



L'ACTUALITÉ INTERNATIONALE 24H/24

INTERNATIONAL NEWS 24/7

قناة للأخبار الدولية 24 ساعة



COVERING INTERNATIONAL NEWS
FROM A FRENCH PERSPECTIVE,
24 HOURS A DAY, SEVEN DAYS A WEEK,
AND SHARING FRENCH VALUES
ACROSS THE GLOBE...

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EDITORIAL



In 2011, FRANCE 24 continues to progress brilliantly. Nearly 30 million viewers follow the channel faithfully every week.

- On the 12th of October 2010, and three months ahead of schedule, the Arabic language channel began broadcasting, like the English and French channels, 24/7. This should improve our performances even more significantly.
- We continue our development of new media. As the first international news channel to broadcast free of charge and live in three languages on the iPhone® and the iPad®, FRANCE 24 is a reference in modernity, winning first prize in England for 'Best Innovative Technology'.
- More recently in Ivory Coast, Egypt and Tunisia, with important presence on the ground, FRANCE 24 was the most reactive international news channel and its reports were picked up by all the leading international media.

These achievements are not down to luck but thanks to the teams at FRANCE 24. Thanks to the men and women who give their all so that FRANCE 24 may be watched anywhere in the world, so that FRANCE 24, through its original content and line-up, is more and more appreciated by opinion leaders everywhere and so that FRANCE 24 may grow even stronger and develop the French perspective on international news even more brilliantly.

Thank you.

Alain de Pouzilhac
CEO

FRANCE 24 IS A FULLY-OWNED SUBSIDIARY OF THE AUDIOVISUEL EXTÉRIEUR DE LA FRANCE

The Audiovisuel Extérieur de la France is a public holding company that ensures the development and promotion of French audiovisual media companies broadcasting to an international audience, making them more competitive and visible across the world.

The company's subsidiaries include FRANCE 24, RFI (Radio France Internationale), and the Arabic language radio Monte Carlo Doualiya. The Audiovisuel Extérieur de la France is also the principal shareholder of TV5MONDE.

As globalisation accelerates, a new kind of French media group has taken form, one that is modern, competitive, of international size and that offers a unique perspective on world news.

Created in February 2008, the Audiovisuel Extérieur de la France is run by Chief Executive Officer Alain de Pouzilhac.

Along with its media partners in the group, FRANCE 24 is pursuing its development in the quest for a wider audience throughout an expanding territory.

Audiovisuel > extérieur < de la France



TV5MONDE

Partner channel



CONQUERING THE GLOBAL AUDIOVISUAL LANDSCAPE

FRANCE 24 has found its rightful place on the international news stage: an original tone, a global presence and the ability to offer a genuine alternative.

Broadcast in three languages and reaching more than 160 million households, FRANCE 24 is available on virtually every screen!

When the channel was launched in 2006, despite facing strong competition from well-established networks, FRANCE 24 was able to offer a different perspective on international news, as well as a new technological and human approach.





Today, FRANCE 24 is watched by some **29.9 million** viewers every week, including 7 million opinion leaders.

- **In Europe:** with 22.7% in brand awareness and a weekly reach of 3.1% across the continent, FRANCE 24 has recorded increases in audiences every year for the past 4 years⁽¹⁾.
- **In the Maghreb:** in 2010, 27% of opinion leaders said they watched FRANCE 24 every week. This success is confirmed amongst the wider public and the channel is watched by 10% of the population aged 15 years old or more, putting FRANCE 24 ahead the Anglo-Saxon news channels⁽²⁾. Events in Tunisia at the beginning of 2011 confirmed FRANCE 24 as a key player and 78% of Tunisians said they watched the channel to follow the events⁽³⁾. In Tunisia, and in Libya, FRANCE 24 has emerged as the only Western channel to truly challenge the traditional pan-Arab news channels⁽⁴⁾.
- **In the Middle East:** the channel is watched on average by 18% of opinion leaders each week. In 2010, following the switch to 24-hour broadcasting on the Arabic-language channel, FRANCE 24 recorded marked rises in audiences in Egypt and Jordan in particular⁽⁵⁾.
- **In French-speaking Africa:** FRANCE 24 confirmed its status as the 1st international news channel. The channel not only boasts remarkable results with opinion leaders (99% are familiar with FRANCE 24 and 88% watch the channel every week) but it has also met with considerable success amongst the wider population. **Some 33% of the urban population aged 15 years and older watch every week**⁽⁶⁾.
- **FRANCE24.com** is popular with Web users the world over and 80% of its audience comes from outside of France. In February 2011, the site attracted over 6.6 million unique visitors⁽⁷⁾. In the first quarter of 2011, driven by the wealth and volume of international news, the number of visits to FRANCE 24 multimedia supports multiplied by 2.5 compared to the 2010 average⁽⁸⁾.

