



**LIBERTÉ • ÉGALITÉ • ACTUALITÉ**

**FRANCE  
24**

[france24.com](http://france24.com)





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## INTRODUCTION

### Liberté, Égalité, Actualité

**F**rance 24 is now established as a reference both on air and online. France 24 in English continues to increase its presence across the world and boasts significant growth in Asia in particular. 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. Worldwide, the French international news channel is now available in over 325 million TV households. The channel's audience also continues to grow on its new media platforms, with 16.5 million visits a month this year, which attests to the growing success of its content. Over the last few years, all our teams have worked hard precisely to assert a different and audacious vision: new programme schedules on all three channels, 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:**

- **Responsiveness:** frequent news bulletins, priority to live broadcasts and more emphasis on ground reporting thanks to our extensive network of correspondents and reporters.

- **Rigor:** urgency never overrides respect for journalistic ethics or the need for reliable information.

- **Review:** facts are placed in context, recognized expert opinions are provided and longer formats have been developed so that current affairs are put into perspective.

This is how we aim to be a channel of Reference, a well-known and trusted channel in this era of information overload. The 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 freedom, independence and pluralism of information and endeavor to promote gender equality, diversity, the exchange of views, 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 visual design, which is simple, elegant and refined. Obviously, since after all, we are France 24! The design is the creation of a famous French firm: Gédéon. Born with the

new media generation, the channel is always at the cutting edge and boasts both innovative website and mobile applications.

Lastly, as France 24 brings you news “from Paris”, our tagline in French “Liberté, Égalité, Actualité” might ring a bell. These three words give you France 24 in a nutshell!

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

MARIE-CHRISTINE SARAGOSSE



## The keys to the world



MARC SAIKALI

**144** news bulletins a day in three languages: France 24 is the French TV channel that brings you the greatest number of newscasts every day. 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. **With 160 correspondent 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 430 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. 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 16 programmes, modified

our news segments and designed a "new look" with a visual design that is modern, clear and based entirely on editorial requirements.

**We 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 now last fifteen minutes instead of ten. Rebroadcasts are not simple "fillers", but are limited and designed to meet editorial relevance based on the viewers concerns and their time zones.

The three channels are not 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 international 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. Focus is also placed on French culture, with various programmes, daily broadcasts and chronicles all day long. Equally, much more time is also devoted to business and sports.

**Our Arabic channel** is unique and it has a large audience. For instance, we regularly travel to a city in the Arab world for a live debate and, every evening, our programme "The Maghreb Hour" is hugely popular.

We also emphasize reporting, because after all television is all about pictures. In two years, we tripled the number of in-house stories. France 24 is really three channels plus another one: the website. Our digital platforms, which are also trilingual, complement the on-air channels and have significant added value. The same goes for our

mobile applications. Specific dossiers, award-winning webdocumentaries and investigations provide our loyal and increasingly numerous visitors with a comprehensive news offering. Implementing these changes required the support and mobilization of all the France 24 teams. Everybody's own personal investment has made this leap in quality possible.

**After 10 years, France 24 is still growing and it remains a united family, now more than ever.**

**Marc Saikali**  
Director



## SCHEDULES AND PROGRAMMES

Responding to the changing needs of its viewers around the world, France 24 introduced new programme schedules on all three of its channels with revamped news programmes and more convenient timeslots.

The running-orders and debate topics across the three channels have been diversified to better match viewers' expectations.

**France 24 boosted 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.

**Diverse magazines** have been added to all three channels' schedules; they have one thing in common: placing 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 10 to 15-minute news bulletin, preceded by a global weather forecast.

### LIVE FROM PARIS

Live from Paris is broadcast three times a day, from 6 am to 10 am, from 1 pm to 3 pm 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.

### WEATHER

A worldwide weather programme including 3-day forecast.

### THE NEWS

Every half hour, a 10 to 15-minute news bulletin is presented live from France 24 newsroom in Paris. France 24 gives a French perspective on global affairs through a network of several hundred correspondents located in nearly every country.



### EYE ON AFRICA

Dedicated news bulletin 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),

*Format:* 10 min

*Broadcast:* Every day at 9:45pm & 10:45pm

### FOCUS

France 24 broadcast a daily exclusive report from its correspondents around the world

*Format:* 5 min

*Broadcast:* Every day at 6:45am





Award-winning special reports and magazines

REPORTERS

International in-depth reports from the France 24 teams and our senior reporters around the world.

*Presented by:* Mark Owen (Eng), Antoine Cormery (Fr), Rafik Sahali (Ar)  
*Format:* 17 min  
*Broadcast:* Saturday at 9:10 pm

**new** REPORTERS PLUS

France 24 takes an in-depth look at one of the issues making headlines around the world with a monthly series of 26-minute documentaries with a distinctive editorial slant and style.

