This project aims to provide support for African TV channels programme managers in the area of programme purchasing, by helping them to better identify their needs and to successfully negotiate their purchases at programme markets.

**AIMS**

- Strengthen the professional skills of programme buyers and managers.
- Diversify programme supply sources.
- Help improve the quality of programmes broadcast by partner TV channels.

**FOR WHOM?**

13 state and private, English, French or Portuguese-language, African partner TV channels in Cameroon, Senegal, Côte d'Ivoire, Gabon, Angola, Rwanda, Namibia, Zambia, Ghana and Tanzania.
WHEN?

June 2014 to September 2015

HOW?

- Participation of programme managers at a programme market ("Rendez-vous TVFI de Biarritz" in 2014 and 2015).
- CFI to provide support for broadcasters at all stages in the process.

RÉSULTATS ATTENDUS

- Better identification of needs in terms of programmes.
- Improvement of channels’ negotiation capacity for the purchase of programmes.

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.