

**SPECIFIC CONTRACT No – CRIS 2009/213-362**  
**(Abac reference 30CE0082150046)**  
implementing Framework Contract Prince No 2005/S-247-lot 2-07

The European Community ("the Community"), represented by the Commission of the European Communities ("the Commission"), which is represented for the purposes of signing this Contract by Gisela Gauggel-Robinson, Head of Unit A2, DG Enlargement, of the one part,

and

Media Consulta  
International Holding AG  
D-10179 Berlin Wassergasse 3  
HRB 83891  
DE 222 424 371

(hereinafter referred to as "the Contractor"), represented for the purposes of the signature of this contract by Harald Zulauf, CEO, of the other part,

HAVE AGREED

**ARTICLE I.1 - SUBJECT**

- I.1.1** This specific contract implements framework contract no 2005/S-247 signed by the Commission and the Contractor on 29.08.2006. This specific contract relates to *Lot 2 (Assistance with audiovisual production and media relations in the field of enlargement)* of the framework contract.
- I.1.2** The subject of this specific contract is a co-production with TV5Monde on the occasion of the 20<sup>th</sup> anniversary of the fall of the iron curtain.
- I.1.3** The Contractor undertakes, on the terms set out in the framework contract and in this specific contract and the annexes thereto, which form an integral part thereof, to perform the tasks as described in Annex II.




## **ARTICLE I.2: TERM**

- I.2.1** This specific contract shall enter into force on the date on which it is signed by the last contracting party.
- I.2.2** The duration of the tasks shall not exceed 6 months and will end on 31 December 2009. Execution of the tasks shall start on the date of entry into force of this specific contract. The period of execution of the tasks may be extended only with the express written agreement of the parties before such period elapses.

## **ARTICLE I.3: PRICE**

- I.3.1** The total amount to be paid by the Commission under this specific contract shall be EUR 330.295,86 (Three hundred and thirty thousand two hundred and ninety five euros with eighty six cents) covering all tasks executed (see price offer in Annex I).
- I.3.2** Costs up to the amount specified in the Contractor's price offer as approved by the Commission will be reimbursed according to the provisions of the Framework contract.
- I.3.3** The invoicing address is:  
European Commission – DG Enlargement  
Financial Execution Unit – Office CHAR 6/74  
Rue de la Loi 170  
B-1049 Bruxelles  
Belgium

## **ARTICLE I.4: PAYMENTS**

- I.4.1** Payments under this Contract shall be made in accordance with Article I.5 of the Framework Contract.
- I.4.2.** Requests for payments shall be admissible if accompanied by a technical report and a financial report supported by copies of the documents in accordance with Article I.5 of the Framework contract. The financial report should follow the structure and logic of the price offer in Annex I.
- I.4.3** A pre-financing payment of EUR 96.492,90 (Ninety six thousand four hundred and ninety two euros with ninety cents) shall be paid, representing 30% of the total value of the specific contract excluding reimbursable costs and contingency.
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## **ARTICLE I.5: ANNEXES**

### **Annexes:**

#### **Annex I – Price Offer**

#### **Annex II – Technical Offer, Description of Tasks**

## SIGNATURES

For the Contractor,  
Media Consulta International Holding AG,  
Mr Harald Zulauf, CEO

signature: \_\_\_\_\_

Done at Berlin,

In duplicate in English

  
17.07.2007  
**MEDIA CONSULTA**  
International Holding AG  
Wassergasse 3, 10179 Berlin  
Phone +49 (0)30 65000-0  
Fax +49 (0)30 65000-350

