This project aims to support traditional media in Arabic countries in their transition from print to digital and to promote the emergence of structured professional networks. It is particularly aimed at independent newspapers with the desire to innovate and develop their digital strategy.

AIMS

- Support media in the transition to online: organisation of human and technical resources, diversification of business models, production of innovative digital content.
- Promote the sharing of expertise, tools, best practices and innovations.
- Encourage the emergence of networks and structured professional projects.

FOR WHOM?

Five privately-owned Arabic-language newspapers, from Egypt (Almasry Alyoum), Jordan (Al Ghad), Lebanon (As Safir), Algeria (El Khabar) and Morocco (Akhbar Alyaoum).
WHEN?

February 2014 to December 2015

HOW?

- Comprehensive audit of the online strategy of each of the five beneficiary newspapers.
- Bilateral assistance with innovative editorial production methods suited to online practices.
- Bilateral assistance with internal organisation and adopting business models that respond to changes in the market.
- Organisation of three workshops for the sharing of practices and experiences with participants from the five newspapers.
- Stimulation of discussion on the functioning and content of a “Media Lab” (during group meetings), a platform for sharing tools, good practices and innovations, run by a team made up of managers from various Arabic newspapers.

EXPECTED RESULTS

- Creation of an action plan regarding the development strategy and the transition to online for each media partner.
- Production of innovative publishing projects suitable for the online environment.
- Better adaptation of the media to market practices.
- Increased sharing of expertise, particularly through the creation of a “Media Lab”.

CFI: the French media development agency

CFI provides support to media organisations as development actors across several continents. A subsidiary of France Médias Monde and an operator of the French Ministry of Europe and Foreign Affairs, the agency is currently working on around 30 projects that fall under three major programmes: Media and Governance, Media and Business and Media and Development.

The “Media and Business” programme addresses the economic issues that have an impact on the activities of media organisations as businesses. The programme contributes to the consolidation of business models and training, particularly for young talents, with the aim of enabling financial autonomy and thereby encouraging editorial independence.