

**Grant FED/2013/328404****Sector**

Audiovisual diffusion

**Co-ordinator**Organisation Internationale de la  
Francophonie (OIF)**Partners**CIRTEF, Belgium  
West African Economic  
and Monetary Union (UEMOA)  
Institut National de l'Audiovisuel,  
France  
Institut Imagine, Burkina Faso  
SARL Côte Ouest, Mauritius  
Société Soon, Senegal

## CAPITAL NUMÉRIQUE

***A project to boost markets and audiovisual productions in ACP countries by enhancing the value of works and digital image banks***

Although ACP television stations lack the resources to produce or even procure programmes, they rarely increase the value of the audiovisual works that they broadcast, even when they are successful. If television stations have “no memory” today, it is due to the fact that in the absence of appropriate means and an adequate legal framework, they are not organised to conserve and enhance the value of images once they have been broadcast. This project, with its mobilising nature, will give archive departments prestige and credibility that in time will facilitate the removal of these technical and organisational obstacles. Its overall objective is to kick start the broadcasting of works and audiovisual productions in ACP countries by enhancing the value of a catalogue of works and digital image stocks in the North and in the South. Its specific objectives are, through digitisation, to render ACP author works that are available on analogue supports capable of being broadcast on television, in cinemas or via internet (in particular VOD) and make it possible to consult them in film and media libraries libraries; to make it possible for television image collections to be pooled and made accessible to professionals, allowing an increase in the production of documentary films; to encourage the practice of declaring audiovisual copyright. Out of the 600 hours of ACP programmes preserved over the past 25 years by the Organisation Internationale de la Francophonie (OIF) and digitised by the Bibliothèque Nationale de France, several hundred hours could become the object of repeat programming on television stations, within screening networks (itinerant or in cinemas) and on video on demand portals.

### Project beneficiaries

ACP film and audiovisual professionals, cinema goers, television audiences, ACP teachers and students.

### Expected results

- An increase in revenue for ACP producers (when several hundred hours of films and TV series are digitised and put back into circulation), leading to a boost in production;
- An increase in the sales of ACP works through enriched catalogues that will allow several programming slots to be creation and filled;
- The launch of 2 series destined to be sustainable thanks to the networking of the archives of ACP television stations (14 hours of pilot programmes), strengthening skills and distribution;
- A harmonisation of the regulatory texts regarding copyright and the drafting of a text on the subject of legal audiovisual copyright declarations in UEMOA (West African Economic and Monetary Union) countries;
- The consolidation of the Imagine Institute (Burkina Faso) as a reference centre for the conservation and consultation of audiovisual heritage.

Implemented by the Secretariat  
of the ACP Group of StatesFunded by the  
European Union



**Duration:** 36 months  
13/12/2013-12/12/2016

**Total Amount:** 685,000.00 EUR

**EU grant:** 500,000.00 EUR  
(72.99%)

**Action Location:** Benin,  
Burkina Faso, Burundi,  
Cameroon, Congo, Ivory Coast,  
Djibouti, Gabon, Guinea,  
Guinea-Bissau, Haiti, Mauritius,  
Central African Republic, Mali,  
Madagascar, Mauritania, Niger,  
DRC, Senegal, Togo

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### Project activities

- Contact with copyright holders of digitised works, inciting the signing of distribution contracts with television stations for VOD and itinerant screenings; creating promotional materials;
- The creation of an image sharing platform (Archibald) between 20 partner television stations and the pilot production of 14 hours of programmes;
- The training of ACP journalists and directors in the use of archive images;
- Support for the Imagine Institute in managing and enriching the audiovisual resources that are at the disposal of students, teachers and researchers;
- Support for the UEMOA group of experts in drafting and validating the texts about copyright and audiovisual legal deposit declarations.

### Sustainability of the action

The certain knowledge that a sufficient number of works are available will lead television stations to create “documentary” or “film for TV” slots that it would have been difficult to fill previously. In turn, the existence of these new slots will stimulate production. For television archives, their resource pooling as part of a documentary production project (the “Flash-back” short programmes and the series “Mémoire vive”) will show them in their best light and allow the multiplication of image sales to producers from ACP States and also from Europe; the increase in the offer that results from putting works that had become inaccessible back into circulation (due to the obsolescence of analogue media) will allow productions from French-speaking ACP countries to occupy new television slots; the pooling of and access by professionals to television image archives will allow an increase in the production of documentary films. Enhancing the value of television archives will open the path towards a new field of action in terms of production and coproduction and allow the sale of images beyond the ACP zone, encouraging the creation of new jobs in the archive departments of television stations, in audiovisual productions and in programme distribution.

Support for the group of experts put in place by UEMOA will facilitate the drafting of regulations covering copyright and audiovisual legal deposit for eight ACP States (Benin, Burkina Faso, Ivory Coast, Guinea Bissau, Mali, Niger, Senegal and Togo).

Finally, the intervention of experts from the Bibliothèque Nationale de France at the Burkina Faso Imagine Institute will allow a transfer of experience and ACP skills strengthening.