For the Commission,  
Gisela Gauggel-Robinson, Head of Unit

signature: \_\_\_\_\_

Done at Brussels,

1717109

DG Enlargement

AV production - 20 years Fall of the Iron Curtain		Quantity	Unit price	Senior manager	Project leader	TOTAL
Duration: July until December 2009 (in total 6 months)				500	430	
<b>Conception, coordination and project management</b>						
Continuous consulting, project management, financial management * 2.5 MDs per month	m/d			5,00	10,00	6.800,00 €
Liaison with TV5 Monde * 1 MD per month	m/d			1,50	4,50	2.685,00 €
2 meetings with the producer (TV5 Monde)	m/d			2,00	2,00	1.860,00 €
<b>90 min. special show "Emission Speciale"</b>						
Ongoing content support/development: choice of topics, research of projects, background information	m/d			5,00	11,00	7.230,00 €
<b>Small reports 6x2' to 3' and 8x3' to 10'</b>						
Ongoing content support/development: choice of topics, research of projects, background information on EU Enlargement policy	m/d			5,00	11,00	7.230,00 €
<b>sum Conception, coordination and project management</b>						<b>25.805,00 €</b>
<b>Production TV5</b>						
<b>TV5 Preparation &amp; development of content and topics</b>						
Project leader *0.5 Md per report (14 reports)	per day				7,00	3.010,00 €
<b>sum TV5 Preparation &amp; development of content and topics</b>						<b>3.010,00 €</b>
<b>TV5 COPYRIGHTS - ARTISTIC RIGHTS (archives and music)</b>						
Purchase of archives and international copyrights	based on real costs	1,00	25.000,00 €			25.000,00 €
Graphics and trailer for opening credits of the reports and special programme	based on real costs	1,00	7.000,00 €			7.000,00 €
Additional musics	based on real costs	1,00	780,00 €			780,00 €
<b>sum TV5 COPYRIGHTS - ARTISTIC RIGHTS (archives and music)</b>						<b>32.780,00 €</b>
<b>TV5 SHOOTING/ touring in Berlin/ film set in Paris/ Duplex Provisions (September 2009)</b>						
<b>Touring shooting in Berlin</b>						
<b>Artistic Team</b>						
Film director *Director (preparation and scenario and shooting)	m/d	8,00	800,00 €			6.400,00 €
Case manager (Photography director)	m/d	8,00	430,00 €			3.440,00 €
Coordinator Editor-in-chief (incl. preparation and development of project)	m/d	8,00	430,00 €			3.440,00 €
<b>Technical Team</b>						
Production director	m/d	5,00	220,00 €			1.100,00 €
Responsible for production - production assistant	m/d	10,00	280,00 €			2.800,00 €
Documentalist	m/d	10,00	350,00 €			3.500,00 €
Camera man	m/d	10,00	400,00 €			4.000,00 €
Make-up	m/d	10,00	250,00 €			2.500,00 €
Sound editor	m/d	10,00	400,00 €			4.000,00 €

# DG Enlargement

AV production - 20 years Fall of the Iron Curtain			Quantity	Unit price	Senior manager	Project leader	TOTAL
Duration: July until December 2009 (in total 6 months)					500	430	
Sound editor (post-production)		m/d	12,00	400,00 €			4.800,00 €
Image editing		m/d	12,00	380,00 €			4.560,00 €
*Film editor							
Assistant		m/d	12,00	280,00 €			3.360,00 €
* assistant film editor							
Journalists and consultants							
Consultants - guests of the show		m/d	10,00	430,00 €			4.300,00 €
Technical materials							
Camera		per day	8,00	310,00 €			2.480,00 €
3 x Video accessories		per day	10,00	50,00 €			500,00 €
3 x Optics		per day	10,00	75,00 €			750,00 €
3x Filters		per day	10,00	20,00 €			200,00 €
2 x Production vehicle		per day	10,00	120,00 €			1.200,00 €
Basic lighting set		per unit	20,00	50,00 €			1.000,00 €
* 20 Light kits							
Sound equipment		per unit	20,00	50,00 €			1.000,00 €
*20 x sound equipment							
Film Material							
90' Betacam cassette		per cassette	30,00	30,00 €			900,00 €
<b>sum Touring shooting in Berlin</b>							<b>56.230,00 €</b>
Subtitles and transcripts							
Subtitles and transcripts in FR and EN		per hour	100,00	70,00 €			7.000,00 €
<b>sum Subtitles and transcripts</b>							<b>7.000,00 €</b>
<b>sum TV5</b>							<b>63.230,00 €</b>
<b>SHOOTING/ touring in Berlin/ film set in Paris/ Duplex Provisions (September 2009)</b>							
TV5							
Topics and reports							
Special pages in news desks (5 reports of 2' to 3') and Special Programme in Berlin of 90 min. (8 reports of 3' to 10')							
Technical Team							
Preparation		per day	16,00	430,00 €			6.880,00 €
Project leader/coordinator							
Journalist		per day	16,00	430,00 €			6.880,00 €
Journalist (post-production)		per day	16,00	430,00 €			6.880,00 €
Image editing		per day	16,00	380,00 €			6.080,00 €
*Film editor							
<b>sum Technical Team</b>							<b>26.720,00 €</b>
Technical materials							
Camera		per day	16,00	310,00 €			4.960,00 €
3 x Video accessories		per day	15,00	50,00 €			750,00 €
3 x Optics		per day	15,00	75,00 €			1.125,00 €
3x Filters		per day	15,00	20,00 €			300,00 €
2 x Production vehicle		per day	15,00	120,00 €			1.800,00 €
Basic lighting set		per unit	30,00	50,00 €			1.500,00 €
* 30 Light kits							
Sound equipment		per unit	30,00	50,00 €			1.500,00 €
*30 x sound equipment							
<b>sum Technical materials</b>							<b>11.935,00 €</b>

