



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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## FRANCE 24 IS A MEDIA OF AUDIOVISUEL EXTÉRIEUR DE LA FRANCE

Audiovisuel Extérieur de la France (AEF) is a public service company comprised of 3 media – FRANCE 24, Monte Carlo Doualiya and RFI (Radio France Internationale).

The leading French international news media group in the world, AEF media broadcast a French, independent vision of international current affairs, and aims to develop the number of Francophones and Francophiles across the world.

## 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 245 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 **45 million** viewers every week, including **8 million** opinion leaders.

**In French-speaking Africa:** FRANCE 24 is the leading international news channel. Over and above its remarkable results with opinion leaders (99% are familiar with FRANCE 24, even if only by name, and 77% watch it every week), the channel also enjoys genuine grassroots success, with 36% of the urban population (15 years and over) watching it every week<sup>(1)</sup>.

**In the Maghreb:** FRANCE 24 saw a genuine surge in audience figures in the Maghreb in 2011. Among people aged 15 and over, it became the leading French channel and the second international news channel in terms of daily viewing figures in the region. For this same general public target, over two-thirds of the population know of FRANCE 24, which has a total weekly audience of 32%. Among executives and managers, its core target, FRANCE 24 enjoys global recognition of 95% and a weekly audience of 72%.

In the three Maghreb countries, over three-quarters of the channel's viewers watch it in Arabic, thereby confirming its success.

In Libya, FRANCE 24 enjoys a weekly audience of 40% to become the third most watched news channel in the country.

In the Maghreb countries and Libya, FRANCE 24 has emerged as the only Western channel able to compete with Pan-Arab news channels in times of crisis<sup>(2)</sup>.

**In the Middle East:** the events of the Arab Spring reinforced the channel's success, with FRANCE 24 posting a 61% rise in its audience in this region in 2011. It is now watched by 29% of opinion leaders, on average, every week<sup>(3)</sup>.

**In Europe:** with a recognition rate of 25.8% and a weekly audience of 3.5% for the continent as a whole, FRANCE 24 figures have been rising steadily over the last five years<sup>(4)</sup>.

**FRANCE 24 online presence:** FRANCE 24 new media platforms are popular with web users throughout the world, with 74% of their audience connecting from outside France. In April 2012, the website attracted almost six million single visitors<sup>(5)</sup>. In the first quarter of 2012, after an increase in audience in the wake of strong news flow in 2011, the number of visits generated by all FRANCE 24 new media platforms doubled compared to the average for 2010<sup>(6)</sup>.

(1) TNS Sofres/Africascope 2011 + ad-hoc surveys 2011. (2) TNS Sofres/Maghreboscope Nov. 2011 – Algeria, Morocco, Tunisia / Oxford Research International / Libya poll Dec. 2011. (3) TNS Sofres/baromètre FRANCE 24 – opinion leaders – November 2011 – UAE, Egypt, Jordan and Lebanon. (4) Synovate/EMS+C-EMS 2012 – 20 countries. (5) Source: ComScore Digital Analytix – April 2012. (6) Source: Digital Analytix – ComScore.

# THE FRANCE 24 APPROACH

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## 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<sup>(2)</sup>

**September 2007**

FRANCE24.com passes the threshold of four million unique users<sup>(1)</sup>

**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

**January 2009**

FRANCE 24 joins Audiovisuel Extérieur de la France

**March 2009**

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

2006

2007

2008

2009



# FRANCE 24 IN BRIEF

- FRANCE 24 is a media of Audiovisuel extérieur de la France
- Launched in December 2006
- Three languages broadcast: French, English and Arabic
- 700 multilingual, multitasking collaborators
- Available in 245 million households
- Broadcast across the globe on cable, satellite, IPTV, Web and mobile



## April 2010

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

## February 2011

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

## March 2011

a user record - FRANCE 24 new media platforms recorded a total of almost 14 million visits

## January 2012

A total of almost 14 million FRANCE 24 videos viewed online

## July 2012

FRANCE 24 counts more than 1.4 million fans on Facebook and 660,000 followers on Twitter

## 12 October 2010

FRANCE 24's Arabic channel begins broadcasting 24/7

## November 2011

FRANCE 24 counts more than 900,000 fans on Facebook and 250,000 followers on Twitter

## May 2012

FRANCE 24 is watched by 45 million viewers a week and is received by 245 million households and over a million hotel rooms across the world

2010

2011

2012

## Round the clock news

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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 the 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, the programme **Live from Paris**.

