

**P R E S S   R E L E A S E**

**The Paris Saint-Germain vs. Olympique de Marseille match  
live on TV  
in Sub-Saharan Africa**

*Paris, 26 February 2010:* As the French operator in media cooperation, CFI has for the past year been helping journalists from TV channels in Sub-Saharan Africa to hone their skills via professional training, at the request of FIFA and the African Union of Broadcasting (AUB).

In this context, the French Professional Football League (LFP) and CANAL OVERSEAS AFRICA have committed to supporting these training workshops set up by CFI. The ultimate workshop aims to prepare and train a team of African journalists to cover the 2010 FIFA World Cup for Sub-Saharan African TV channels.

18 journalists from 13 French-, English- and Portuguese-speaking African countries will be commentating the Paris Saint-Germain vs. Olympique de Marseille match, one of the high points in the French Professional Football League 1 championship. It will be a dress rehearsal in the run-up to the 2010 FIFA World Cup in South Africa.

At 9.00 pm on Sunday 28 February 2010, in the live-wire atmosphere of the Parc des Princes, five commentating positions will be made available by the LFP for these journalists to share this exciting match with some forty TV channels in Sub-Saharan Africa. As a special offer, CANAL OVERSEAS AFRICA has decided to offer the broadcasting rights for the match to CFI's TV partners, thus contributing to the promotion of these talented journalists.

The LFP and CANAL OVERSEAS AFRICA, having joined forces from the outset with CFI in this adventure, will be giving a unique scope to these training courses gearing African broadcasters up for this historic encounter between Africa and football.

**About CANAL OVERSEAS AFRICA**

The firm CANAL OVERSEAS AFRICA (subsidiary of CANAL OVERSEAS, CANAL+ group) leader on the Pay TV market in French-speaking Africa, has been established in Africa for over 15 years. CANAL OVERSEAS AFRICA is in charge of editorial and marketing for CANAL+, the Premium channel for Africa and operates the bouquet CANALSAT HORIZONS in over 20 countries in Africa.

**About CFI**

CFI is the operator in media cooperation in charge of conducting French broadcasting cooperation for countries in the South. CFI supports media operators towards a market approach organising 110 missions to benefit 1,500 professionals every year.

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**P R E S S   O F F I C E R S**

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