists propose a round-up of the international weekly press.

*Format:* 6 min

*Broadcast:* Saturday at 6:50 am

## MEDIAWATCH

Must-read stories from the Internet, the social networks or the traditional media.

*Présentation:* James **Creedon** (Eng),  
Karim **Yahiaoui** (Fr),

*Format:* 5 min

*Broadcast:* Monday to Friday at 8:45 pm

## Exploring the **Internet**

### WEBNEWS

Discover the latest news about the web and as seen from the web: the latest buzzes and trends on social networks.

*Format:* 5 min

*Broadcast:* Monday to Friday at 1:50 am

### THE OBSERVERS

'The Observers' present a collaborative weekly news show produced exclusively with content provided by amateurs. Their photos, videos, and personal accounts are all checked by the France 24 staff in Paris and are also used to supplement news items and enhance our journalists' network. The human and participative aspects of this programme have made it one of France 24's most emblematic shows.

*Presented by:* Derek **Thomson** (Eng),  
Julien **Pain** (Fr), Sarra **Girra** (Ar)

*Format:* 6 min

*Broadcast:* Every Saturday at 9:45 am

### #TECH24

Digital technology is now at the centre of many important world events, impacting everything from politics to economics and culture. #TECH24 breaks it all down and explores the week's key trends and technology news.

*Presented by:* Anelise **Borges** (Eng),  
Marjorie **Paillon** (Fr), Hasnae **Malih** (Ar)

*Format:* 9 min

*Broadcast:* Every Saturday at 2:45 pm



**DEREK THOMSON**



**DAN LEVY**



**ANELISE BORGES**

## All the **sport** news

### SPORTS

The sports recap of the day with France 24 journalists and a summary of world sports news, both on and off the field.

*Presented by:* Dan **Levy** (Eng),  
Benôit **Perrochais** (Fr), Olivier **Fiani** (Ar)

*Format:* 5 min

*Broadcast:* Daily at 6:20 am and 6:50 pm

### SUNDAY SPORTS

The week-end's major sports results brought to you every Sunday night.

*Format:* 10 min

*Broadcast:* Every Sunday at 9:10 pm and  
11:10 pm

## News by continent:

reports, interviews,  
analysis

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Since December 2013

## **new** MIDDLE EAST MATTERS

A look back at the week's important events in the Middle East.

*Presented by:* Eve **Irvine** (Eng),  
Meriem **Amellal Lalmas** (Fr)

*Format:* 12 min

*Broadcast:* Every Tuesday at 4:15 pm

Since December 2013

## **new** INSIDE THE AMERICAS

All the latest news from North and South America.

*Presented by:* Laura **Cellier** (Eng),  
Raphaël **Kahane** (Fr),

*Format:* 12 min

*Broadcast:* Every Wednesday at 4:15 pm

Since December 2013

## **new** FRANCE IN FOCUS

The week's top political and social news stories in France.

*Presented by:* Tom Burges **Watson** (Eng),  
Marion **Gaudin** (Fr),

*Format:* 12 min

*Broadcast:* Every Friday at 4:15 pm



**LAURA CELLIER**



**TOM BURGES WATSON**

## NEW MEDIA

France 24 was born with the new media generation and its rapid success has been built on its presence on every kind of screens, in three languages (the Internet, mobile applications, social networks, connected TVs).

Ever since its launch, the channel has stood out for its originality and its pioneering role in this area. Its offer is constantly updated to ensure that it is always the first channel to adapt to the latest innovations. For its seventh anniversary, France 24 has unveiled a brand new website and mobile application further accentuating its social dimension.





# A NEW WEBSITE



## France 24's three channels at the heart of FRANCE24.COM.

The new website provides easier access to content in three languages (live and on-demand programmes).

France 24's video player is now located at the top of every page. This allows viewers to watch the channels live as well as review, comment and exchange with other Internet users.

