



The first edition of the Djerba TV Festival has successfully taken place !

The Festival thanks all the participants who came to Djerba from Europe, the Maghreb and the Middle East — from Tunisia, France, Belgium, Italy, Lebanon, Germany, the U.A.E., Morocco, Saudi Arabia, Syria, Iraq, Algeria, Qatar etc.

Some figures :

- ✓ 360 professionals and personalities
- ✓ 33 films, i.e. 50 hours of screenings
- ✓ 4 conferences and workshops
- ✓ 18 speakers
- ✓ 233 international promos in competition

⇒ **A Showcase : Promos / TV Design**

Speakers :
- Olivier Evrard (Artistic Director, RTBF - Belgium)
- David Sedel (Artistic Director, TPS - France)
- Fabrice Luzieux (Artistic Director, Fox Life, National Geographic, Voyage - France)
- Hedi Snoussi (Artistic Director, Hannibal TV - Tunisia)
- Patrick Lefko (Artistic Director, Euronews - France)

Theme :
How do TV design and promos 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 Africa) countries on the themes of programme promotion, channel identity policies and promo creation.

⇒ **Promo Competition : "Les Jasmins d'Or"**

With no fewer than **233 promos**, the Jury had to decide among the **23 participating channels** at the very first Djerba International Promo Competition.

The members of the jury were :
- Jean Claude Boulos, President of the Jury (Managing Director of Alsumaria TV – Iraq)
- Néjib Belkadhi (Director and Producer, Propaganda Production – Tunisia)
- Denis Karvil (Producer, Alizée Films – France)
- David Kodsí (Producer, Kien Production – France)
- Ibrahim Letaief (Director – Tunisia)
- Jerry Mosier (Media Consultant to the Managing Director of Al Arabiya – U.A.E.)
- Fabienne Servan Schreiber (Chairman & Managing Director, Cinétévé – France)

Following its deliberations the Jury decided to award "Le Jasmin d'Or" to :

"L'ENVOL DU REQUIN BLANC"
BROADCASTER: *DISCOVERY NETWORKS FRANCE*
ARTISTIC DIRECTOR: *LAURENT SAUVAGE*