

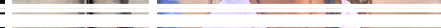
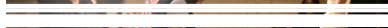
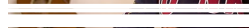
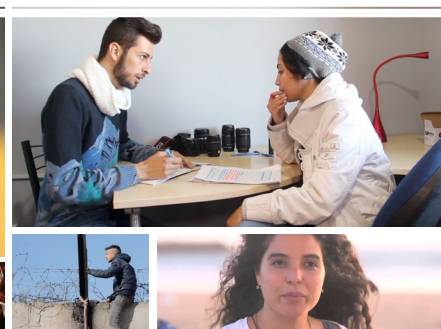
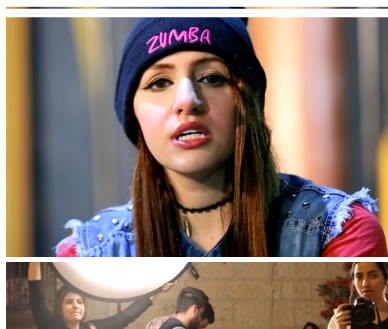
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# Mediterranea.tv

Digital offer for young Mediterraneans

A free digital platform of audiovisual content for young people who live on the two shores of the Mediterranean Sea.



## The Team : The CMCA

The CMCA (Mediterranean Center for Audiovisual Communication) is an association that brings together broadcasting groups as well as audiovisual producers and actors, who are involved in the media and cultural aspects of the Mediterranean World. Established in Marseille since 1995, the CMCA created the PriMed International Festival of Mediterranean Documentary film and reporting – an international competition that takes place every year in Marseille.

PriMed's, audiovisual week for the Mediterranean, is open to all television channels, to authors, directors and journalists, who, through their work and their creative projects, contribute to a better knowledge of the Mediterranean - its history, its cultures and its traditions



## The project:

Méditerranéea.tv is a free digital platform of audiovisual content in three languages (French, English, Arabic,) intended for young, tech-savvy people who come from the two shores of the Mediterranean.

As we increasingly live in a technological world, and now more than ever, CMCA and France Télévisions rely on new digital tools to transmit their work and to connect with audiences who are accustomed to social media and who use a range of applications on their smartphones.

MEDITERRANEA

CATÉGORIES • RECHERCHER UNE VIDÉO...



Et si on regardait la Méditerranée autrement ?

Plongez dans une mer de vidéos.  
Découvrez le projet MEDITERRANEA, une offre numérique en direction des jeunes méditerranéens...

VOIR LE PROJET

### LES PARTENAIRES





## The device:

The digital platform will be located in Marseille.

Méditerranée.tv is making a new digital offer aimed at young people (15-35 years old). It will consist of programs targeted by our partners from around the Mediterranean. The platform will edit and present thematically thousands of documentaries and digital works chosen on the existing websites of television channels, web-TV of our media partners. Thus offering better access to quality content for young people from the two shores of the Mediterranean.

*S'engager pour la Méditerranée de demain*



LE BON VÉLO

Nouran Salah a lancé une initiative pour encourager les filles à faire [...]



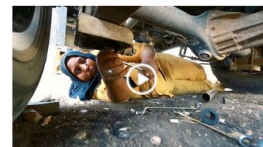
LE CIEL COMME BUT

Enfant, elle rêvait de se démarquer et de voyager dans l'espace. Imane [...]



LE SOURIRE DE REDA

Réalisation 2M Maroc  
2M, A la une, MAROC, Participer

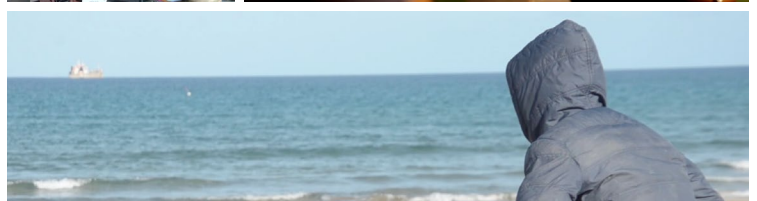


CONTRE LES HABITUDES RURALES

Une jeune fille de 20 ans qui défie les coutumes traditionnelles du [...]

## Goals:

Today, there are 346 million Internet users in the Mediterranean, 130 million young Internet users on both shores. It is young people aged 15 to 35 who are our target audience.



## The partners

France Télévisions, TV5 MONDE, Tunisian Television, 2M Moroccan television, France Media Monde (France 24, CFI, RFI, Monte Carlo Doualiya), INA, Haut Parleurs, the Anna Lindh Foundation, the Thomson Foundation - Open Media Hub.

When the platform is online, the CMCA will initially turn to its member broadcasters: Algeria, Egypt, Croatia, Jordan, Turkey. Ultimately, all the broadcasters of the Mediterranean basin will be approached to get involved with the platform.



## OPERATIONAL DEVELOPMENT

### December 2020: -presentation of the platform beta version

The CMCA must collect and integrate the films of its partners (France Télévisions, Télévision Tunisienne, 2M, France Media Monde, INA, Les Hauts Parleurs, TV5 Monde, Thomson Open Media Hub).

Launch of the fundraising campaign with Europe and European delegations with the help of the World Bank.

### 2021 :

Technical development of the platform on various media capable of hosting several thousand films, significant effort to finance translations and subtitles.

Hiring of a team of 2 people- all the development part, content integration, will be outsourced. Continuation of the fundraising campaign from public and private foundations with the support of partners.