## DG Enlargement

AV production - 20 years Fall of the Iron Curtain						
		Quantity	Unit price	Senior manager	Project leader	TOTAL
Duration: July until December 2009 (in total 6 months)				500	430	
<b>Editing and finalisation</b>						
Editing and finalisation of reports * online virtual editing (editor included)	per day	14,00	1.800,00 €			25.200,00 €
Digital tape editing (editor included)	per day	14,00	700,00 €			9.800,00 €
*Editing and finalisation of reports - 3 machine editing table						
Sound engineer (post-production)	per day	14,00	400,00 €			5.600,00 €
<b>sum Editing and finalisation</b>						<b>40.600,00 €</b>
<b>Film material</b>						
90' Betacam cassette * approx. 4 tapes per report (13 reports)	per cassette	52,00	30,00 €			1.560,00 €
<b>sum Film material</b>						<b>1.560,00 €</b>
<b>sum TV5 Topics and reports</b>						<b>80.815,00 €</b>
<b>Special pages in news desks (5 reports of 2' to 3') and Special Programme in Berlin of 90 min. (8 reports of 3' to 10')</b>						
<b>TV5 INTERNET CONTENT</b>						
Internet space for distribution of the AV reports of TV5 (project leader)	m/d				6,00	2.580,00 €
Online game/competition of photos: "Where were you on the 9th November 1989?" (project leader)	m/d				8,00	3.440,00 €
Collection of testimonials (project leader)	m/d				3,00	1.290,00 €
Animated information graphics (project leader)	m/d				10,50	4.515,00 €
The "Léo family" + Interactive discovery of Berlin (project leader)	m/d				12,00	5.160,00 €
Illustrated historical timeline (project leader)	m/d				10,00	4.300,00 €
Internet quiz (project leader)	m/d				2,00	860,00 €
<b>sum TV5 INTERNET CONTENT</b>						<b>22.145,00 €</b>
<b>SUM</b>						<b>201.980,00 €</b>
<b>Distribution</b>						
Project Management Distribution	m/d			1,00	5,00	2.650,00 €
Proactive approach and follow up with TV stations in 35 countries * 27 EU member states * 8 CC and PCC (setting up of possible cooperations for further distribution of AV content) * 1 MDs per country	m/d				35,00	15.050,00 €
Follow-up of TV stations to check broadcast of AV reports	m/d				6,00	2.580,00 €
Mastertapes with special show and reports will be delivered by TV5 (including footage material ca. 10 min per report) * 18 min tapes						
Translation of shotlist from FR into EN *10 reports + special show (each á 5 pages)	per page	50,00	54,00 €			2.700,00 €
Proofreading of shotlists	per page	50,00	7,00 €			350,00 €
Design of cover and label (graphic designer)	m/d	1,00	430,00 €			430,00 €
Handling of copying	m/d				4,00	1.720,00 €
Digitalisation of all material * digital tape editing (editor included)	m/d	17,50	700,00 €			12.250,00 €
100 tapes - copies of the reports for distribution (90' Betacam cassette) * all reports on two tapes and for each tape 50 copies = 100 tapes	per cassette	100,00	30,00 €			3.000,00 €
Drafting of 1 media alerts for the contacts with TV stations in EN * 3 pages	m/d				2,00	860,00 €

## DG Enlargement

AV production - 20 years Fall of the Iron Curtain						
		Quantity	Unit price	Senior manager	Project leader	TOTAL
Duration: July until December 2009 (in total 6 months)				500	430	
Translation of media alert from EN into 5 further EU languages * (ES, IT, CS, HU, PL) * 4 pages per language	per page	20,00	54,00 €			1.080,00 €
Proofreading of media alert	per page	20,00	7,00 €			140,00 €
Courier costs - EU countries	based on real costs	30,00	25,00 €			750,00 €
Courier costs - non EU countries	based on real costs	20,00	50,00 €			1.000,00 €
Final distribution report	m/d				2,00	860,00 €
<b>sum Distribution</b>						<b>45.420,00 €</b>
<b>PR Measures</b>						
PR Measures -drafting of one press release	m/d			1,00	2,00	1.360,00 €
Translation of the press release in 7 further EU languages * DE, FR, NL, DA, PL, IT, SE * 4 pages	per page	28,00	54,00 €			1.512,00 €
Proofreading of the press release * 7 languages: DE, FR, NL, DA, PL, IT, SE * 4 pages	per page	28,00	7,00 €			196,00 €
Distribution of the press release in 10 EU countries (Austria, Belgium, Germany, France, Netherlands, Denmark, Poland, Italy, UK and Sweden)	based on real costs	1,00	3.000,00 €		2,00	3.860,00 €
Follow up	m/d				4,00	1.720,00 €
<b>sum PR Measures</b>						<b>8.648,00 €</b>
<b>Entertainment event in Berlin 1 day</b>						
<b>Organisation and management</b>						
Organisation of entertainment event (search of venue, project management, financial management)	m/d			2,00	8,00	4.440,00 €
Coordination with location and all service providers involved	m/d				4,00	1.720,00 €
On-site attendance * 4 persons of MC staff 1 day	m/d				4,00	1.720,00 €
Previsit of location * 1 person of MC staff	m/d				0,50	215,00 €
<b>Production of invitation card distribution via mail</b>						
Drafting and creation of an online invitation	m/d				1,50	645,00 €
<b>Invitation and registration management</b>						
Setting up of an invitation list	m/d				3,00	1.290,00 €
Sending out invitations and follow-up of the guests	m/d				4,00	1.720,00 €

