PRESS RELEASE

Paris, 4 November 2015

MDR !* Mobilising new comic talent in Africa

As African audiences have shown a very strong interest in short programmes, CFI, French operator in media cooperation, and CANAL+, a partner in the creation of original African content, are launching the MDR ! project in order to identify the African stars of tomorrow and help them to develop, through the creation of a range of new short comedy programmes over the next few years.

A call for applications to find the best African talent

MDR ! is aimed at finding and supporting young writers, scriptwriters, directors and comedians from French-speaking parts of Africa by enabling them to express their humour in a modern, original and dynamic format targeting young audiences across the continent. The call for MDR ! applications, launched on 26 October and scheduled to close on 30 November 2015, will bring together the most promising talents in French-speaking Africa.

The authors of the 12 best projects will be invited to a training session held by CFI in January 2016, which will help them to hone their skills in writing and directing audiovisual comedy fiction series.

Funding for 8 pilots, with the best to be broadcast by CANAL+ in Africa

Starting in 2016, CANAL+ will launch a new series of short comedy programmes in Africa, which will epitomise the channel’s spirit and values. In this context, CANAL+ will finance the production of 8 pilots selected from the 12 projects developed during the training session. Each of the 8 comedy pilots produced under the MDR ! initiative will last from 4 to 6 minutes, with the best to be broadcast on the CANAL+ channel.

By supporting and funding the production of comedy pilots and giving talented young Africans the resources they need to broaden their experience, CFI and CANAL+ are continuing to show their commitment to African entertainment and the creation of original content.

You can find the application form for MDR !

at the Website below:

http://www.ac.cfi.fr

Closing date for applications: 30 November 2015

“MDR !“ [mort de rire] is a French equivalent to “LOL” [laugh out loud]

About CFI

CFI is the media cooperation agency of the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing French aid policy for promoting and enhancing the media in developing countries. CFI works alongside players operating in the media industry (TV, radio, written press, social media), whether state-owned or privately owned, in order to strengthen the modernisation and democratisation procedures that France so avidly supports. CFI is currently involved in around thirty projects that fall within four major programmes: media and pluralism, media and enterprise, media and development, and media and human resources. www.cfi.fr

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