*Presented by:* Mark Owen (Eng), Antoine Cormery (Fr), Rafik Sahali (Ar)  
*Format:* 26 min

DOWN TO EARTH

The environmental issues explained by the France 24 teams who also meet experts & witnesses of the ecological challenges.

*Presented by:* Mairead Dundas (Eng), Marina Bertsch (Fr), in pictures (Ar)  
*Format:* 6 min  
*Broadcast:* Every Saturday at 6:10 pm

THE 51%

‘The 51%’ is a programme about women reshaping our world. The weekly magazine brings you stories from across the world about women who are challenging the way we think.

*Presented by:* Annette Young (Eng), Virginie Herz (Fr), Mayssaloun Nassar (Ar)  
*Format:* 12 min  
*Broadcast:* Every Friday at 4:40 pm

THE OBSERVERS DIRECT

France 24 journalists meet the network of Observers to discuss the memorable events they have experienced. In three languages, ‘The Observers Direct’ brings the unique and original journalistic online project The Observers to the airwaves.

*Presented by:* Derek Thomson  
*Format:* 12 min  
*Broadcast:* Every first Saturday of the month at 10:15 am

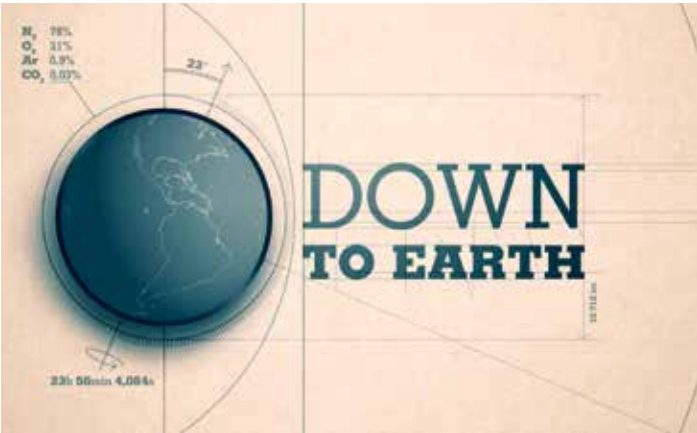


REVISITED

Life after the headlines

A show about human spirit and achievement in the face of adversity: France 24 returns to places which have been in the news - often a long time ago, sometimes recently - to see how local people are rebuilding their lives.

*Presented by:* Stuart Norval (Eng), Vincent Roux (Fr), Dounia Nouar (Ar)  
*Format:* 17 min  
*Broadcast:* Every Sunday at 9:10 pm





Talk, debate and the exchange of views

EXCLUSIVE

In this programme broadcast regularly and as soon as international events call for it, Marc Perelman interviews a world leader. Since September 2014, Turkish President, Recep Tayyip Erdoğan, Sergey Lavrov, Russian Foreign Minister or Egyptian President Abdel Fattah al-Sisi have answered France 24's questions in exclusive interviews.

*Presented by:* Marc Perelman  
*Format:* 24 min  
*Broadcast:* Once a month

THE DEBATE

François Picard and his guest panel debate the topic of the day. The programme allows viewers to interact directly with the journalists and their guests via the social networks using the #F24Debate hashtag.

*Presented by:* François Picard (Eng), Raphaël Kahane (Fr), Taoufik Mjaied (Ar)  
*Format:* 43 min  
*Broadcast:* Monday to Thursday at 7:10 pm

THE WORLD THIS WEEK

Start the weekend with a good argument! a round table of Paris-based journalists go at it in "The World This Week" hosted by François Picard. This programme is also completely interactive via the social networks.

*Presented by:* François Picard (Eng), Raphaël Kahane (Fr), Taoufik Mjaied (Ar)  
*Format:* 43 min  
*Broadcast:* Friday at 6:10 p



new THE POLITICAL BRIEF

In The Political Brief, France 24's new weekly political show, we will bring on-the-ground reports, expert analysis and original perspective on French politics.

*Presented by:* Molly Hall & Marc Perelman (Eng),  
*Format:* 12 min  
*Broadcast:* Tuesday at 4:45 pm

THE INTERVIEW

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

*Format:* 12 min (Eng, Fr, Ar)  
*Broadcast:* Wednesday at 4:45 pm and Saturday at 7:45 am



EUROPE NOW

France 24 visit the European Union member States for a series of exclusive reports and interviews with local MEPs

*Presented by:* Eve Irvine (Eng)  
Caroline de Camaret (Fr)  
*Format:* 34 min  
*Broadcast:* One Saturday a month at 12:10 pm



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. In the second part of the programme, France 24 teams interview a European leader.

*Presented by:* Eve Irvine (Eng)  
Caroline de Camaret (Fr)  
*Format:* 34 min (2 x 17 min)  
*Broadcast:* Every Saturday at 12:10 pm





Culture and the French ‘art de vivre’ at the forefront

ENCORE!