## DG Enlargement

AV production - 20 years Fall of the Iron Curtain						
		Quantity	Unit price	Senior manager	Project leader	TOTAL
Duration: July until December 2009 (in total 6 months)				500	430	
<b>Venue, decoration and catering</b>						
Venue; (exclusive rental of movie theater including lounge / get-together-area, e.g. UCI Colosseum Berlin)	based on real costs	1,00	2.000,00 €			2.000,00 €
PA for speeches and music (microfons, loudspeakers, etc.)	based on real costs	1,00	1.000,00 €			1.000,00 €
light (floor spots, additional ambience light)	based on real costs	1,00	500,00 €			500,00 €
Sign creation and posting	based on real costs	1,00	700,00 €			700,00 €
Flower decoration	based on real costs	2,00	150,00 €			300,00 €
Electrical connection	based on real costs	1,00	500,00 €			500,00 €
2 hostesses	based on real costs	2,00	180,00 €			360,00 €
Catering * Cocktail reception incl. finger food * 100 Persons	based on real costs	100,00	25,00 €			2.500,00 €
Music entertainment	based on real costs	1,00	1.500,00 €			1.500,00 €
Photograph	based on real costs	1,00	430,00 €			430,00 €
GEMA	based on real costs	1,00	250,00 €			250,00 €
<b>sum Entertainment event in Berlin 1 day</b>						<b>21.790,00 €</b>
<b>SUBTOTAL</b>						<b>303.643,00 €</b>
<b>Contingency</b>						
Contingency 2%	based on real costs	1,00	6.072,86 €			6.072,86 €
<b>sum Contingency</b>						<b>6.072,86 €</b>
<b>sum TOTAL (MAIN BUDGET)</b>						<b>309.715,86 €</b>

REIMBURSABLE COSTS						
<b>MC staff</b>						
Travel costs for meeting with coproducer * 2 persons of MC staff * 2 meetings	per person/per day based on real costs	4,00	400,00 €			1.600,00 €
Daily subsistence * 2 persons of MC staff * 2 meetings	per person/per day based on real costs	4,00	245,00 €			980,00 €
<b>sum REIMBURSABLE COSTS</b>						<b>2.580,00 €</b>
<b>sum TOTAL (main budget incl. reimbursable costs)</b>						<b>312.295,86 €</b>

OPTIONAL MEASURES						
Evaluation of impact of AV coverage (Watermarking) - monitoring for three months of all reports	based on real costs	1,00	18.000,00 €			18.000,00 €
<b>sum OPTIONAL MEASURES</b>						<b>18.000,00 €</b>
<b>sum TOTAL (main budget incl. reimbursable costs and optional measures)</b>						<b>330.295,86 €</b>





European Commission  
Directorate-General Enlargement  
Ms. Gisela Gauggel-Robinson  
Rue de la Loi 170  
B- 1040 Bruxelles

Framework Contract No. 2005/S-247-Lot2-07  
Assistance with communication and information actions  
in the field of enlargement  
Lot 2 – Audiovisual production and media relations

**Coproduction TV5 Monde:  
“20<sup>th</sup> anniversary of the Fall of the Iron Curtain”**

Prepared by  
MEDIA CONSULTA International Holding AG  
Wassergasse 3, D-10179 Berlin  
30 June 2009

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	<ul style="list-style-type: none"> <li>• Liaise with the TV5 Monde distribution headquarters throughout the whole distribution process.</li> <li>• Liaise with DG Enlargement in order to make sure that the client's needs have been implemented accordingly.</li> <li>• Promote the overall project with the development of PR measures.</li> <li>• Develop and implement a distribution plan targeting European national TV as well as regional broadcasters, to ensure the broadcasting of the TV5 Monde audiovisuals materials in as many European linguistic markets as possible, notably Austria, Belgium, Germany, France, Netherlands, Denmark, Poland, Italy, UK and Sweden</li> <li>• Organise a networking event in Berlin on the occasion of the special TV show.</li> </ul>
Budget	<ul style="list-style-type: none"> <li>• See Annex I</li> </ul>