(1) Synovate / EMS+C-EMS Winter 2010 (2) TNS Sofres/Maghreboscope 2010 (3) TNS Sofres / Study of the evolution of viewer behaviour following the events in Tunisia, carried out from 17th to 24th of February 2011 (4) Sigma Conseil / Studies in Tunisia and Libya January - March 2011 (5) TNS Sofres/barometer FRANCE 24 – leaders of opinion – November 2010 (6) TNS Sofres/Africascope 2010 + ad hoc studies (7) Nielsen NetRatings- February 2011 (8) Nedstat - Q1 2011.

THE FRANCE 24 APPROACH

A mission

Cover international news from a French perspective, 24 hours a day, seven days a week, whilst sharing French values across the globe.

An ambition

Deliver a new kind of content and tone throughout the news world.

Core values

- Emphasise the diversity of the world.
- Encourage healthy debate.
- Compare view points.
- Communicate French culture and lifestyle.



Multilingualism at the heart of the FRANCE 24 strategy

1 channel > 3 languages

International by nature, FRANCE 24 speaks several languages. Multilingualism is one of the channel's key strategies as it helps to effectively convey this French perspective on global news. But whatever the language, the message is identical, ensuring that the same hierarchy of news and information is broadcast across the three language channels.

Modern and mobile

FRANCE 24 benefits from the most modern technology available:

- a **fully digital infrastructure** which ensures total convergence between Television and Web, and that unites the Paris-based journalists with correspondents across the globe,
- a **mobility-focused strategy** to better inform Web users and mobile phone owners across the world.



TIMELINE: FRANCE 24 GOES FROM STRENGTH TO STRENGTH

5 December 2006

Exclusive worldwide launch online

6 December 2006

French and English formats broadcast to 80 million households in 120 countries

2 April 2007

FRANCE 24 in Arabic launches with four hours per day

November 2007

FRANCE 24 gains a weekly market share of 9% in 17 European countries, according to an EOLS study⁽²⁾

September 2007

FRANCE24.com passes the threshold of four million unique users⁽¹⁾

January 2008

Launch of The Observers community site

13 November 2008

FRANCE 24 receives the prize for Best International Media at the AIB Media Awards

2006

2007

2008

FRANCE 24 IN BRIEF

- Budget: €112 million
- Status: Limited company, full subsidiary of the Audiovisuel Extérieur de la France
- Launched in December 2006
- Three languages broadcast: French, English and Arabic
- 580 multilingual, multitasking collaborators
- Available in more than 160 million households
- Broadcast across the globe on cable, satellite, IPTV, Web and mobile
- CEO: Alain de Pouzilhac



January 2009

FRANCE 24 joins the Audiovisuel Extérieur de la France

27 April 2009

FRANCE 24's Arabic channel begins 10 hours of daily programming

March 2009

FRANCE 24 becomes the first news channel in the world available live and free of charge in three languages via iPhone®

April 2010

FRANCE 24 available on the iPad® from its launch with an application specifically developed for the tactile tablet

12 October 2010

FRANCE 24's Arabic channel begins broadcasting 24/7

May 2011

FRANCE 24 is watched by 29.9 million viewers a week and is received by 160 million households and over a million hotel rooms across the world

February 2011

Over 2 million FRANCE 24 mobile phone applications downloaded across the world

2009

2010

2011

13

Round the clock news

In delivering the news, FRANCE 24 provides key background information as well as analytical elements to offer viewers a clearer context and help them better understand the international developments taking place.

Every half hour, FRANCE 24 proposes a comprehensive update on the latest international news with a 10-minute news bulletin, preceded by a global weather forecast.

At FRANCE 24, the magic word is 'reactivity'. The programming schedule is modular and flexible, and can be adapted very easily depending on what the news of the day requires. FRANCE 24 always makes it a priority to broadcast the day's major events live.



