



Newsletter N.2



DJERBA TV FESTIVAL

27 April - 1 May 2006

- International Promo Spot Competition -

Christian CAPPE, manager of 2C Associés and Jean-François BOYER, vice president of France's audiovisual production union USPA, have created the **Djerba TV Festival**, the first International Festival of television programmes (TV dramas, documentaries and animation) produced by European and Mediterranean countries.

Competition : the "Golden Jasmines"

The first edition of the Djerba TV Festival will include the **Promo Spot Competition** earlier organised by the Luchon Television Festival. The competition will be open to European and MENA (Middle East and North Africa) countries. A **Professional Jury** will award prizes to the best promo spots.

Round table discussion

"To make an impact on viewers, should promo spots be factual or extremely creative ?"

This issue, which comes up in advertising creativity as well, will be the theme of a round table discussion organised by the art directors of the channels at the event, whose task is to ensure the promotion of programmes.

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Event co-presided by Jean-François BOYER and Christian CAPPE

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2C ASSOCIÉS