# 1 Table with a short overview

Objectives	<ul style="list-style-type: none"> <li>• Mark the celebration of the 20<sup>th</sup> anniversary of the Fall of the Iron Curtain</li> <li>• Inform and create understanding about the events of 1989</li> <li>• Highlight and explain the consequences of the impact the events have had on the countries of the Warsaw pact and the European Members States: the end of the Cold War; the reunification of Germany; European enlargement 2004-2007</li> <li>• Communicate the impact of EU's enlargement to Europeans by highlighting challenges and benefits that resulted from it.</li> <li>• Raise awareness for the transformation and positive development of the more recent EU Member States</li> <li>• Highlight the added values and possible contributions that candidate and potential candidate countries could bring to the EU.</li> </ul>
Target audiences	<ul style="list-style-type: none"> <li>• General public audience of TV5 Monde in the EU countries (Belgium, France and French speaking audiences in all other EU countries and in candidate countries and potential candidates)</li> <li>• National audiences at EU level via distribution of copyright free AV materials to national broadcasters</li> <li>• General French-speaking audiences in approximately 200 countries and regions</li> <li>• Online audiences via the Internet component of the project</li> </ul>
Tasks of the agency	<ul style="list-style-type: none"> <li>• Produce and broadcast in cooperation with TV5 Monde "pages spéciales" – "special pages" - in different editions of the <i>TV5 Monde Journal</i> (newscasts).</li> <li>• Produce and broadcast in cooperation with TV5 Monde of a special TV show in Berlin (90 minutes) to be aired on 9 November 2009, prime time.</li> <li>• Ensure the uploading of the produced audiovisual features, as well as with the implementation and development of a special section on TV5 Monde website.</li> <li>• Support TV5 Monde in the choice of topics, research of projects and background information on EU Enlargement policy and fall of the Iron curtain</li> <li>• Monitor the TV5 Monde pre-production and production according to DG Enlargement standards and to the highest broadcasting standards.</li> </ul>

## 2 Introduction

On 9 November 2009, Europe will be celebrating the 20<sup>th</sup> anniversary of the fall of the Berlin Wall. The Berlin Wall that was constructed in 1961 was the symbol of the Cold War and the division into two blocks. Following the Labour turmoil in Poland and the economic and political reforms and upheavals in Hungary in the 1980s, the Eastern revolutionary movement experienced its peak on 9 November 1989. On this day, the Berlin Wall fell down under the pressure of the peaceful public mass demonstrations of GDR citizens. The fall of the Wall subsequently led to the fall of the "Iron Curtain" and signified the end of the Warsaw Pact. It marked an essential turn in Europe's and the world's history.

In 1990, Germany was reunited after decades of separation and the road for European enlargement was clear: with the fall of the Iron Curtain in 1989/90, countries in the East and West of Europe realised that their relationship needed to be completely redefined. Both sides saw this as a unique opportunity to overcome the division of Europe once and for all. The European Union decided to offer the countries of Central and Eastern Europe a clear accession perspective, and these countries were for their part willing to introduce the far-reaching reforms necessary to make accession a reality. Ten eastern countries joined the European five years ago, together with Bulgaria and Romania in 2007. In November 2009, Europe will therefore commemorate and celebrate the fall of the Iron Curtain as well as the fifth anniversary of the 2004 enlargement.

Next in line for integration into the EU are the countries and regions of Southeast Europe. Enlargement is one of the EU's most powerful policy tools. EU's growing membership has led to a safer and more prosperous Europe. All European citizens benefit from having neighbours that are stable democracies and prosperous market economies. Enlargement helps the transformation of the countries involved, extending peace, stability, prosperity, democracy, human rights and the rule of law across Europe. Furthermore, the wider internal market and the new economic opportunities increase Europeans' prosperity and competitiveness.

DG Enlargement has asked Media Consulta in collaboration with TV5 Monde to set-up the production of a multimedia project on the occasion of the celebrations of November 2009. DG Enlargement formally agrees that Media Consulta cooperates with TV5 Monde for the implementation of this specific contract.

Media Consulta therefore entrusts TV5 Monde with the production and broadcasting of this multimedia project. TV5 Monde commits themselves by this specific contract to produce and broadcast the audiovisual products planned in accordance with the terms of this contract.

Media Consulta ensures that DG Enlargement has the non-exclusive rights to reproduction, public diffusion and exploitation of all or parts of the audiovisual materials produced and broadcasted by TV5 Monde, in all the different languages, conditions, durations and montages.

This multimedia project will include:

- TV5 Monde "*pages spéciales*" – "special pages" programming on the *TV5 Monde Journal* (newscasts) including TV reports
- A special TV programme in Berlin (90 minutes) to be aired on 9 November 2009, on prime time
- Online access to the produced audiovisual features, as well as the development of a special section on TV5 Monde website.