How do artists and writers see the world? France 24 takes the viewers beyond the headlines to the crossroads where culture meets the news and engages with what’s happening in our lives today. With Mariam Saab and Mark Thompson for Music Critics on Monday and Lisa Nesselson for Film Critics on Wednesday.

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

*Format:* 12 min

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



**new** FRENCH CONNECTIONS

A quirky insider’s guide to understanding France and the French, from the sublime to the ridiculous.

*Presented by:* Florence Villeminot (Eng),  
*Format:* 6 min

YOU ARE HERE

Prestigious sites, age-old traditions, arts and crafts, gastronomy, local specialities: “You are here” spotlights the country’s know-how through people at work in their regions.

*Format:* 6 min

*Broadcast:* Every Saturday at 7:20 am



FASHION

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

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

*Broadcast:* Every Friday at 10:20am





All the business news

PEOPLE & PROFIT

A new weekly business show to better understand how economy affects people's lives. Stephen Carroll and the France 24 team discuss the business stories of the week.

*Presented by:* Stephen Carroll (Eng),  
*Format:* 12 min  
*Broadcast:* Every Thursday at 4:45pm



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





The world seen through 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 Villemillot (Eng),  
Hélène Frade (Fr)

Format: 5 min

Broadcast: Monday to Friday at 7:15 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 Villemillot (Eng),  
Hélène Frade (Fr)

Format: 5 min

Broadcast: Monday to Friday at 9:20 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 digital era

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. The human and participative aspects of this programme have made it one of France 24's most emblematic shows.

Presented by: Derek Thomson (Eng),  
Alexandre Capron (Fr), Imed Bensaïed (Ar)

Format: 6 min

Broadcast: Every Saturday at 10:15 am



#TECH24

Digital technology is 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: Julia Sieger (Eng),  
Marjorie Paillon (Fr), Hasnae Malih (Ar)

Format: 9 min

Broadcast: Every Saturday at 2:15 pm



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:* Kethevane Gorjestani (Eng),  
Benoît Perrochais (Fr), Olivier Fiani (Ar)  
*Format:* 5 min  
*Broadcast:* Daily at 6:15 am and 6:50 pm

SPORTS SUNDAY

The weekend's major sports results brought to you every Sunday night.

*Format:* 10 min  
*Broadcast:* Every Sunday at 8:10 pm and 11:10 pm



News by continent:  
reports, interviews,  
analysis



FRANCE IN FOCUS

An in-depth look at the political and social events shaping France.

*Presented by:* Nadia Charbit & Tom Burges  
Watson (Eng),  
Audrey Racine & Damien Coquet (Fr)  
*Format:* 12 min  
*Broadcast:* Every Friday at 5:45 pm

MIDDLE EAST  
MATTERS

A look back at the week's important events in the Middle East with exclusive reports and interviews from France 24 correspondents in the region.

*Presented by:* Sanam Shantyaiei (Eng),  
Meriem Amellal Lalmas (Fr)  
*Format:* 12 min  
*Broadcast:* Every Tuesday at 5:45 pm



INSIDE  
THE AMERICAS

Political and social events from the Americas, with exclusive reports and interviews.

*Presented by:* Genie Godula (Eng),  
Elisabeth Allain (Fr)  
*Format:* 12 min  
*Broadcast:* Every Wednesday at 5:45 pm

ACROSS AFRICA

A week of political and social events across the African continent: exclusive reports and analysis.

*Presented by:* Georja Calvin-Smith  
*Format:* 12 min  
*Broadcast:* Every Saturday at 6:45 am

ACCESS ASIA

Exclusive reports, features and analysis on political and social events from across the Asian continent.

*Format:* 12 min  
*Broadcast:* Every Monday at 5:45 pm





# ON FRANCE 24'S FRENCH AND ARABIC CHANNELS:

France 24's three channels have their own identities and propose different programme schedules. If all three share and uphold a common editorial stance, both France 24 French and Arabic channels feature specific programmes and dedicated regional focuses.

## On the French channel

### LE PARIS DES ARTS

Every week, France 24 goes for a walk with an artist through the streets of Paris. Valerie Fayolle builds bridges from one art to another, from one artist to another, from France to the world.

*Presented by:* Valérie Fayolle

*Format:* 17 min

*Broadcast:* Every Saturday at 3:10 pm

### MARDI POLITIQUE

Co-hosted by Roselyne Febvre (France 24) and Véronique Rigolet ou Frédéric Rivière (RFI), this weekly political magazine discusses the major themes of the news on the French political scene.

