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Statement from the consortium leader Patrick de CAROLIS

“ Establish a dialogue
between the two sides of the
Mediterranean ”

«The role and place of public broadcasting as a source of dialogue between cultures on both shores of the Mediterranean rim is at the heart of the project promoted by the European Commission and supported by a consortium of international organisations and Arabic public channels.

The dialogue in question is one that has been continuing and flourishing for several years between the ASBU, COPEAM and EBU, three organisations that have set up joint working methods, identified a set of unifying objectives and established the means by which these can be achieved.

The dialogue we are talking about is also rooted in the commitment expressed by the European Parliament and Commission to ensure harmonious conditions for economic, social and cultural development that is not simply limited to one geography but extended to a coherent regional whole. Attempting to integrate the two sides of the ancient Mare Nostrum through economics alone is probably unrealistic. For there to be real convergence, we need to reshape the Euro-Mediterranean area into «a machine that makes civilization», to quote the poetic words of Paul Valéry. This aspiration should be achieved through a genuine North-South dialogue, and it is with this ethos and goal in mind that the Euromed-News project was developed. The «machine» to which I alluded by quoting Valéry is being built today using an audiovisual tool powerful enough to reach the largest audience possible. For our part in carrying out this mission, the members of the consortium have a clear understanding of the responsibility on their shoulders, and they will strive to live up to such a noble ambition.»

Statement from the
executive producer
Lyes BELARIBI

“ *The Mediterranean plan – a shared destiny* ”

«Six Arabic television stations from the southern and eastern shores (Algeria, Jordan, Libya, Lebanon, Syria and Morocco) have joined forces with three regional unions and associations (ASBU, COPEAM and EBU) to implement a 1-year project under the leadership of France Télévisions to produce, exchange and broadcast three hundred news features, forty current affairs programmes and nine documentaries related to the Euro-Mediterranean partnership, all driven by a spirit of solidarity. Initiated by the European Commission, this project aims to raise greater awareness of the partnership initiatives developed in countries involved in the European Neighbourhood Policy.

Beyond the economic goals, this experience also aims to consolidate and maintain the tools and mechanisms for cooperation and exchange between broadcasters in the Euro-Mediterranean region with a view to realising the Mediterranean plan... a plan that has been much anticipated and challenged since the Barcelona Conference in 1995 and the Union for the Mediterranean Summit in July 2008. The audiovisual materials we are planning to produce, exchange and broadcast will explore the countries on the path of progress and development, drawing on the active and creative contribution of those on the fringes of society, namely young people and women. Shown to a mass audience through the regional Euro-Mediterranean and Arabic partnership networks, they will deliver a message of hope for the future of a region that will eventually overcome its differences and conflicts to become – or recreate – a vibrant cultural area where people and their aspirations for shared peace, security and prosperity will drive reflection and action.»

EuroMed-News: one philosophy, one project, one team

One philosophy.

“ *Informing people in the southern Mediterranean countries about the initiatives supported by the European Union to generate prosperity in its neighbouring regions, all underpinned by the existing cultural dialogue between the two shores.* ”

This is the mission of the EuroMed-News consortium.

One project. Bringing together international organisations ASBU, COPEAM and EBU, and public broadcasters EPTV in Algeria, France Télévisions, JRTV in Jordan, LJB in Libya, ORTAS in Syria, SNRT in Morocco and TéléLiban in Lebanon, the EuroMed-News Consortium aims to:

- **inform** the general public about the Euro-Mediterranean partnership;
- **facilitate** the coverage and broadcasting of current Euro-Mediterranean affairs by the southern broadcasters in accordance with their editorial freedom;
- **stimulate** dialogue and mutual awareness between people living on both sides of the Mediterranean;
- **publicise** the goals, methods and results of the European Neighbourhood Policy;
- **promote** cultural diversity and gender equality;
- **organise** training for journalists.