This proposal explains in details how TV5 Monde will set up this audiovisual project, and the tasks of Media Consulta in this project.

### 3 Objectives

The aim of the audiovisual production of TV5Monde and Media Consulta will be to inform the European public about the fall of the "Iron Curtain" 20 years ago and to discuss the event with regards to its consequences on history and specifically European enlargement. The multimedia project will:

- Mark the celebration of the 20<sup>th</sup> anniversary of the Fall of the Iron Curtain.
- Inform and create understanding about the events of 1989.
- Highlight and explain the consequences of these events had on the countries of the Warsaw pact and the European Members States: the end of the Cold War; the reunification of Germany; European enlargement 2004-2007.
- Communicate the impact of EU's enlargement to Europeans by highlighting challenges and benefits that resulted from it.
- Raise awareness for the transformation and positive development of the more recent EU Member States.

- Highlight the added values and possible contributions that candidate and potential candidate countries could bring to the EU.

#### 4 Target audiences

This project will aim at informing the following target groups about the anniversary of the fall of the “Iron Curtain”:

- General public audience of TV5 Monde in the EU countries (Belgium, France and French speaking audiences in all other EU countries and in candidate countries and potential candidates)
- National audiences at EU level via distribution of copyright free AV materials to national broadcasters
- General French-speaking audiences in approximately 200 countries and regions
- Online audiences via the Internet component of the project

The audiovisual productions intend to reach various national audiences by further distributing and broadcasting copyright free audiovisual materials, for TV stations (as many as possible) in the European Union, candidate and potential candidate countries.

#### 5 Tasks of Media Consulta

MC will ensure the production and distribution of TV5 Monde programmes produced in Berlin. The programmes will focus on the fall of the “Iron Curtain” 20 years ago and inform about the impact the event has had on Europe’s recent history and its future (particularly with regards to the candidate countries and the potential candidates).

Specifically, **MC** will be responsible for implementing the following tasks:

- Produce and broadcast in cooperation with TV5 Monde “*pages spéciales*” – “special pages” - in different editions of the *TV5 Monde Journal* (newscasts).
- Produce and broadcast in cooperation with TV5 Monde of a special TV show in Berlin (90 minutes) to be aired on 9 November 2009, prime time.
- Ensure the uploading of the produced audiovisual features, as well as with the implementation and development of a special section on TV5 Monde website.

- Support TV5 Monde in the choice of topics, research of projects and background information on EU Enlargement policy and fall of the Iron curtain
- Monitor the TV5 Monde pre-production and production according to DG Enlargement standards and to the highest broadcasting standards.
- Liaise with the TV5 Monde distribution headquarters throughout the whole distribution process.
- Liaise with DG Enlargement in order to make sure that the client's needs have been implemented accordingly.
- Promote the overall project with the development of PR measures.
- Develop and implement a distribution plan targeting European national TV as well as regional broadcasters, to ensure the broadcasting of the TV5 Monde audiovisuals materials in as many European linguistic markets as possible, notably Austria, Belgium, Germany, France, Netherlands, Denmark, Poland, Italy, UK and Sweden
- Organise a networking event in Berlin on the occasion of the special TV show.



## 6 Implementation

### 6.1 Background information about TV5 Monde

Launched in 1984, TV5 Monde is one of the **four largest global television networks** available around the world together with the BBC, CNN and MTV. Every day, **26 million viewers** (accumulate audience) in more than 203 territories, watch TV5 Monde. The TV5 Monde network can be received in more than **180 millions households** via cable or satellite and is available in **3.5 millions hotel rooms** around the world.

TV5 Monde is a channel of high quality broadcasting standards. According to the EMS survey (EMS/C-EMS Winter 2007), in non-French speaking Europe, 96% of the TV5 Monde viewers are national citizens of their countries, often comprising the local elites, or are international travellers. TV5 Monde's viewer profile is well educated (with one or more University degrees - EMS index 126.7), working or living abroad (EMS index 143.7), high profile professionals (company executives, chairmen, managing directors – EMS index 139.1). Additionally, TV5 Monde viewers have a mixed profile: 50% are women/men and 54% are 25-64 years old (source: Médiametric MédiaCabSat V13 – Jan-Jun 2007)

The audience of TV5 Monde in Europe reaches almost **3.5 millions daily viewers** (accumulate audience) in the non-French speaking countries, and **1.5 millions** in France, Belgium and Switzerland.

The TV5 Monde website has approximately **5 millions visits every month and 2 millions videos watched**. 65% of the visits come from European countries.