Two key news segments



From 06:00, FRANCE 24 brings you 4 hours of non-stop live news and comment.

A complete outline of the news of the day, with French and international press reviews, editorials on the latest cultural events and regular analysis of economic news. Don't miss **Web News**, a round up of the news seen on the web and about the web and **Sports** with all the highlights of international sporting events.



Monday to Friday from 19:00 to midnight, the programme *Live from Paris*.

Combining news bulletins, debates and analysis of the day's events, *Live from Paris* also brings you business and the stock markets live from New York.

In *The FRANCE 24 Debate*, 4 guests confront each other on a specific theme in the news.

On the set, the FRANCE 24 commentators shed light on the French and international news from every angle: economy, sports and politics. Analysis and deciphering of the news are the key words.

On Fridays, *The World this Week* takes an in-depth look at the week's international news in partnership with *The International Herald Tribune*.

Daily, non-stop business news

Never before have economic issues been so entrenched in world news. To make sure you don't miss a beat in the latest market developments, FRANCE 24 offers you a variety of updates and televised journals that bring these issues straight to the forefront.

Each day, the economy is dissected in the **Business** bulletins, presented from the news desk, beginning and ending with a look at the global stock markets.

Once a week, key business leaders are put on the spot in **The Business Interview**.



The strategic challenges arising from hypercompetition are brought to light with **Beyond Business**, the only show to explore competition, economic combat, merciless confrontation between companies, states...

All year long, FRANCE 24 invites you to experience the key French and international economic summits, such as the G8, G20, Davos World Economic Forum, the spring meetings of the International Monetary Fund, World Bank and the Paris Motor Show.

Culture at the forefront on FRANCE 24

Culture travels across the globe to explore the latest trends and leading events, as well as looking at the emerging customs of tomorrow.

Each day, in **Live from Paris**, a specialist presents the latest cultural trends: literature on Mondays, music on Tuesdays, cinema on Wednesdays, expositions on Thursdays and fashion on Fridays. Every other Friday, “carte blanche” is given to the author Stephen Clarke who shares his views on how the French are perceived by the Anglo-Saxon world.

Culture is also about FRANCE 24's ambition to promote French 'art de vivre' each day through a short programme called **Lifestyle**, with a 'best of' edition at the end of the week.

FRANCE 24 is also **Fashion**: a weekly programme that takes you backstage to the most sought-after houses in Paris and the most popular podiums of the moment.

FRANCE 24 likes culture in general and different cultures in particular and participates in a variety of events around the world: the Cannes Films Festival; the 'Visa pour l'image - Perpignan' photojournalism festival; The Fes Festival of World Sacred Music, the French Film Festival in Greece, Tanjazz, the jazz festival in Tanger, the Beirut International Film Festival...



News coverage around the world

Backed by a robust network of correspondents across the planet, FRANCE 24 brings you the best in special reports:

- **Report:** special reports each day, plus highlights every weekend.
- **Focus:** each morning and evening, an exclusive report is commented by its author in the newsroom and analysed by a special guest.
- **Reporters:** each week FRANCE 24 presents a report that allows the viewer to explore the issues in greater detail or follow up on a point of interest from the daily news.
- **Environment and Health:** two weekly programmes to get to grips with all the latest news concerning sustainable development, ecology and health.



A focus on global regions

FRANCE 24 takes an interest in all the regions of the world and brings you their news in weekly televised journals:

- *The week in France*
- *The week in the Maghreb*
- *The week in Asia*
- *The week in the Americas*
- *The week in Africa*
- *The week in Europe*
- *The week in the Middle East*



SPOTLIGHT ON EUROPE



- **Talking Europe:** In Brussels for an encounter between two European deputies on a particular topic then, in collaboration with RFI, an interview with an important European personality. A programme created in partnership with the European Commission and Parliament, every other Saturday at 12:40.

- **Europe District** takes you to the countries which are candidates for entry into the European Union. You'll be taken to the Balkans and Turkey for innovative reporting, a road book in the company of those who make the countries tick. One Saturday per month at 13:10.