## An innovative, user-friendly website

Over one-third of FRANCE24.COM's visitors access the website from mobile devices (via its website and dedicated applications) and its new, modernised design adapts to suit every type of screen to deliver maximum ease of browsing on all devices.

The new structure and the hierarchy of information (with an even stronger focus on pictures) and the creation of a continuous news-feed on the homepage facilitates content browsing. ●●●



●●● Emphasis has also been placed on trans-media storytelling, interactive graphics and web-documentaries (*France 24's 'Iranorama' webdocumentary received Awards this year at the La Rochelle International WebProgram Festival*).

The website offers innovative horizontal scrolling, that is better suited to news browsing practices.

## A complete application environment

France 24 offers a complete application environment that allows users to view the channel's programmes live and on demand for free. Mobile phone and tablet users can access the latest news and the channel's complete programme offer.

The website redesign is timed to coincide with the launch of a new version of France 24's free application for mobile phones and tablets. It was launched on iOS for iPhone, iPad and iPod Touch (via Apple Store) on October 29<sup>th</sup> 2013, and on Windows Phone 8. The new application will be available for Android devices at the beginning of 2014. The app features optimum user-friendliness, with a greater focus on video, access to journalists' tweets and breaking news alerts.

## Social networks are central to FRANCE24.COM

France 24 is very active on the social networks and its revamped website now features all the "conversations" about the content it broadcasts on air and online. FRANCE24.COM has become a platform for information sharing and discussions between France 24 journalists and web users, as well as between web users themselves. Internet users can also comment on France 24's feeds on Twitter, Facebook, Google+ and Instagram.



## FRANCE 24, A NEW MEDIA HIT

**14 million visits a month** on average in 2013 to its connected platforms (29% increase from 2012), with **41.3 million pages viewed every month**.

Over 70% of the visits are from outside France. 59% of the traffic for the French website, 31% for the English and 10% for the Arabic.

### Video

In 2013, France 24 notched up an average of 7 million videos viewed every month all platforms combined.

### Applications

Since the channel was launched, over 5 million mobile and tablet applications have been downloaded.

### Social networks

France 24 is the leading French news channel on social networks, with a total of 6.5 million

followers on all social networks combined. In November 2013, for all three languages, France 24 scored a total of 3.4 million fans on Facebook and over 2 million followers on Twitter (+110% and +128% respectively in one year).

## Highly successful on social networks

On Facebook and Twitter, in addition to the main accounts in each language, over 50 different accounts allow the users to:

- Follow the channel, the programmes and the journalists' updates in three languages.
- Watch the live feed, follow the day's stories and get the breaking news and then share them easily.
- Participate, comment, like and interact with France 24 communities.

## Social TV

France 24 has recently launched a new Social TV environment allowing TV viewers to interact and comment live during the programmes. Thanks to the social networks, they can comment during the "France 24 Debate" and "The World This Week" shows in English, in French, and in Arabic. These programmes display the best viewers contributions on air and on dedicated web pages thanks to specific hashtags (#F24Debate, #TWTW).



## NEW VISUAL DESIGN BY GEDEON

France 24 boasts a new broadcast design. Its new look is modern and structured but still features the channel's key identity hallmarks (its logo and characteristic cyan blue colour) and is specifically designed for global, multi-platform, perennial communication.

France 24 brings you news from Paris. This is one of the features that the new design aims to highlight, notably via the opening sequence and the design of the 'Live from Paris' news segments, the ad openers and the news bulletins. The 'French Touch' is visible in all the broadcast design features with sober layouts, based on highly structured grid placement and 2D aesthetics, partly inspired by newspapers.

The traditional blue in the channel's look has been removed to enhance its logo. The omnipresent black and white graphics contrast and improve readability.

France 24's logo, which becomes a full square, is one of the key features. It is used in various manners, as a pin icon in maps or as a cube to highlight some of the channel's hallmarks.