### 6.2 TV project

TV5 Monde will produce and broadcast a special programming consisting of:

- *Page spéciales* – “Special Pages” within the *Journaux Télévisés* of TV5 Monde of 5 to 10 minutes. The broadcasting will begin end of October (i.e. around 25-30 October), thus colouring the programming until the 9 November. These “special pages” will include a minimum of 5 reports of two to three minutes and multiple interviews.
- *Emission spéciale* – “Special 90 minutes programme” (aired on 9 November, 2009). The show will take the form of a discussion with prominent guests

featured at various meaningful locations in Berlin that will be available three weeks before 9 November, i.e. 15 October.

- TV reports within the *Emission spéciale* (9 November, 2009): 8 reports of 3 to 10 minutes

### 6.2.1 *Page spéciales* – “Special Pages”

During the month of October, some of the newscasts of the TV5 Monde (*Journaux Télévisés*) will incorporate “special pages” programming. These special pages programming (2 to 3 minutes) will consist of a minimum of 5 reports and multiple interviews. These 5 reports will be delivered in international version with 8 minutes of rushes for each report. Half of these reports will be delivered on October 15<sup>th</sup>; the other half will be delivered on October 20<sup>th</sup>. On the 9<sup>th</sup> of November TV5 Monde will intensify the broadcast of special pages programming (5 to 10 minutes) featuring invitees onsite from Berlin or other European capitals (Prague, Warsaw, Bucharest, etc.) via live feed.

### 6.2.2 *Emission spéciale* - “Special Programme”

A special programme of 90 minutes will be aired on November 9, 2009 during prime time or during times with high audience rates. The programme will consist of informal discussions and special audio visual reports (8 reports of three to 10 minutes to be delivered on October 15<sup>th</sup> in international version with 10 minutes of rushes for each report).

Unlike the special show that was produced in Prague on 29 April 2009, this edition of the special programme will essentially consist of **informal discussions by a moderator with prominent guests** in meaningful locations such as the Check Point Charlie, Brandenburg Gate, Berlin Wall, etc. The discussion will be linked to the **audio visual reports** that will be specifically produced for this particular programme or archives. The aim of this format is to enhance the dynamic presentation of the topic using the diverse and historical sceneries notably of the city of Berlin as an appealing visual background.

The programme will be produced three weeks before 9 November in order for MC to be able to deliver the accompanying audiovisual reports to other TV channels them as soon as possible. In addition this show will be broadcasted on all networks of TV5 Monde subtitled in 9 languages (English, German, Spanish, Portuguese, Arabian, Dutch, Romanian, Russian and French)

### 6.2.3 Reports concept and content

The reports featured in the “special pages” programming and in the special TV show will be shot in several countries that experienced political upheaval in 1989: Germany, Hungary, Poland, former Czechoslovakia, etc. in addition to candidate and potential candidate countries.

Suggested topics that could be covered in the reports:

- Fall of the Berlin Wall: review of a revolution that signified regained liberty for East Germany.
- The ‘89 generation: a walk along the Iron Curtain with two young people – a former East German and a former West German – who were born in 1989.
- 1989, the year of revolutions spreading: a story of a contestation movement which started in Hungary in spring 1989. The “velvet revolution” in former Czechoslovakia, the “slow revolution” born in Gdansk, Poland, in 1980 and the Romanian “revolution” of December 1989.
- The culture, places of resistance and how the revolutions were carried out by the countries in Eastern Europe, including in the candidate and potential candidate countries (e.g. the birth of democratic movements in Slovenia and Croatia).
- The ‘89 revolutions – a major relapse or new opportunity for Russia?
- The Berlin Wall is down, but some parts of Europe are still surrounded by some kind of “walls” (e.g. Serbia, Bosnia, Kosovo under UNSC Resolution 1244/99).

MC will work closely with TV5 Monde to support the development of the content and implementation of the programmes/reports. Special materials and contacts will be researched by MC, such as:

- The political and economic transformations occurred in the candidate and potential candidate countries since the Fall of the Iron Curtain and/or in central and Eastern Europe
- The development of the civil society in the candidate and potential candidate countries since the Fall of the Iron Curtain., and/or in central and Eastern Europe

- Foreign and European investment, tourism, agriculture, industry or dynamic economic sectors in the candidate and potential candidate countries, and/or in central and Eastern Europe

The views of EU Member States citizens and candidate countries citizens will be highlighted. In addition, positive images (lifestyle, civil society projects, and youth life) of the candidate countries and potential candidates can be shown in order to present the evolution of the countries towards democratic and stable societies in line with the values of the post-Cold War in the EU Member States.

#### 6.2.4 Interviewees and special guests

TV5 Monde together with Media Consulta will work on a list of possible personalities to be invited as interviewees to the "special programme". The interviewees will have a strong background in history and European affairs, or could be key protagonists of the 1989 events.

