LEBANON

DIGITAL READINGS

Just like their Arab-language counterparts, the French-language media in Lebanon are currently facing significant financial problems and an ageing readership. Launched in 2016, the Digital East project was already a measure aimed at supporting two of Lebanon’s French-language titles (l’Orient-Le Jour and Magazine), helping them to adapt to the evolution of their environment. In the same spirit, Digital Readings is designed to support a number of media outlets in Lebanon, which were selected after a call for applications, in structuring and modernizing their offering with a view to expanding their audience.

AIMS

➡️ Structuring Lebanon’s French-language media offering so that each age group can access adapted content.
➡️ Supporting its development online and on social media.
➡️ Mentoring Lebanon’s French-language media in developing their audiences and creating new offerings.

FOR WHOM?

Lebanon’s French-language press.

A project by
WHEN?

From May 2017 to May 2019

COMMENT ?

- **A call for applications** to select the recipient French-language media in Lebanon.
- **Working seminars** to promote the structuring of and synergy amongst Lebanon’s French-language media.
- **Strategic mentoring** of the media to develop their French-language offering.
- **An HR study** focusing on the training, remuneration and recruitment of French-speaking journalists in Lebanon.
- **Creation of a mini website**, supported by a database of French-speaking Lebanese contributors/journalists that can be accessed by the recipient media.
- **Group training courses** focusing on photo, video, graphic (data visualisation) techniques and on developing an offering outside of standard media outlets (locations, partnerships, events).
- **Coaching for each media outlet** focusing on the development of websites and apps, the challenge of interacting with the public, a participatory offering, marketing issues, monetisation of offerings and income development.

24 months

**€130,000**

EXPECTED RESULTS

- Development of a French-language media offering in Lebanon that, for each age group (children, young people, adults and seniors), provides content that is adapted to their expectations and main areas of interest.
- Growth of the overall audience for Lebanon’s French-language media.
- A guarantee of the viability of these media.

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, 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.

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