The 'Memphis' font is very distinctive and therefore an effective identity hallmark. It is used for the headlines and main news items. The Arabic channel uses 'Greta Arabic', one of the only Arabic fonts available in several bold fonts, to significantly modernize the channel and set itself apart from its competitors. Lastly, France 24's traditional font, 'Helvetica', which is also used by the two other France Médias Monde media (RFI and MCD), remains the standard typeface used for everyday used texts.

The lower-third graphics are also key to the new look as they improve flow. They come in several versions: blue for the news and in different colours for the magazines, horizontal for trailers or vertical in some programme designs and in various sizes depending on the type of feature.

Music also plays a key role. *La Plage*, a French renowned firm, has composed a new musical theme that is expressive and recognizable within a few seconds. The new theme tune incorporates electro music, which is unprecedented in the information landscape.



## TAGLINE

France 24 has launched a new tagline and a communication campaign that clarify its role and its editorial stance as a public international news channel with a French perspective on global affairs.

To reflect France 24's original market positioning, *Gédéon* has played on France's very own national motto by giving this powerful symbol of France a twist.

The word ACTUALITÉ (the news) replaces FRATERNITÉ (brotherhood) and acts as a semantic and formal link with France 24's logo (it is the only word in the tagline that is in blue). It fully emphasizes the value of news professionals who are continually under threat.

The tagline acts as a slogan and interacts with the image. It is crucial that the images represent news events. For this reason, *Gédéon* and France 24 joined forces with Agence France Presse (AFP), a preferred partner of France Médias Monde, which shares the same values of information and freedom of expression.

These AFP images can not be metaphoric or off-beat. They can only reflect raw events as seen through the talented eyes of renowned photographers. These images are simple,

elegant and powerful. They are also powerful because they defend the right to freedom of expression. Though the word FRATERNITÉ (brotherhood) has been removed from the motto, it is often the key feature of the chosen image and is always present. In the news business, being 'fraternal' with viewers means allowing them to be informed freely and delivering facts. It also means placing **a human dimension at the heart of France 24 programmes**, just as human beings feature at the center of the selected photos.

While France 24 endorses the universal nature of this campaign, it sometimes adapts it to particular regions so that it can better address its audience and convey an additional message, for instance:

- In the United Kingdom: 'The French don't always see the world as we do. Unfortunately. Get their point of view, in English.'
- In India: 'World News Made in France'
- In the Maghreb: 'Votre chaîne' ('Your channel')

**LIBERTÉ • ÉGALITÉ • ACTUALITÉ**















STANISLAS DE SAINT-HIPPOLYTE

## KEY FACTS AND FIGURES

### 3 television channels

France 24 consists of three separate TV channels which broadcast in French, English and Arabic 24 hours a day, 7 days a week. They share the same mission of providing a global public service and a common editorial stance. The website is also available in three languages. The journalists from the three channels work together, pooling their expertise.

### Distribution

**France 24 broadcasts 24 hours a day, seven days a week to 250 million TV households in 177 countries around the world.** In addition to this non-stop broadcasting service, 71 million TV households receive the channel through part-time distribution agreements with national broadcasters.

19 satellites carry at least one of France 24's three signals to ensure worldwide coverage, allowing direct satellite reception as well as access through nearly 700 distribution contracts with pay providers.

The channel is available via cable, satellite, ADSL, on mobile phones, tablets and connected TVs. France 24 is also available via DTT in several countries around the world: Italy, Denmark, DRC,





**KARIM HAKIKI**



**MELISSA BELL**



Tanzania, Kenya, Burundi, Rwanda, Nigeria, Uganda, Cape Verde, Guinea, Mauritius, Estonia, Haiti, the United States, Laos and Cambodia.

In 2013, France 24 notched up over 40 million new TV households, thanks notably to a historic agreement in India where the English channel can now be accessed by one out of four Indian TV households. France 24 is now also widely distributed in the San Francisco area in California, after becoming available to 2.5 million households in the region.