The debates and programmes that explore the issues

Debates:

Daily and weekly broadcasts allow us to dig deeper into the issues to offer viewers a better understanding of the news. FRANCE 24 provides a powerful platform for healthy debate, featuring programmes such as **Top Story**, a live broadcast where specialists in international politics analyse the topic of the day; **The FRANCE 24 Debate** in **Live from Paris** every evening; **The Interview**, an up-close discussion with distinguished guests; and **Politics**, a broadcast dedicated to the world of French politics.



AN EYE ON FRANCE

Every week, a variety of programmes allow viewers to better grasp the social, economic and cultural news in France: **Politics, Lifestyle, A week in France, 24 hours in France...** In anticipation of the up-coming French presidential elections, a new module, FRANCE 2012, will grace the Politics programme: a weekly look at the presidential campaign with experts and guests to analyse the latest developments.



The Observers
Your eyes across the globe

A global network scrutinizing the news

The Observers, is, above all, the community site of FRANCE 24. Developed in three languages, it covers the international news through direct testimonies from actual eyewitnesses – the people at the heart of the events. From videos and photos to text updates, all content published on this site comes from a network of over two thousand ‘amateur’ observers. But, unlike many other community sites, this content is carefully selected, verified, translated and explained by professional journalists at FRANCE 24.

A truly interactive platform, **The Observers** is also a place to exchange between Web users passionate about international news and journalists in the newsroom. On this site, FRANCE 24 assigns professional journalists to collaborate with eyewitness in order to produce original, high-quality information.

After only three years of existence, the concept is already a major success and is now adapted across all of FRANCE 24’s channels in the form of a weekly broadcast that reports the best contributions of the week and sheds a different light on the most compelling moments in the news.

What’s more, every week the concept is adapted to radio format in Radio France Internationale’s **Atelier des Médias**, with Ziad Maalouf, FRANCE 24’s Julien Pain and **The Observers**.

www.observers.france24.com

MONDAY TUESDAY WEDNESDAY THURSDAY

Stuart Norval

LIVE FROM PARIS

06:00-10:00



Business at 06:45*



In the papers (France's newspapers at 07:10 and the world's headlines at 09:10)



Focus at 07:15

News bulletins and world weather every half hour

DAILY

NON STOP PROGRAMMING

Reports at 12:10



WEB NEWS



Web News at 11:40

At 18:40, a focus on the regions of the world with The Week in...



Lifestyle at 10:50



Culture at 17:15



News bulletins and world weather every half hour

Mark Owen

Laura Baines

LIVE FROM PARIS

19:00 Midnight



The Debate at 19:10



Sports at 20:10



News bulletins and world weather every half hour

FRIDAY

SATURDAY

SUNDAY

Lorna Shaddick



Top Story
at 08:45



Sports at 06:10*



Culture critics
at 09:45



*An updated edition every half hour

News bulletins and world weather every half hour

WEEKLY

The Observers
on Monday at 14:20



Reporters
on Friday at 10:10



Tech 24
on Wednesday at 16:40



Politics
on Thursday at 16:10

WEEKEND

Europe District/
Talking Europe
on Saturday at 13:10



Environment
on Saturday at 11:40



Beyond Business
on Saturday at 10:15



Health
on Sunday at 11:45

News bulletins and world weather every half hour

The Interview
at 23:15



The Business Interview
on Friday at 23:15



Business
at 20:15

Business
Matters
at 21:40

24 Hours
in France
at 21:50

Culture
at 22:45

Lanah Kammourieh



News bulletins and world weather every half hour

INTERNET AND NEW MEDIA AT THE HEART OF THE STRATEGY

FRANCE24.com, a complete video experience

FRANCE 24 is a genuine multimedia platform, and its Web site, FRANCE24.com, a symbol of total convergence between the television and Internet worlds.

Trilingual and positioned as the leading international news site, FRANCE24.com makes video a key component of its online format:

- **Live:** The channel is available live and free of charge in three languages
- **VoD:** Programmes and special reports are archived and are available free on demand
- **CATCH UP TV:** Web users can playback the programmes they missed throughout the day.



BUILT FOR THE NEEDS OF TODAY'S USERS

FRANCE24.com is available to Web users across the globe to satisfy their thirst for news 24 hours a day.

- Through this interactive platform users can get involved at any moment by posting their comments on the site, sharing their opinions on blogs, taking part in quizzes regarding the latest news, visiting the channel's Facebook page, and following tweets on Twitter.
- The news is delivered to the Web user directly and automatically via customised RSS feeds, info and image alerts, e-newsletters, podcasts, widgets and more.



