



CFI invites five southern TV channels to cover the Cannes Film Festival

Paris, 4 May 2010 : From 10 to 24 May, Canal France International (CFI) will be bringing together a team of 10 journalists for cultural affairs from TV channels in Armenia (ARMTV), Burkina Faso (RTB), Egypt (ERTU), the Philippines (ABS-CBN) and Senegal (RTS), to cover the 63rd edition of the Cannes Film Festival.

These journalists will spend the fortnight producing 2-minute subjects for newscasts and cultural TV magazines on their respective TV channels. The Cannes Film Festival is a unique cultural event in the film world for southern TV channels offering their viewers a glimpse into this newsworthy extravaganza.

Yvan Avril, chief editor at France 3, Sonia Chabour, journalist-director and Max Court, director will be supervising these journalists working as a united editorial team, to hone their skills in the following spheres:

- Choosing and writing a subject

Producing subjects throughout the festival. Fostering viewer loyalty. Ensuring they comply with their channel's editorial line.

- Reporting angle

Surprising viewers, sparking their interest. Meeting expectations while fostering fresh appeal.

- Shooting

Obtaining good footage. Tailoring frames to the subject and handling unforeseens.

- Editing

Sifting through the footage, making the right choices. Optimising journalist-editor relations.

The subjects directed by the teams from Armenia, Egypt and the Philippines will then be sent via the Internet (FTP) to CFI's TV partner for this operation. **The subjects directed by the African teams will be broadcast from the CFI control room in Saint-Cloud to 70 TV channels across the continent.** France 3 Côte d'Azur will be handling a backup solution for broadcasting and the shooting equipment.

Etienne Fiatte, CFI's Managing Director stated that "this operation fulfils CFI's aim to organise training courses plunging our TV partners' professionals into the thick of major events".

Three workshops were held to select the participants, in March and April 2010. In Armenia, Egypt and the Philippines, the aim was to select journalist + cameraman/editor duos. The TV channels involved had short-listed journalists and cameramen having applied for the training course. In Africa, four journalists, trained at the latest edition of the Pan-African Film and Television Festival of Ouagadougou (FESPACO) and the International Festival of African Fashion (FIMA) held in Niger, were selected.

This year, as part of its cooperation initiatives conducted in Africa, the Mediterranean region and Asia, CFI is partnering the Cinémas du Monde Pavilion, a unique venue for discovering and sharing.

*Canal France International, subsidiary of France Télévisions,
subsidised by the French Ministry of Foreign and European Affairs, has acted for the past 20 years as the French operator in
media development aid for 150 partners from southern countries*