One team. The EuroMed-News project is led by France Télévisions in partnership with the European Union, with COPEAM in charge of overall coordination. All editorial aspects are overseen by the ASBU and EBU, while Euro-Mediterranean news exchanges through ERN-Med are being coordinated by EPTV Algeria together with the Editor-in-Chief based in the ASBU and EBU. EuroMed-News features, current affairs programmes and documentaries will be produced by EPTV, JRTV, LJB, ORTAS, SNRT and TéléLiban.



News features,
current affairs
programmes,
documentaries:
EuroMed-News
products

300 news features,
40 13-minute current affairs
programmes,
9 26-minute documentaries...

EuroMed-News plans to produce 17 hours of joint programmes between March 2009 and February 2010 to be broadcast on the South Mediterranean public channels involved in this ambitious project.

Particular emphasis will be given to the production of programmes or documentaries on key topics, including young people and job seeker mechanisms, women in rural areas and access to literacy, support mechanisms to promote entrepreneurship among young people, sustainable development (marine pollution, alternative energy sources, including the creation of a Mediterranean solar power plan), the European Union strategy for developing a Euro-Mediterranean cultural heritage and gender equality.

EuroMed-News will also focus on promoting two major initiatives:

- **the production**, exchange and broadcasting of news programmes on relations and cooperation between the European Union and its neighbouring countries south of the Mediterranean;
- **the creation of intercultural co-production workshops** to produce a 1-hour current affairs programme involving teams of representatives from different television organisations in the Euro-Mediterranean region.

A network of
partners

ASBU



Arab States Broadcasting Union
League of Arab States

Based in Tunis, the Arab States Broadcasting Union

(ASBU) brings together the 520 satellite channels on which the rich diversity of Arabic broadcasting is founded. Transmitted by 24 public organisations and 226 private corporations, these services include 131 general interest channels, 119 music and entertainment channels, 58 film and serial channels, 51 sports channels, 26 news channels and 25 economics channels. The latest ASBU figures also show that there are 23 educational and cultural channels, 21 children's channels, 13 religious channels, 12 documentary channels, 11 interactive channels and 4 touristic channels.

Thanks to the support of the ASBU, most of the Arabic channels have access to cutting-edge equipment, broadcasting via the Arabsat, Nilesat, Hotbird, Eutelsat, Eurobird, Noorsat, Intelsat, NSS, Hispasat, Optus, Telestar, Asiasat, Orion, Echostar, Panamsat and Siatcom satellites.

This has meant that although all the channels in the ASBU network focus mainly on the Arab region, some channels have expanded to large areas of Europe. Moreover, while 70 % of the channels broadcast programmes in Arabic, an increasing number are offering programmes in English, French and Spanish as well.



A network of
partners

COPEAM



COPEAM, networking the Mediterranean area. Built on 10 years of cooperation in the audiovisual sector, COPEAM has 130 associate members across the Euro-Mediterranean region, including 33 public radio broadcasters. With strategy, method and result as its guiding motto, COPEAM is driven by the visionary project of creating a Euro-Mediterranean satellite television channel and a commitment to promoting and exchanging the knowledge and professionalism found within the organisation's network.

In addition to working with the European institutions to support Euro-Mediterranean cooperation in the audiovisual sector, COPEAM has established ongoing partnerships with similar associations in Europe and the Arab states (EBU and ASBU) and is involved in innovative multilateral training projects for young professionals from the Euro-Mediterranean region to the Gulf countries. The organisation also coordinates international co-productions and actions to develop and promote «Mediterranean products» as well as organising forums and meetings on media-related affairs.

For television and radio operators across the Mediterranean region, COPEAM has become a key instrument in implementing a decisive and comprehensive strategy. With its reach extending beyond the audiovisual sector, COPEAM has also become a powerhouse for innovative thinking and cooperation. One of its most important achievements to date is the signing up of 29 radio broadcasting organisations in the Euro-Mediterranean region to the Seville Charter (7 May 2005), a document that sets out the code of professional ethics for the media profession and has been labelled a best practice within the EUROMED Partnership.