Development of social media campaigns in French, English and Arabic, launch of digital marketing campaigns (SEA, SEO).

Presence in Mediterranean festivals

## 2022 :

Integration of films from other Mediterranean partners (Egypt, Algeria, Greece, Cyprus, Turkey)

Continuation of the fundraising campaign from public and private foundations with the support of partners.

Continuation of campaigns on social networks in French, English and Arabic.

The Primed films will have a new screening opportunity with Méditerranéea.tv

## 2023 :

Site optimization, integration of other Mediterranean media (Lebanon, Jordan, Israel, Croatia, Bosnia)

Launch of calls for film projects with all partners

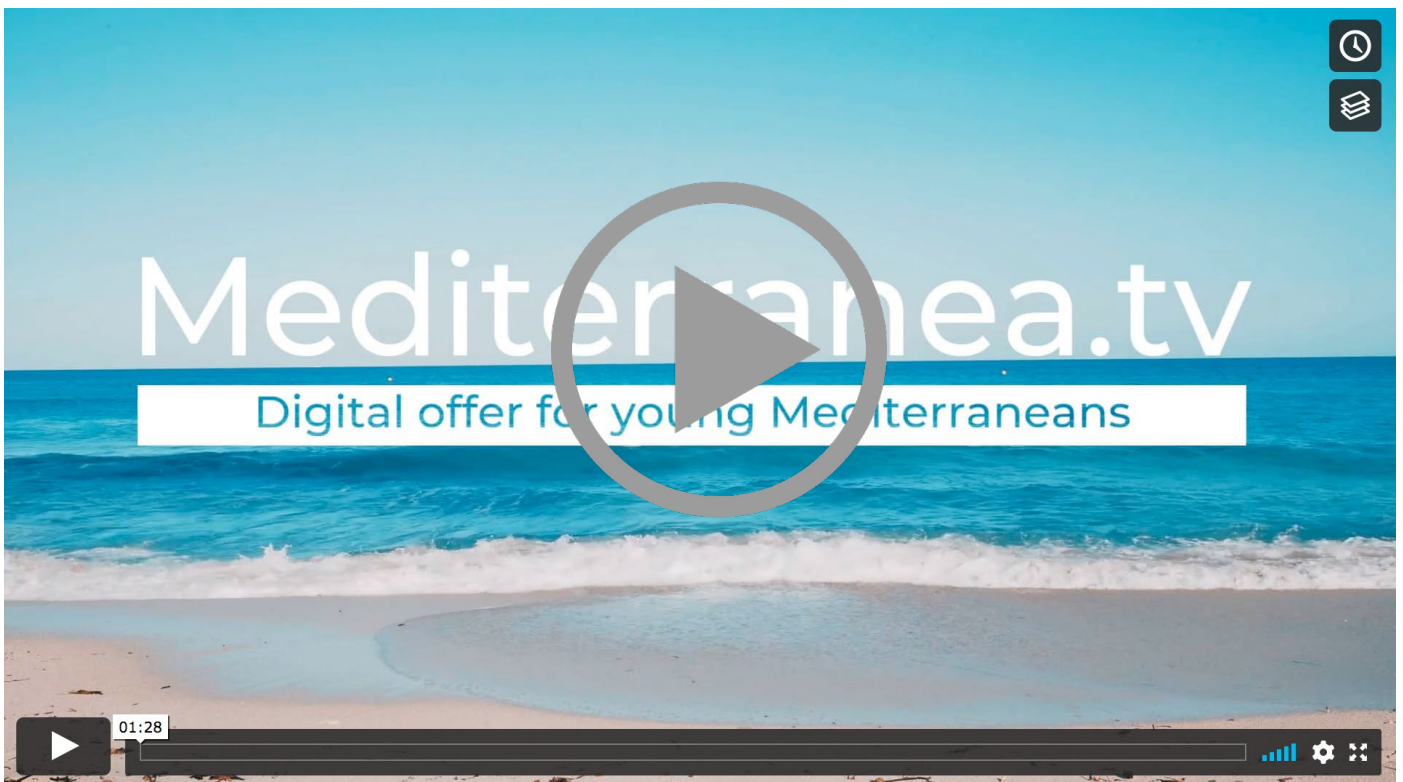
## RESEARCH FUNDING

2 million euros over 4 years, 500,000 euros per year.

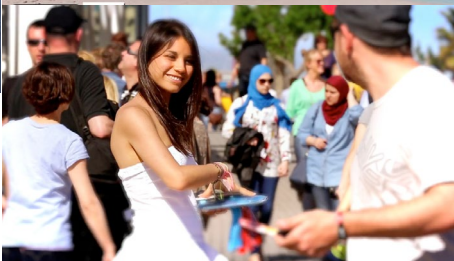
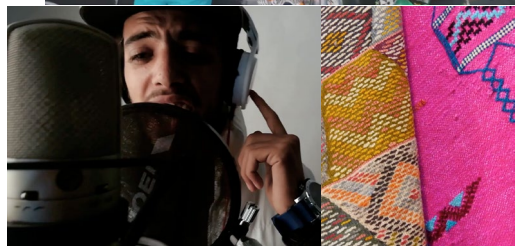
HERE THE WEBSITE PREVIEW



HERE THE TEASER







# Mediterranea.tv

Offre numérique en direction des jeunes méditerranéens



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