*Presented by:* Roselyne Febvre

*Format:* 17 min

*Broadcast:* Every Saturday at 5:10 pm



VALERIE FAYOLLE



ROSELYNE FEBVRE, FREDERIC RIVIERE & VERONIQUE RIGOLET

## On the Arabic channel

### PARIS-TUNIS

France 24 and Tunisian public channel El Watanya 1 are airing a monthly magazine called Paris-Tunis on both channels, alternating between sets in Tunis and Paris. The show will be broadcast live at 7:10 pm the last Friday of every month and be co-hosted by Taoufik Mjaied (France 24) and an El Wataniya 1 channel journalist. Several guests will be analysing headline-making issues on the Mediterranean's northern and southern shores with the two journalists. The two hosts and the specialists on the set will be discussing a broad spectrum of political, economic, cultural and sports news in depth.

*Presented by:* Taoufik Mjaied

*Format:* 45 min

*Broadcast:* Once a month at 7:10 pm



### THE CAPITAL CITY DEBATE

A debate on key national and international political issues is presented from a major Arab capital city.

*Format:* 45 min



### IN THE SPHERE OF TABOOS

is a lifestyle magazine that broaches the issues that are sometimes seldom discussed in the Arab world, due to social pressure. Every Thursday, guests from civil society – especially including youths and bloggers – share their views with each other and with Mayssaloun Nassar, and viewers are welcome to phone in comments or post them on social networks.

*Présentation:* Mayssaloun Nassar

*Format:* 45 min

*Diffusion:* Every Friday at 4:10 pm



MAYSSALOUN NASSAR

### 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.

*Presented by:* Hakim Beltifa

*Format:* 60 min

*Broadcast:* Every evening at 9 pm



HAKIM BELTIFA

### THE SECRETS OF PARIS

France 24 invites its viewers to discover the French capital through its most mysterious places and secrets.

*Presented by:* Tatiana El Khoury

*Format:* 12 min

*Broadcast:* Every Friday at 12:15 pm







## NEW HD STUDIOS

France 24 has renewed its technical equipment in order to meet the changing expectations of the global TV market and the new needs generated by its enriched content.

Ericsson, following a tender, has been appointed for the implementation of the high definition standards in both control rooms and studios. This technical project, run jointly with teams from France Médias Monde, was initiated in the summer of 2014. Thus, France 24 channels in English, French and Arabic will be equipped with the new production system by the end of 2015.

In September 2014, France 24 adopted new TV set designs in renovated studios. They reflect, and strengthen the new visual and sound identities to deliver simplicity, elegance and a "French Touch".

These new studios allow the technical teams to create very different worlds by playing on the modular furniture, the multiple lighting scenes as well as the positioning of mobile screens that have been inserted as backgrounds. They better valorize presenters and guests in a clearly defined space, which is homogeneous and combines a panoramic image that echoes the brand identity.

In total, France 24 is renewing 5 studios: the 3 dedicated to news programmes, as well as 2 studios dedicated to magazines, debates and the 'Live from Paris' news segments.

Finally, in addition to the transition to high definition standards, this modernization project also integrates a substantial number of innovations, including the MOSART production system assisted by computer.



## DIGITAL ENVIRONMENTS

France 24 was born with the new media generation and its rapid success has been built on its presence on every kind of screen, 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. France 24 unveiled a brand new website and various mobile applications further accentuating its social dimension.

### France 24's three channels at the heart of france24.com

The website provides easy access to content in three languages: articles, live streaming, and all the shows on demand.

### An innovative, user-friendly website

**Over 50% of france24.com's** visitors access the website from mobile devices (via its website and dedicated applications) and its design adapts to suit every type of screen delivering maximum ease of browsing on all devices. The structure and the hierarchy of information (with a strong focus on pictures) as well as a continuous newsfeed on the homepage facilitate content browsing.

Emphasis is also placed on transmedia storytelling, interactive graphics and webdocumentaries. Mixing sounds, text, illustrations and videos, these new ways of reporting are part of the "new writing" policy pursued by France 24 – a strategy that aims to make the news an original, immersive experience for audiences.





## A COMPLETE APPLICATION ENVIRONMENT

France 24 offers a complete range of applications that allow users to view the channel's programmes live and on demand for free.

The apps feature optimum user-friendliness, with a great focus on video, access to journalists' tweets and breaking news alerts.

France 24 is today available on Android (including Android TV), iOS and Windows Phone 8. France 24 has also launched dedicated applications for OTT boxes or smart TVs. Adapted to new practices in news consumption, these trilingual applications (English, French, Arabic) have been completely designed for navigation on mobiles, tablets or TVs. They feature streamlined design and fast video loading for greater user comfort.

## FRANCE 24, A NEW MEDIA HIT

**16.5 million visits a month** on average in 2016 to its connected platforms.

### Videos

In 2016, France 24 notched up an average of 36.5 million videos viewed every month all platforms combined.

### Social networks

France 24 is the leading French news channel on social networks, with a total of 31.1 million followers on all social networks combined. In December 2016, for all three languages, France 24 scored a total of 18.8 million fans on Facebook and over 12.3 million followers on Twitter (both communities have doubled in one year).



