BENIN – CÔTE D’IVOIRE

DTT AFRICA

With the arrival of Digital Terrestrial Television (DTT) in Africa, state television stations face a considerable challenge: to withstand competition from private television stations, both new and old, which can now achieve national coverage thanks to DTT, while launching new speciality channels. Since 2015, the DTT Africa project has been helping television stations in Benin and Côte d’Ivoire to manage these changes, through a number of initiatives which aim to improve media management, streamline production processes and boost the local TV advertising market.

AIMS

⤆ Support African TV partners in implementing managerial and operational changes in order to prepare them for the arrival of new competitors.
⤆ Help structure the advertising market to create an environment conducive to the growth of the audiovisual sector.

WHEN?

June 2015 to June 2017
FOR WHOM?

→ Broadcasting channel decision-makers
→ Managers and staff of Programme Services, Scheduling & Production
→ TV & web journalists
→ Management within Côte d'Ivoire's broadcasting authority, the Haute Autorité de la Communication Audiovisuelle (HACA)

HOW?

→ Strategic mentoring (consultancy, training) to improve the organisation of TV partners in the areas of management, programmes, production, broadcasting (ORTB in Benin).
→ Strategic consultancy to provide editorial support to RTI (Côte d'Ivoire), particularly as regards streamlining and industrialising production processes.
→ Advising the HACA in respect of audience measurement.

EXPECTED RESULTS

→ Improvement and optimisation of the organisation and management of ORTB.
→ Improvement in production processes at RTI, to enhance quality and increase production volumes without increasing costs.
→ Establishment of audience measurement in Côte d'Ivoire, under the aegis of the HACA, to facilitate expansion and structuring of the advertising market and, indirectly, the TV market.

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.

Contact

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