## France 24 in France

France 24 is currently available in France for free in three languages as part of the basic packages offered by all cable, satellite and ADSL operators. The channel is currently exploring the possibility of access on France's DTT regional network.

France 24 is already included in France's overseas territories' DTT (Guadeloupe, Martinique, French Guyana, Saint-Martin, Saint-Barthélemy, Réunion, Mayotte, New Caledonia, Wallis and Futuna).

French viewers can also access the channel via the Internet.

## Audience

France 24 now has a worldwide audience of 41.7 million weekly viewers, according to the new TV audience calculation method used in 55 of the 177 countries where the channel is available through linear broadcasting.

## A Paris-based newsroom with a large network of correspondents

France 24's Paris newsroom is composed of **over 400 journalists**, representing 35 nationalities, and relies on a network of several hundred correspondents in nearly every country in the world. The channel's journalists travel to the far flung corners of the world to report on major events.

## Prizes and Awards

The work of France 24 journalists is regularly recognized at international journalism competitions. In 2013, Senior reporter Roméo Langlois won the Albert Londres Prize for his work in Colombia and special correspondent Pascale Bourgoux was awarded at the AIBD TV Award for her film "Iran: awakening dissident". Furthermore, France 24 has been regularly awarded at the Bayeux-Calvados awards for war correspondents and notably in 2012 with Matthieu Mabin's special report "The Tripoli Brigade".

## Modernising its equipment

All three channels will switch to high definition broadcasting during the second semester of 2014. France 24 is renewing its technical equipment and is adapting to better cater to global TV markets. After a series of tenders, Ericsson was chosen to install the new production units and HD sets.

**France 24 has seven studios:** five for newscasts, magazines and debates, one for interviews and the 'Grand Studio', which is used by both radio and television channels.

## France 24 is:

- **3 non-stop news channels** (in French, English and Arabic).
- **250 million TV households** that receive the channel 24/7 throughout the world.
- **41.7 million TV viewers** a week (no extrapolation).
- **14 million visits and 7 million videos viewed** on the new media platforms every month.
- **5 million mobile and tablet applications** downloaded since the channel's launch.
- **6.5 million followers** on social networks.



## Training

The France Médias Monde Academy trains journalists around the world in television, radio and new media. France 24's journalistic and technical expertise is regularly called upon.

## France Médias Monde's expertise

France 24 works with other media in the group and vice versa. This approach profits all the media (RFI and MCD) which benefit from each other savoir-faire and diversity.

Examples of regular collaboration include:

- Monte Carlo Doualiya Arabic radio broadcasts 'The France 24 Debate', presented by Taoufik Mjaied, live from Monday to Thursday at 7:10 pm and 'The World This Week', each Friday at the same time.
- In Monte Carlo Doualiya's "Press Club" a journalist from France 24's Arabic channel takes part in a debate with Paris-based correspondents from the Arab press.
- In "Talking Europe", France 24 and RFI pool their European expertise to interview a European leader on a weekly basis. The programme is both broadcast on TV and on radio.
- For the Iranian presidential election in June 2013, France 24 Observers' staff launched a Persian version of the website in collaboration with RFI's Persian service.
- Whenever international events call for it, France 24, RFI and Monte Carlo Doualiya share their networks of worldwide correspondents.
- A coordination unit helps the three media share content and guests.
- France 24's Arabic website content helps the responsiveness of Monte Carlo Doualiya's website.
- In 2013, the French President François Hollande granted exclusive interviews to France 24 together with RFI and TV5MONDE.
- France 24 is currently considering pooling its technical resources with TV5MONDE when both channels are present at the same events.