## Highly successful on social networks

On Facebook, Twitter, Instagram or Google +, 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 cultivated a 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 thanks to specific hashtags.

# Mashable avec



**One year ago, France 24 and US-based news website Mashable partnered to introduce Mashable avec France 24, a French-language website, at [mashable.france24.com](http://mashable.france24.com)**

The France Médias Monde Group, is managing the Mashable avec France 24 website from an editorial standpoint, has appointed a team within France 24 to produce content following the guidelines that have propelled Mashable to success while accommodating French-speaking audiences' preferences and sympathies. This content is based on new news narratives designed to “inspire, inform and entertain” the connected generation (aged 20 to 35). France 24's expertise, in particular as regards international news, digital issues and video production, is enhancing this new news feed for France and the rest of the French-speaking world. Mashable avec France 24 is featuring original content and articles from the Mashable and France 24 websites, steeped in the new website's hallmark style. Mashable avec France 24 is especially optimised for mobile devices and to travel on social networks.





## VISUAL DESIGN

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's tagline and communication campaign 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 cannot 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**











PHILIP CROWTHER

## 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 325 million TV households in 183 countries around the world.** In addition to this non-stop broadcasting service, 148.6 million TV households receive the channel through part-time distribution agreements with national broadcasters. 31 satellites carry at least one of France 24's three signals to ensure worldwide coverage, allowing direct satellite reception as well as access through some 850 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, Tanzania, Kenya, Burundi, Rwanda, Nigeria, Uganda, Cape Verde, Guinea, Mauritius, Estonia, Haiti, the United States, Laos and Cambodia.



KARIM HAKIKI



ANTOINE CORMERY

### 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. Since September 2014, the channel is also available on France's DTT regional network. France 24 is also included in France's overseas territories' DTT (Guadeloupe, Martinique, French Guyana, Saint-Martin, Saint-Barthélemy, Réunion, Mayotte, New Caledonia, Wallis and Futuna).

### Audience

France 24 now has a worldwide audience of 50.9 million weekly viewers, according to the new TV audience calculation method used in 65 of the 183 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 430 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 Tatiana Mossot won in December 2014 the Ricardo Ortega Award from the United Nations Correspondent Association.

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" or in 2011 for the webdocumentary 'Rape in Congo: Peace Violated' and Romeo Langlois and Mayssa Awad's report "Battle for Shaddadi: Interethnic coalition takes on IS group in Syria" in 2016.

### Modernising its equipment

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:

- **3 non-stop news channels** (in French, English, Arabic, to launch in Spanish in September 2017)
- **325 million TV households** that receive the channel 24/7 throughout the world
- **50.9 million** TV viewers a week
- **16.5 million visits and 36.5 million videos viewed** on the new media platforms every month
- **31.1 million fans** on social networks



Training

The mission of the France Médias Monde Academy is to assist television and radio groups around the world by providing their teams with the expertise of a major international media in the areas of journalism, image and Internet. The Academy provides on-site assistance in the newsroom itself, accompanying journalists and technicians alike. The Academy also proposes consulting services in different media fields.

France Médias Monde’s expertise

France 24 works with other media in the group and vice versa. This approach profits all the media which benefit from each others 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 “Ici L’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.
- France 24 Observers’ staff launched in 2013 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.
- France 24’s Arabic website content helps the responsiveness of Monte Carlo Doualiya’s website.

- In 2014, the French President François Hollande granted exclusive interviews to France 24 together with RFI and TV5MONDE.

France 24, a partner of important international events

Every year, France 24 sponsors large international events around the world: forums, conferences, cultural events. In 2014/2015, the channel supported over 200 events, such as the Women’s Forum in Deauville (France), Brussels (Belgium) and São Paulo (Brasil), the First World War Centenary Mission, the Singapore Film Festival, the Musée du Quai Branly in Paris (France), the MuCEM in Marseille (France), the French May Arts Festival in Hong-Kong and Macau, Good France / Goûts de France, the Summer Festival in Carthage (Tunisia), 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’.