The success of FRANCE24.com

In March 2011, FRANCE24.com recorded a record 14 million visits, some 59 million pages viewed and nearly 5 million videos watched across the three language versions. Adopting a strategy of wide-reaching

online distribution, FRANCE24.com is now widely syndicated: FRANCE 24 videos are reposted by other news platforms, such as Dailymotion, YouTube and many other media websites in France and throughout the world.

Organisation

FRANCE 24, ONE OF THE MOST MODERN CHANNELS IN THE GLOBAL AUDIOVISUAL LANDSCAPE

Unique news coverage, multitalented journalists

From its ultra modern base in Paris, FRANCE 24 broadcasts to the world.

In a 1000 m² newsroom, 310 journalists work together to bring the viewer the best in global news, 24 hours a day, seven days a week.

Representing 35 nationalities, these journalists develop their news reports in various languages.





At the cutting edge of technology

FRANCE 24 is the first 100% digital channel, from image capture to broadcast, which demands working with the most modern, high-performance technologies available.

Never before has convergence been such a critical component in a media organisation. FRANCE 24 was able to benefit immediately from the potential offered by new information technologies. Designed in an entirely digital format, the channel boasts a solid infrastructure and technical versatility that allows it to expand its presence on a variety of platforms.

A reactive and modern organisation on the ground

FRANCE 24 is backed by more than a thousand correspondents around the world - dedicated professionals who step in at any moment to shed light on the news and produce top-quality special reports.

In addition to its own correspondents, FRANCE 24 also benefits from a network of expert partners and editorial synergies with other media in the Audiovisuel Extérieur de la France.

FRANCE 24's special correspondents, supported by technical teams in Paris, are always on the look out for new and innovative means of dispatching their reports as quickly as possible. They currently use technology such as LIVEU, BGAN etc. These lightweight devices give them more flexibility and independence and allow them to be more reactive when filing reports from across the world.

Stay informed wherever you are

A TRULY INTERNATIONAL CHANNEL

FRANCE 24 is available wherever you are, whether at home or on the road, and however you want it, live or on demand.

In French, English or Arabic, FRANCE 24 is now showing on a screen near you!

TV coverage in more than 160 million households.

Thanks to 16 satellite signals, FRANCE 24 is available free-to-air across the world.

FRANCE 24 is also available through the main pay providers via cable, satellite and IPTV.

To find the satellite configuration and broadcasting offers in your area, visit FRANCE24.com today and click on the link at the bottom called 'How to watch on TV?'





FRANCE 24, AS MOBILE AS YOU ARE

In hotels

FRANCE 24 places hotel distribution at the heart of its strategy in an effort to satisfy opinion leaders' demands for access to quality news when travelling. More than one million hotel rooms now propose FRANCE 24 programmes.

In the air

FRANCE 24 is also available on your in-flight monitor (via VOD) through a wide range of airline companies, including Air Madagascar, Air Ivoire, TAP, Corsair, Air Austral and others.

In airports

FRANCE 24 is also available in boarding halls in many French airports as well as in Air France lounges.

In prestigious places

FRANCE 24 gains special access to some of the world's most prestigious places, such as the International Monetary Fund, the United Nations and European Parliament, but also esteemed universities, such as the Lausanne Hotel School, INSEAD, Sciences Po and HEC.





FRANCE 24, wherever and whenever you want it

Since its creation, and thanks to its high-end technological development, FRANCE 24 is available on the most modern communication devices via WiFi and edge/3G connections.

FRANCE 24, either live or on demand:

- On your iPhone® and iPad® by downloading the **FRANCE 24** apps free of charge at Apple's Appstore online.
- On Android® thanks to an application that allows simple, ergonomic and thematic navigation, giving access to all FRANCE 24 programmes, live or VOD.

- On all smartphones thanks to the **FRANCE 24** live application, which you can install for free by typing m.france24.mobclip.com directly into your mobile browser - works with any operator, model or country.
- Also available depending on the commercial offers of key mobile operators - Orange, MEO mobile (Portugal), Bouygues Telecom, SFR, Mobistar (Belgium), NTT DOCOMO (Japan), Maroc Telecom, Drei (Autriche).