Every evening until midnight, with a combination of news, debates and analysis of the day's events, **Live from Paris** also brings you business and the stock markets live from Wall Street, **Media Watch** and more.

At 19:10 in **The FRANCE 24 Debate**, 4 guests confront each other on a specific theme in the news.

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



## Daily, non-stop business news

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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

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**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: arts on Mondays, music on Tuesdays, cinema on Wednesdays, literature 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.

With the weekly magazine programme **France Bon Appétit**, FRANCE 24 invites you to discover the world of French gastronomy. From chefs to food writers, from farmers to consumers, from bakers to wine-makers, join the leading newsmakers, from both France and abroad, to find out more about the latest in food trends.

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.



## 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 an in-depth 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 programmes to get to grips with all the latest news concerning sustainable development, ecology and health.
- **Planet Hope:** a twice monthly programme that pays tribute to positive initiatives regarding living conditions around the planet.





## 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 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**, **A week in France**, **France Bon Appétit...**



## 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 four 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](http://www.observers.france24.com)



MONDAY

TUESDAY

WEDNESDAY

THURSDAY

Stuart Norval

LIVE FROM  
PARIS  
6:00-10:00



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

The News  
bulletins every half hour



Web News  
at 11:40

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



NON STOP  
PROGRAMMING



Report  
at 12:10



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



Mediawatch  
at 20:45



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

WEEKEND

Tech 24 on Monday at 16:40



Politics on Thursday at 16:10



Beyond Business on Saturday at 10:15



Europe District/Talking Europe on Saturday at 13:10



Reporters on Friday at 10:10



The Observers on Saturday at 08:10



Environment twice-monthly on Saturday at 11:40



Health twice-monthly on Sunday at 11:45

News bulletins and world weather every half hour

The Interview from Monday to Thursday at 18:15



The Business Interview on Friday at 18:15



Sports at 20:10

Business at 20:15

Culture at 22:45

Claire Pryde



News bulletins and world weather every half hour

## FRANCE24.COM, A MULTIMEDIA PLATFORM COMMITTED TO INTERNATIONAL NEWS

### FRANCE24.com, a complete video experience

Trilingual and positioned as the leading international news site, FRANCE24.com makes video a key component of its online format and allows the Web user to “consume” the news according to his or her needs:

- **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.

### A different approach to the news

FRANCE24.com is also:

- diverse types of narration: blogs, interactive reports, web documentaries, special reports with maps, sound and timelines.
- dedicated articles making use of all available multimedia resources.

### All the information, instantaneously

On FRANCE24.com, live blogs are rolled out to cover major events, giving instantaneous information combining a variety of resources: live broadcast, text, photos, videos and social networks.



## THE SUCCESS OF FRANCE24.com

In March 2011, FRANCE24.com recorded a record 14 million visits, some 59 million pages viewed<sup>(1)</sup> 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.

(1) Nedstat

# FRANCE 24, A RAPIDLY EXPANDING DIGITAL BRAND

## FRANCE 24, the leading francophone news media on Facebook

More than 50 different pages allowing the user to:

- Follow the channel, the programmes and the journalists in three languages.
- Watch the live feed, follow the day's stories and get the breaking news on his/her Facebook wall, and then share them easily.
- Participate, comment, "like" and play the FRANCE 24 Quiz.

## FRANCE 24, a social media hit

- With strong growth and good results, FRANCE 24 has proved a hit on social networks. In total, 1.4 million fans on Facebook / 660,000 followers on Twitter (April 2012).
- Youtube in 3 languages: 11 million FRANCE 24 videos viewed in January 2012.



## Tailored resources

The news is delivered directly to the Web user, who automatically receives news and image alerts, customised e-newsletters (some 37 million newsletters are sent every month), podcasts and RSS feeds.



## 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 m<sup>2</sup> newsroom, 420 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 group.

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 245 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](http://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, Corsairfly, Air Austral and others.

## In airports

FRANCE 24 is also available in boarding halls in many airports both in France and abroad 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 App Store 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 Windows Phone 7 with a specially designed application.

- On all smartphones thanks to the **FRANCE 24** live application, which you can install for free by typing [m.france24.mobiclip.com](http://m.france24.mobiclip.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 (Austria), B.Net (Croatia), M-Tel (Bulgaria), SPB TV (North America).

You can tune into 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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