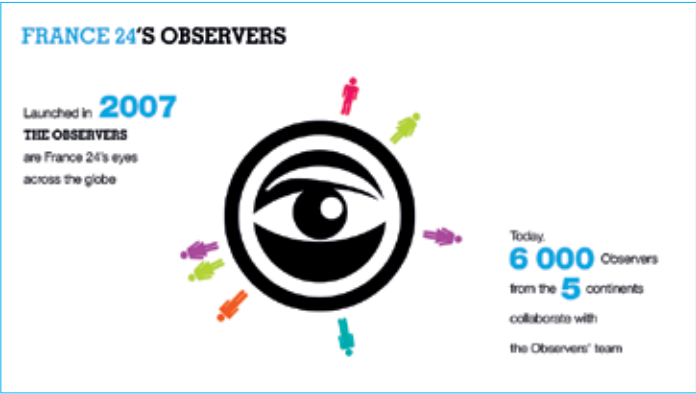
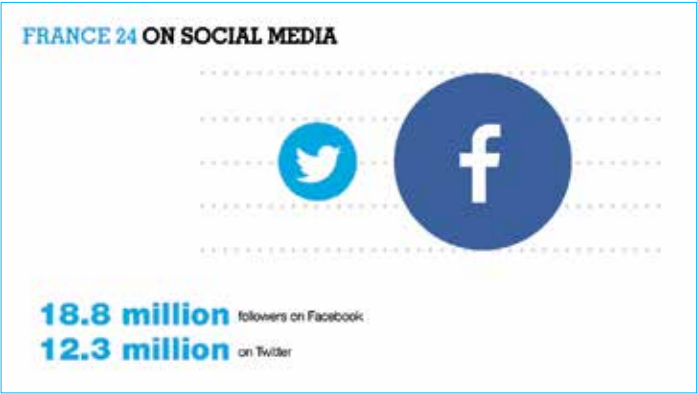
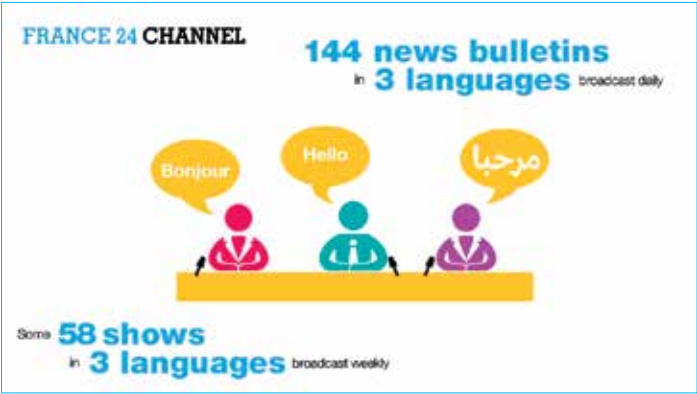
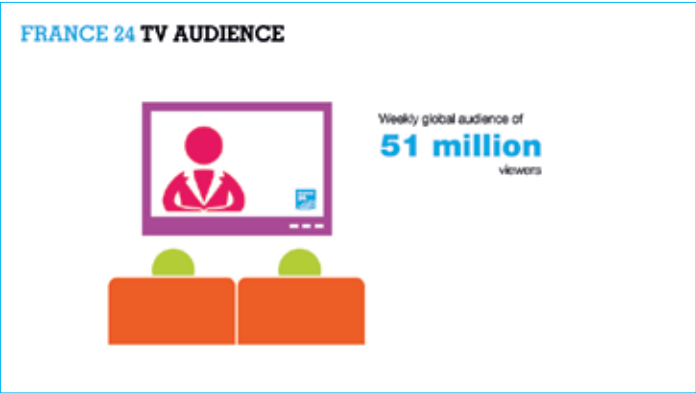
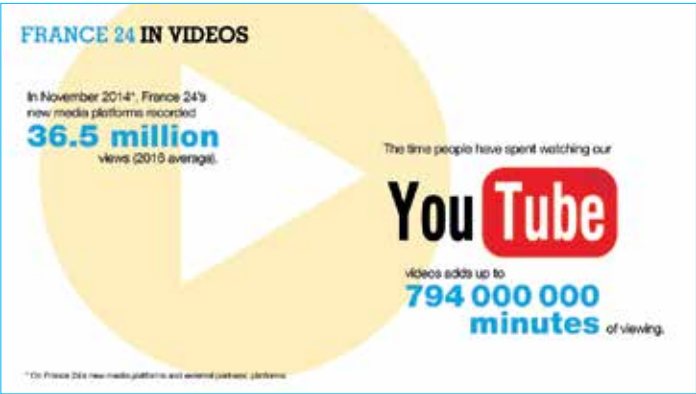
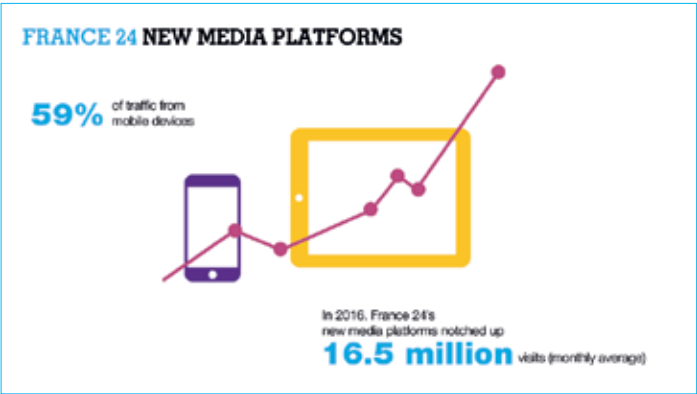
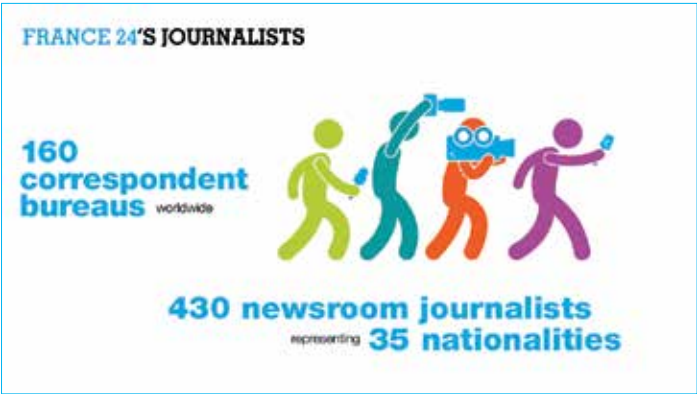
**September 2014:** France 24 unveils new studio designs and begins its transition to HD.