You can tune in to FRANCE 24 live, but also on demand whenever you want via podcast, available round the clock on your computer or MP3 player.

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The Teams

580: Number of contributors at FRANCE 24

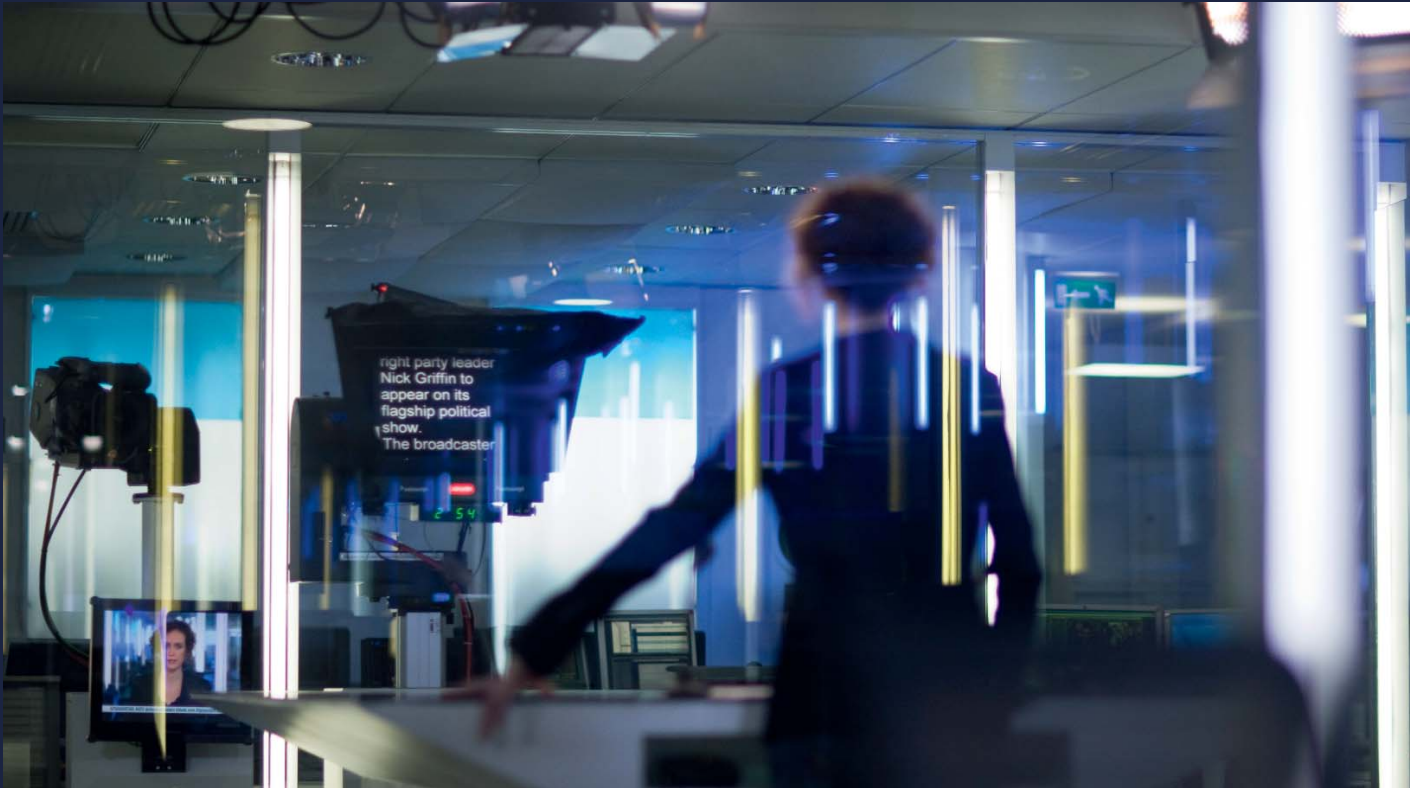
310: Number of multilingual journalists

210: Number of technicians

34: The average age of FRANCE 24
employees

60: Number of people working in support
functions: human resources, legal
department, distribution, communication,
new media

35: Number of nationalities represented
amongst FRANCE 24 employees



right party leader
Nick Griffin to
appear on its
flagship political
show.
The broadcaster

2 54

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