



Paris, 20 May 2010

**Cannes seen by...
Armenia, Burkina Faso, Egypt, the Philippines and Senegal.**

**35 reports on the latest news from Cannes produced
for 75 TV channels**

Since the start of the festival, **75 TV channels have been receiving the latest news from Cannes on a daily basis (including 70 TV channels in Africa)** via a range of topics produced by a joint editorial team consisting of 5 journalists and 5 cameramen/editors from TV channels in Armenia (ARMTV), Burkina Faso (RTB), Egypt (ERTU), the Philippines (ABS-CBN) and Senegal (RTS). 5 channels, 5 languages and 5 cultures... and all with the same requirement: to cover the most exciting cultural event of the year.

It would appear that the challenge laid down has already been met: Cannes seen by... has in fact exceeded the targets set:

- 35 reports i.e. 70 minutes of news
- 120 cassettes of images representing almost 100 hours of rushes
- 5 media reports on red carpet appearances
- 4 live reports in 3 languages (French, English and Arabic)
- Celebrity interviews (Benicio Del Toro, Atom Egoyan, Gilles Jacob)

In addition to these multi-broadcast productions on the partner television channels of CFI from Dakar to Manila, CFI is maintaining its commitment to training and the transfer of expertise. The four experts in the project have offered advice on improving working methods, journalistic approach, writing, shooting, editing and even technical issues by using routing procedures (FTP) that some channels had never used until now.

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