



Newsletter n°4

DJERBA TV FESTIVAL

27 April – 1 May 2006

- Professional Meetings -



The **Djerba TV Festival's** Professional Meetings, to be held all through the festival, are a unique meeting place for professionals — scriptwriters, directors, actors, technicians, television channel managers etc. — from Mediterranean and European countries.

These meetings are intended to create a proper **audiovisual market** with debates, conferences and workshops to encourage an **exchange of views and business**.

The Festival is positioning itself as a relevant and indispensable event, with the inclusion of a **teaching and training section** to renew existing creative talent and identify new talent.

THE AUDIOVISUAL FORUM

Round table discussion on “broadcast languages”: dubbing and subtitling as primary tools of openness to other cultures

Round table discussion co-organised with Canal France International (CFI) and moderated by Luciano Rispoli (CFI's director of partner relations with Arab-speaking countries)

What criteria do television directors use when making their linguistic choices?
(Comparison of pan-Arab satellite channels, national satellite channels, national terrestrial channels etc.)
How is subtitling and dubbing activity organised in the Arab countries?
What market for what players?
What language for what audience? Case study: the Euronews school (presented by Luis Rivas)

Prospective speakers:

Jean Rouilly (CEO, Lagardère Images International), **Luis Rivas** (News and station director, Euronews), **Jean-Luc Cronnel** (TV5), **Mathieu Béjot** (Chief representative, TVFI), **Dany Karam** (Elements TV)

Conference on the impact of audience measurement and the process of programme creation

Comparison of audience measurement and broadcast programming in Europe and the Middle East.

What audiovisual scene and what audiences?
What audience measurements and what editorial choices?
What programme and what target and audience?
Where do advertisers fit in?

Prospective speakers (to be confirmed):

Edouard MONIN (CEO, IPSOS MENA), **Henri False** (Médiamétrie), **Tarek Ayntrazi** (Future TV), **Rémi Festa** (France Télévisions), **Pierre Choueiri** (MD – Choueiri Group), **Hassan Zargouni** (Managing director, Sigma Conseil)

Trailer Show case

Alongside the trailer competition, the Festival offers an exceptional forum for televisual creation. Artistic directors of TV channels in European and MENA countries will present their best trailers and describe their channel identity policies.

How do formats and trailers contribute to creating channel identity? How is this identity drawn up in relation to the mission of these channels?

Exchange of experiences among European and MENA (Middle East and North African) countries on the themes of programme promotion, channel identity policies and trailer creation.

Prospective speakers (to be confirmed):

Ghislain Achard – Confirmed, **Pascal Josèphe** (CEO, IMCA), **Stephen Harlé** (Formats, self-promotion and short programmes, France 2) – Confirmed, **Thierry Langlois** (Delegated Director of Programmation – France 3, **Michel El Murr** (Murr TV), **Fabio Purino** (Artistic Director, Arte), **Fabrice Luzieux** (Artistic director for National Geographic Channels, Voyage and Foxlife), **Stéphane Lanquetin** (Artistic director for Odyssée and Histoire), **David Sedel** (Artistic Director for Trailers – TPS)

Springtime of the arab audiovisual experience

Workshops & discussions in partnership with Eutelsat, World leader in satellite TV broadcasting.

Spotlight on the Maghreb TV channels:

With the opening up and development of the audiovisual landscape in the Maghreb countries:

- – *What are the new challenges in terms of audience reach and market share for the public and private domestic TV channels?*
- – *What are their international objectives?*

Spotlight on the Middle East TV channels:

The Mashrek satellite TV channels have become veritable points of reference throughout the world. They are now seeking to diversify and to develop beyond their own borders to reach multicultural communities in Europe, the United States, the Middle East and Africa.

- *What are their future prospects and in what target areas?*

MASTER CLASS and TRAINING

Music Conference: Maurice Jarre — 50 years of music for movies and television

Meeting hosted by Stéphane Lerouge (Professor at La Sorbonne)

Maurice Jarre: a name seen in CinemaScope, recalling a time of cinema epics, wide-screen films and Technicolor.

Although he is generally associated with Hollywood movies, Maurice Jarre is French. Born in Lyon, he started out alongside Jean Vilar, writing stage music for the Théâtre National Populaire, where Gérard Philipe and Philippe Noiret made their debut.

He began writing film scores in the early 1950s, becoming one of the key musicians of the Nouvelle Vague.

He gained international recognition after he met David Lean on the sets of Lawrence of Arabia in 1962: he scored the film's unforgettable music. Three years later, in the midst of producing the soundtrack of Doctor Zhivago (Lara's Theme would go on to become a classic worldwide), Maurice Jarre moved to Hollywood. A skilled player of ethnic instruments and the pioneer of synthesized music for cinema, Jarre has worked with some of the most outstanding filmmakers of our time: Huston, Hitchcock, Visconti, Kazan, Schlöndorff, Eastwood, Weir and Cimino. For Mustapha Akkad's Message, a vast fresco on the birth of Islam, he provided a powerful soundtrack to go with the magnificent desert scenes. He has written some truly inspired music for television, including international dramas such as Vendredi ou la vie sauvage (aka Robinson Crusoe and Man Friday) and Au nom de tous les miens.

With a half-century of cinema, 150 feature films and three Oscars behind him, Maurice Jarre is a film music legend and one of France's best-known composers worldwide. His conference will provide an exceptional lesson in the fields of music and cinema.

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2C Associés – www.2c-associes.com – organizer & producer of:

MERIBEL Ad Festival / MENA Cristal (Morocco and Lebanon) / Festival du Film de Télévision de LUCHON / Festival International
Musique et Cinéma à AUXERRE / The Club des Publicitaires des Pays Francophones.