A network of
partners

UER



The European Broadcasting Union (EBU) is the largest association of national broadcasters in the world. It has 75 active members from 56 countries in Europe, North Africa and the Near East, and 45 associate members in 25 countries around the world.

Founded in 1950 by the pioneers of radio and television in Western Europe, the EBU merged with the OIRT (former union of broadcasters from Eastern Europe) in 1993. Based in Geneva, the EBU negotiates broadcasting rights for major events such as sports, operates the Eurovision and Euroradio networks, organises programme exchanges, promotes and coordinates co-productions, and provides its members with other operational, commercial, technical, legal and strategic services. It also represents the interests of public service broadcasters in the European Union institutions in Brussels, London, Madrid, Moscow, Beijing, Singapore and Washington. At a global level, EBU works in close collaboration with sister unions on other continents. These include the Asia Pacific Broadcasting Union (ABU), the North American Broadcasters' Association (NABA), the Union of National Radio and Television Organisations of Africa (URTNA), the Arab States Broadcasting Union (ASBU), and the Organización de Televisión Iberoamericana (OTI).

A network of
partners

EPTV



Entreprise Nationale de Télévision Algérienne (ENTV) is the only television organisation in Algeria. Owned by the state, ENTV has a monopolistic position as a TV broadcaster.

Its mission is to inform, educate and entertain through new reports and programmes about national, regional, local and international events as well as topical news and issues. Operating as a state institution providing a public service, ENTV is a television programming company formed after the restructuring of the parent company Radiodiffusion Télévision Algérienne (RTA) under Decree no. 86.147 of 01.07.1986. The latter, in turn, succeeded the former French Radio and Television Broadcasting Office (ORTF) after Algeria declared independence and regained national sovereignty on 5 July 1962. Today, the ENTV is organised around various Production Departments (Information, Production and Programming) and 4 Regional Departments. The Archives Centre, which serves as the Central Department, has a rich and invaluable collection of programmes. International programmes are categorised by channel (Canal Algérie, Channel A3 and, since 18 March 2009, the Tamazight speaking Channel 4 and Channel 5 TV Quran).

A network of
partners

Francetélévisions



francetélévisions

France Télévisions is the leading broadcasting group in France, attracting nearly 4 out of 10 French viewers every day. France Télévisions runs 4 national channels (France 2, France 3, France 4 and France 5) and also has an overseas network with RFO and the channel France O.

The international dimension has been a long-standing and important part of France Télévisions' media policy for many years. Through the quality of its programmes, the group aims to uphold the values of French public service broadcasting in the world.

France Télévisions has an international policy focusing on reducing the North/South divide. Through CFI, in which holds the status of majority shareholder and president, the group offers the skills and expertise of its teams to numerous foreign channels. These services take many forms, including engineering, installation or modernisation of audiovisual equipment, the organisation or upgrading of audiovisual equipment, and support through the changing broadcasting profession.

France Télévisions has a very active audiovisual policy that is implemented in coordination with television and radio organisations in the Arab countries. Through CFI, the group is or has been engaged in projects in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Syria. It works with **CMCA**, headed by France 3, whose mission is to develop productions and co-productions in and for the Mediterranean region. It is involved in **COPEAM's** TERRA-MED multicultural and multilingual satellite channel project as well as Euronews, where an Arabic speaking channel has just been launched. And finally, France Télévisions provides 23,000 hours of copyright free programmes through **TV5Monde Orient**.

A network of
partners

JRTV



Created in September 1948, Jordan Radio and Television (JRTV) broadcast its first radio programme from Jerusalem. Following the union of the two banks of the Jordan on 24 April 1950, the radio station adopted the name «Radio of the Hashemite Kingdom of Jordan».