## France 24, a partner of the large international events

Every year, France 24 sponsors large international events around the world: forums, conferences, cultural events. In 2013, the channel supported over 200 events, such as the Women's Forum in Deauville (France), Sao Paulo (Brazil) and Rangoon (Burma), the Singapore

Film Festival (Singapore), the Musée du Quai Branly in Paris (France), the Abidjan Urban Music Festival (Ivory Coast), the Africa Cup of Nations (South Africa), the Dubai International Film Festival, the Sacred Music Festival in Fès (Morocco), the MuCem in Marseille (France), the Black Screens Festival in Yaoundé and Douala (Cameroon), the Summer Festival in Carthage (Tunisia), the New York Forum Africa in Libreville (Gabon), among others.



## KEY DATES

**5 December 2006:** exclusive worldwide launch on the Internet

**6 December 2006:** French and English channels broadcast to 80 million households around the world

**2 April 2007:** France 24 in Arabic launches with four hours of programmes per day

**February 2009:** France 24 becomes the first news channel in the world available live and free of charge in three languages via iPhone®

**12 October 2010:** France 24's Arabic channel begins broadcasting 24/7

**February 2011:** Over 2 million France 24 mobile phone applications downloaded across the world

**January 2013:** New programmes are launched on all three channels and the schedules adapt to the channel's different audiences.

**December 2013:** France 24 crosses the threshold of 250 million TV households, notches up 14 million monthly Internet users and has 6.5 million followers on social networks. For its seventh anniversary, the channel launches its new programme schedules, a new broadcast design, new control rooms, a new website and proudly unveils its new tagline 'Liberté, Égalité, Actualité'.

## PROGRAMME SCHEDULE (Winter 2013)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
6 am	<b>Live from Paris:</b> news flash every 15 minutes, press reviews, business, sports etc.					News bulletin			
						Webnews	#Tech24		
						News bulletin			
						Sports / In the weeklies		Sports / Lifestyles	
						News bulletin			
						Sports / High Profile		Sports / Fashion	
						News bulletin			
						The Interview		The Business Interview	
						News bulletin			
						Encore!			
						News bulletin			
						Sports / In the weeklies		Sports / High Profile	
						News bulletin			
The Observers Direct		The 51%							
10 am	News bulletin								
10:15 am	Lifestyles / High Profile	The 51%	#Tech24	Reporters	Revisited / Down to Earth	The Business Interview	The Interview		
10:30 am	News bulletin								
10:45 am	Sports / Webnews					Encore!			
11 am	News bulletin								
11:15 am	Talking Europe 1/2	Reporters	Middle East Matters	Inside the Americas	Down to Earth / Beyond Business	France in Focus	Sports / #Tech24		
11:30 am	News bulletin								
11:45 am	Talking Europe 2/2	The Interview	Face-off	The Interview	The Business Interview	Revisited / Down to Earth	Reporters		
Noon	News bulletin								
12:15 pm	Encore !					Talking Europe 1/2	The Business Interview / Beyond Business		
12:30 pm	News bulletin								
1 pm	Reporters	#Tech24	Revisited / Down to Earth	The 51%	The Observers Direct	Talking Europe 2/2	Encore!		
	News bulletin								
	The 51%		Webnews						
	News bulletin								
	Reporters		Revisited / Down to Earth						
	News bulletin								
	In the weeklies / Lifestyles / Beyond Business		The Observers						
	News bulletin								
	#Tech24		The 51%						
	News bulletin								
3 pm	News bulletin								
3:15 pm	#Tech24	Revisited / Down to Earth	The 51% / Beyond Business	The Observers Direct	Reporters	The Interview	The Business Itw		
3:30 pm	News bulletin								
3:45 pm	Sports / Webnews					Encore!			
4 pm	News bulletin								
4:15 pm	Down to Earth / Beyond Business	Middle East Matters	Inside the Americas	The 51%	France in Focus	The Observers	Talking Europe 1/2		
4:30 pm	News bulletin								
4:45 pm	The Interview	Face-off	The Interview	The Business Interview	The 51%	Webnews	Talking Europe 2/2		
5 pm	News bulletin								
5:15 pm	Encore !						France in Focus	#Tech24 + Webnews	
5:30 pm	News bulletin								
5:45 pm	The 51%	High Profile + Lifestyles / Beyond Business	The Observers Direct	Reporters	#Tech24	Revisited / Down to Earth	Reporters		