**Mars 2016:** France 24 and US-based news website Mashable partnered to introduce Mashable avec France 24, a French-language website, at mashable.france24.com

**December 2016:** 10 years anniversary

**February 2017:** France 24 broadcasts 24/7 to 325 million homes. The three versions have a combined weekly audience of 50.9 million TV viewers. (calculation method used in 65 of the 183 countries where the channel is broadcast).

**September 2017:** France 24, which broadcasts in French, English and Arabic, will launch a Spanish-language channel.





PROGRAMME SCHEDULE							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 am	<div>Live from Paris:</div> <div>news flash every 15 minutes, press reviews, business, sports etc.</div>					News bulletin	
						Sports / French Connections	Sports / Down to earth
						News bulletin	
						Across Africa	#Tech24
						News bulletin	
						Sports / You are here	Sports / French Connections
						News bulletin	
						The Interview	France in Focus
						News bulletin	
						Sports / Encore!	
						News bulletin	
						Revisited	Across Africa / The Observers
						News bulletin	
						Sports / French Connections	Sports / Fashion
News bulletin							
People & Profite	The 51%						
10 am	News bulletin						
10:15 am	People & Profite	The 51%	#Tech24	Middle East Matters / The Observers	You are here / Fashion	The Observers Direct	Reporters
10:30 am	News bulletin						
10:45 am	Sports / Down to Earth	Sports / Fashion	Sports / You are here	Sports / Access Asia	Sports / French Connections	The 51%	The interview / You are here
11 am	News bulletin						
11:15 am	France in Focus	Talking Europe / Europe Now 1/2	Middle East Matters	#Tech24	Reporters	France in Focus	Across Africa
11:30 am	News bulletin						
11:45 am	#Tech24	Talking Europe / Europe Now 2/2	The Political Brief	The Interview	People & Profit	Encore!	
12 pm	News bulletin						
12:15 pm	Fashion / Encore !	You are here / Encore !	Encore !			Talking Europe / Europe Now 1/2	People & Profit
12:30 pm	News bulletin						
12:45 pm	Reporters	Revisited	France in Focus	The 51%	The Observers / Down to Earth	Talking Europe / Europe Now 2/2	#Tech24
1 pm	<div>Live from Paris:</div> <div>news flash every 15 minutes, press reviews, business, sports etc.</div>					News bulletin	
						Reporters	The Observers / French Connections
						News bulletin	
						Across Africa / You are here	The 51%
						News bulletin	
						#Tech24	Revisited
						News bulletin	
The Interview	France in Focus / Fashion						
3 pm	News bulletin						
3:15 pm	Revisited	France in Focus / Down to Earth	#Tech24	The Observers / French Connections	Access Asia	Revisited	Reporters
3:30 pm	News bulletin						
3:45 pm	The 51% / French Connections	Reporters	The Political Brief	The Interview	People & Profit	Encore! / Fashion	Encore!
4 pm	News bulletin						
4:15 pm	Talking Europe / Europe Now 1/2	Access Asia	Middle East Matters	Inside the Americas	Revisited	Access Asia	Talking Europe / Europe Now 1/2
4:30 pm	News bulletin						
4:45 pm	Talking Europe / Europe Now 2/2	The Political Brief	The Interview	People & Profit	The 51% / Fashion	The Observers / French Connections	Talking Europe / Europe Now 2/2
5 pm	News bulletin						
5:15 pm	Encore !					France in Focus	Across Africa
5:30 pm	News bulletin						
5:45 pm	Access Asia	Middle East Matters	Inside the Americas	Across Africa	France in Focus	The 51%	The Interview