In October 1956, a new station was launched in Amman under the control of his Majesty King Hussein. July 1970 saw the birth of the Jordanian television and radio building. Becoming the first Arabic television company to transmit in colour, JRTV acquired six fully equipped internal studios in 1974 followed by broadcasting satellites to cover the entire Kingdom of Jordan and its neighbouring countries. In 1997, new radio and television studios were built to accommodate the main television station and FM radio stations, including radio Quran. Some of the programmes and news services are available in English and French.

After implementing a major in-house training programme for its staff, JRTV is now regarded as an educational institution in its own right, working with television stations in Jordan as well as other Arab countries to establish radio broadcasting units.



A network of
partners

SNRT



SOCIÉTÉ NATIONALE
DE RADIODIFFUSION ET DE TÉLÉVISION

Société Nationale de la Radiodiffusion et de la Télévision (SNRT) is the leading public operator in Morocco's broadcasting sector. Established as a limited company under Moroccan law, its capital is wholly owned by the State. SNRT runs 7 television channels, 14 radio channels and a TV broadcasting network. In television broadcasting, it offers a diverse spectrum of national channels, namely Al Aoula (general interest), Arryadia (sports), Arrabiâ (educational), Assadissa (Mohammed VI of the Holy Quran), Aflam TV (film), Al Maghribiya – the satellite channel for Moroccan nationals residing abroad – and TV Laâyoune, the regional terrestrial TV channel for the southern Moroccan provinces. The SNRT also operates four national radios – the Arabic speaking Chaîne Nationale, Chaîne Amazigh, Rabat Chaîne Inter, Chaîne Mohamed VI – as well as 10 regional stations.

Moreover, SNRT ensures the efficient running of its services through the creation, operation, maintenance and expansion of transmission and radio/television broadcasting networks.

A network of
partners

TELELIBAN



TéléLiban. In 1950, Wissam Ezzeddine and Joe Arida had the dream of creating a television channel. Their project was realised with the birth of CLT (Compagnie Libanaise de Télévision) in 1957.

On 28 May 1959, the channel began its first broadcasts with Arabic-speaking programmes on channel 7, under the management of Adel El Assaad, and French programmes on channel 9, headed by Jean-Claude Boulos, introducing Lebanese viewers to presenters like Najwa Kazoun, May Abdel Sater, Andrée Hani, Leny Nofal and Hind Sayed.

The first live broadcast covered the inauguration of the Cité Sportive stadium exhibition. The second Lebanese television channel, Télé Orient (Société de Télévision du Liban et du Moyen Orient) was created on 6 May 1962.

Through the efforts of the CLT, Lebanon became the third country in the world to transmit in SECAM colour on 21 October 1967. On 7 July 1977, decree-law no. 100 was published in the official journal authorising the merger of CLT and Télé Orient to form TéléLiban.



Much more than a website, EuroMed-News is a brand.

The EuroMed-News logo (created by SQLI Agency) was developed at the beginning of the project to serve as the brand for a unique audiovisual product as well as embody the values espoused by the project stakeholders (i.e. dialogue between cultures, gender equality, democracy, human rights, fight against poverty, etc.), represent the new Euro-Mediterranean partnership and promote the cultures of the southern Mediterranean region built on shared communication.

Serving as a unifying tool built around this strong graphic identity, www.euromed-news.org is available in French, English and Arabic and provides the brand with extensive freedom of expression. Introducing the many facets of the EuroMed-News project, the website acts as a real-time, interactive window to EuroMed-News, with a special section reserved for the press to download files and press releases. It also features a newswire, calendar and channel-by-channel programme schedule, providing everyone with quick and easy access to information and news.

In addition to the existing communication tools developed by France Télévisions' International Relations Department, various Internet services and devices have been introduced, including newsletter subscriptions, video trailers and a dedicated YouTube channel, to attract as wide a readership as possible and foster loyalty.