6 pm	<p align="center"><b>Live from Paris:</b>  news flash every 15 minutes, press reviews, business, sports etc.  @7:10 pm &gt; The Debate + Mediawatch (from Monday to Thursday)  &gt; The World this Week on Friday</p>				News bulletin				The Business Interview		The Interview							
					News bulletin				Encore!									
					News bulletin				Sports+ Lifestyles		The 51%							
					News bulletin				France in Focus				The Observers					
					News bulletin				Sports / Observers Direct		Sports							
					News bulletin				Reporters		Revisited / Down to Earth							
					News bulletin				Talking Europe 1/2		The Business Itw							
					News bulletin				Talking Europe 2/2				Webnews					
					News bulletin				Encore!									
					News bulletin				The 51%		#Tech24 / Beyond Business							
					News bulletin				Sports / In the weeklies		Sports							
					News bulletin				The Business Interview		The Interview							
					Midnight	News bulletin				The World this week (repeat)		Sports /High profile		Sports				
					00:30 am	The Debate + Mediawatch (repeat)				News bulletin								
						The Debate + Mediawatch (repeat)				The Business Itw/ Beyond Business		The 51%						
					1:00 am	News bulletin				Sports + Webnews		Sports + Lifestyles		Sports Sunday + Webnews				
					1:15 am	News bulletin				Encore !				Revisited / Down to Earth		Reporters		
					1:45 am	News bulletin				The Interview		Middle East Matters		Inside the Americas		High Profile+ Lifestyles / Beyond Business		France in Focus
2 am	News bulletin				Down to Earth/ Beyond Business		The Observers Direct		Reporters		#Tech24		Revisited / Down to Earth		Encore!		Encore!	
2:15 am	News bulletin				The Debate / Mediawatch (repeat)				The World this week (repeat)		France in Focus		Talking Europe 1/2					
2:30 am	News bulletin				Sports / Webnews				Sports / High Profile		Sports							
2:45 am	News bulletin				Encore !				The Interview		The Business Interview							
3 am	News bulletin				Talking Europe 1/2		Middle East Matters		Inside the Americas		Down to Earth / Beyond Business		France in Focus		Encore!		Encore!	
4 am	News bulletin				Talking Europe 2/2		Face-off		The Interview		The Business Interview		The 51%		Webnews		High Profile / Lifestyles / Beyond Business	
4:30 am	News bulletin				Sports / Webnews				Sports / High Profile		Sports							
5 am	News bulletin				Encore !				The Interview		The Business Interview							
5:30 am	News bulletin				Talking Europe 1/2		Middle East Matters		Inside the Americas		Down to Earth / Beyond Business		France in Focus		Encore!		Encore!	
	News bulletin				Talking Europe 2/2		Face-off		The Interview		The Business Interview		The 51%		Webnews		High Profile / Lifestyles / Beyond Business	



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**France Médias Monde**, the group in charge of French international broadcasting services comprises three media: the international news TV channel FRANCE 24, the international radio station RFI and the Arabic-language radio Monte Carlo Doualiya. From Paris, they broadcast to the world in 14 languages. The group's journalists and its unique network of correspondents offer viewers and listeners comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. The group has a combined weekly audience of over 90 million listeners and TV viewers and its new media platforms attract 25 million visits a month. France Médias Monde is also a shareholder and partner of the French-language general interest TV channel TV5MONDE.



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FRANCE 24, the international news channel, broadcasts 24/7 to 250 million homes around the world in French, Arabic and English. It is available via cable, satellite, DTT, ADSL, on mobile phones, tablets and connected TVs. FRANCE 24's new media platforms, which are also available in three languages, attract 14 million visits and 7 million video views a month.



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