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 pm	<div>Live from Paris:</div> <div>news flash every 15 minutes, press reviews, business, sports etc.</div> <div>@7:10 pm &gt; The Debate + Mediawatch (from Monday to Thursday) &gt; The World this Week on Friday</div>					News bulletin	
						#Tech24	Reporters
						News bulletin	
						Across Africa	#Tech24 / French Connections
						News bulletin	
						Sports / down to earth	People & Profit
						News bulletin	
						Encore!	
						News bulletin	
						Sports / French Connections	
						News bulletin	
						The Interview	The Observers / French Connections
						News bulletin	
						Reporters	Revisited
						News bulletin	
						People & Profit / You are Here	France in Focus / Down to Earth
						News bulletin	
						Talking Europe / Europe Now 1/2	#Tech24
						News bulletin	
						Talking Europe / Europe Now 2/2	The 51%
News bulletin							
Sports / #Tech24							
News bulletin							
Revisited	The Interview						
Midnight	News bulletin						
00:30 am	The Debate + Mediawatch (repeat)				The World this week / Mediawatch (repeat)	Sports / Down to Earth	Sports Sunday
						News bulletin	
1:00 am						France in Focus	Across Africa
1:15 am	Focus / Sports					Sports / The Observers	Sports Sunday
1:30 am	News bulletin						
1:45 am	Encore !					The Interview	Access Asia
2 am	News bulletin						
2:15 am	Access Asia	Middle East Matters	Inside the Americas	Across Africa	France in Focus	People & Profit	Reporters
2:30 am	News bulletin						
2:45 am	Eye on Africa / News Report					The 51%	People & Profit / You are Here
3 am	News bulletin						
3:15 am	The Debate / Mediawatch (repeat)				The World this week / Mediawatch (repeat)	Reporters	Revisited
3:30 am						News bulletin	
3:45 am						Encore! / You are Here	Encore! / Fashion
4 am	News bulletin						
4:15 am	The 51%	The Observers / Down to Earth	Reporters	#Tech24	Revisited	The Interview	Talking Europe / Europe Now 1/2
4:30 am	News bulletin						
4:45 am	France in Focus	Middle East Matters	Inside the Americas / Fashion	Access Asia	Sports / France in Focus	People & Profit	Talking Europe / Europe Now 2/2
5 am	News bulletin						
5:15 am	Eye on Africa / News Report					Revisited	Across Africa
5:30 am	News bulletin						
5:45 am	Access Asia	The Political Brief	The Interview	People & Profit	The 51%	Access Asia / Fashion	People & Profit



watch and  
listen to  
the world



FRANCE  
MÉDIAS  
MONDE

## CONTACTS

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

Marc **Saikali**  
Director

Benoît **Laporte**  
Deputy Director, French Channel

Françoise **Champey-Huston**  
Deputy Director, English Channel

Jean-Pierre **Milleli**  
Deputy Director, Arabic Channel

Loïck **Berrou**  
Deputy Director, Magazines and Reports

Sylvain **Attal**  
Deputy Director, New Media

### Communications Department:

Françoise **Hollman**  
Executive Vice President Communications and Branding  
francoise.hollman@francemm.com - T. +33 (0)1 84 22 86 27

Thomas **Legrand-Hedel**  
Deputy director of Communications  
thomas.legrand-hedel@francemm.com - T. +33 (0)1 84 22 83 02

Amal **Hmimed**  
Press Relations Officer  
ahmimed@france24.com - T. +33 (0)1 84 22 74 15

### Watch and listen to the world

France Médias Monde, the group in charge of French international broadcasting, comprises the news channels France 24 (three languages), the international radio station RFI (fourteen languages) and the Arabic-language radio station Monte Carlo Doualiya. From Paris, France Médias Monde broadcasts to the world in 15 languages. Its journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates. 66 nationalities are represented among the group's employees. Every week, RFI, France 24 and Monte Carlo Doualiya attract nearly 100 million listeners and viewers (measured in less than one third of the countries where France Médias Monde broadcasts). France Médias Monde digital platforms attract 31.3 million visitors a month (2016 average). The media have 50.5 million followers on Facebook and Twitter (January 2017). France Médias Monde is also a shareholder and partner of the French-language general interest TV channel TV5MONDE.

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## About France 24, a France Médias Monde channel

France 24, the international news channel, broadcasts 24/7 to 325 million homes around the world in French, Arabic and English. The three channels have a combined weekly viewership of 50.9 million viewers (measured in 65 of the 183 countries where the channel is broadcast). From its newsroom in Paris, France 24 gives a French perspective on global affairs through a network of 160 correspondent bureaus located in nearly every country. It is available via cable, satellite, DTT, ADSL, on mobile phones, tablets and connected TVs, as well as on YouTube in three languages. Every month, France 24's digital platforms attract 16.5 million visits, 36.5 million video views (2016 average) and 31.1 million followers on Facebook and Twitter (January 2017). [france24.com](http://france24.com)



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80 rue Camille Desmoulins, 92130 Issy-les-Moulineaux, France  
Tél. +33 (0)1 84 22 84 84

[france24.com](http://france24.com)