Suggested interviewees could be for example:

- Gesine Schwan - French-speaking (former student of the *Lycée Français de Berlin*), former president of Viadrina European University in Frankfurt (Oder), coordinator of German-Polish Intersocietal and Cross-Border Cooperation.
- Joachim Bitterlich - French-speaking (post-graduation in the French *École Nationale d'Administration – ENA*), he is a former German diplomat, working more than 11 years in Helmut Kohl's cabinet (described as the Vice Foreign Affairs Ministry of Kohl by German newspaper *Zeit*). He was German ambassador to Spain and to NATO and is today working as Executive Vice President International Affairs with the French group Veolia Environnement in Paris.
- Sabine von Oppeln-Bronikowski - French-speaking, professor of Political Sciences in the *Freie Universität Berlin* and High Counsellor in the Otto-Suhr Institute for Political Sciences, in the European Integration chair.
- Daniel Vernet - former foreign correspondent in Germany (Bonn), Moscow and London, as well as former editor-in-chief of the French newspaper *Le Monde*, now director of international relations for the same newspaper. He is the author of the following books: URSS (1990), The German renaissance (1992), and The Berlin romance (2005).

- Jean-Paul Picaper - foreign correspondent of the French newspaper *Le Figaro* in Germany since 1977, first in Bonn and since 1999 in Berlin. He studied German and Political Sciences in Bordeaux, Berlin (West) and Paris.
- Pascale Hugues - foreign correspondent of *Libération* and since 1995 living in Berlin and writing for different German media, as weekly magazine *Point* and newspapers *Tageszeitung* and *Tagesspiegel*.
- Hans-Dietrich Genscher - German politician and member of the Free Democratic Party (FDP). He was Foreign Minister of the Federal Republic of Germany from 1974 to 1992, making him Germany's longest serving Foreign Minister and Vice Chancellor.
- Timothy Garton Ash - British historian author of eight books of political writing or 'history of the present' which have charted the transformation of Europe over the last quarter-century. He is Professor of European Studies in the University of Oxford. He writes a weekly column in the Guardian and contributes also to the New York Times, the Washington Post, Prospect, the Wall Street Journal, and The Globe and Mail.
- Lech Wałęsa - Polish politician and a former trade union and human rights activist. He co-founded Solidarity (*Solidarność*), the Soviet bloc's first independent trade union, won the Nobel Peace Prize in 1983, and served as President of Poland from 1990 to 1995.
- Lothar de Maizière - German conservative politician who served as the only democratically elected Prime Minister of the German Democratic Republic in 1990, and as such was the last leader of an independent East Germany.

#### **6.2.5 Pre-production**

After having received a specific contract for assisting in co-producing programmes with both partners, MC will subcontract TV5 Monde for carrying out the pre-production (research and preparation for filming), production (shooting), editing and distribution to its distribution networks. MC suggests a meeting with DG Enlargement and the producers, either together or separately, depending on the preference of DG Enlargement, to discuss the programmes, specific ideas of DG Enlargement, etc. During the production process, MC will constantly liaise with both parties.

MC will inform TV5 Monde producers about possible ideas for forthcoming shootings with the aim to provide interesting ideas and enhance the content of each programme, with due respect to journalistic independence of TV5 Monde

#### **6.2.6 Production**

TV5 Monde will organise the technical crew and producers in order to shoot/record the programmes. Pre-production, production and post production will take place between July and November 2009.

The TV5 Monde producers on site will inform MC on the latest developments in the production of each programme in order to allow MC to regularly inform DG Enlargement about it. In particular, MC will be responsible for communicating DG Enlargement's views and approvals to TV5 Monde.

DG Enlargement should define how it wants to be mentioned in the credits at the end of each programme.

#### **Multiple adaption possibilities**

The reports will be made available, copyright free in an "international version" to any broadcaster, in due time. This will allow TV channels to record new commentary in a language of their choice. The interviews in the reports could also be dubbed into other languages. Any other TV channels will be able to adapt the reports according to their programming needs.

Detailed scripts in French and English versions with time codes will be delivered to MC, half by October 15, the other half by October 20, for the "Special pages" programming reports of 2 to 3 minutes. The long reports (3 to 10 minutes) including

the reports aired during the "Special Programme" will be delivered to MC by October 15 at the latest, including detailed scripts in French and English versions with time codes.

TV5 Monde will receive from MC a template for the detailed script and time code to be used and delivered with each report.

### **TV5 Monde Team**

The reports will be produced by journalists of TV5 Monde or by journalists of one of TV5 Monde partner channels. The Editor-in-Chief will be Paul Germain, assistant director of the editorial department and the anchorman of the special programme will be Philippe Dessaint.

All special reports and the special Programme will follow the quality standards of TV5 Monde.

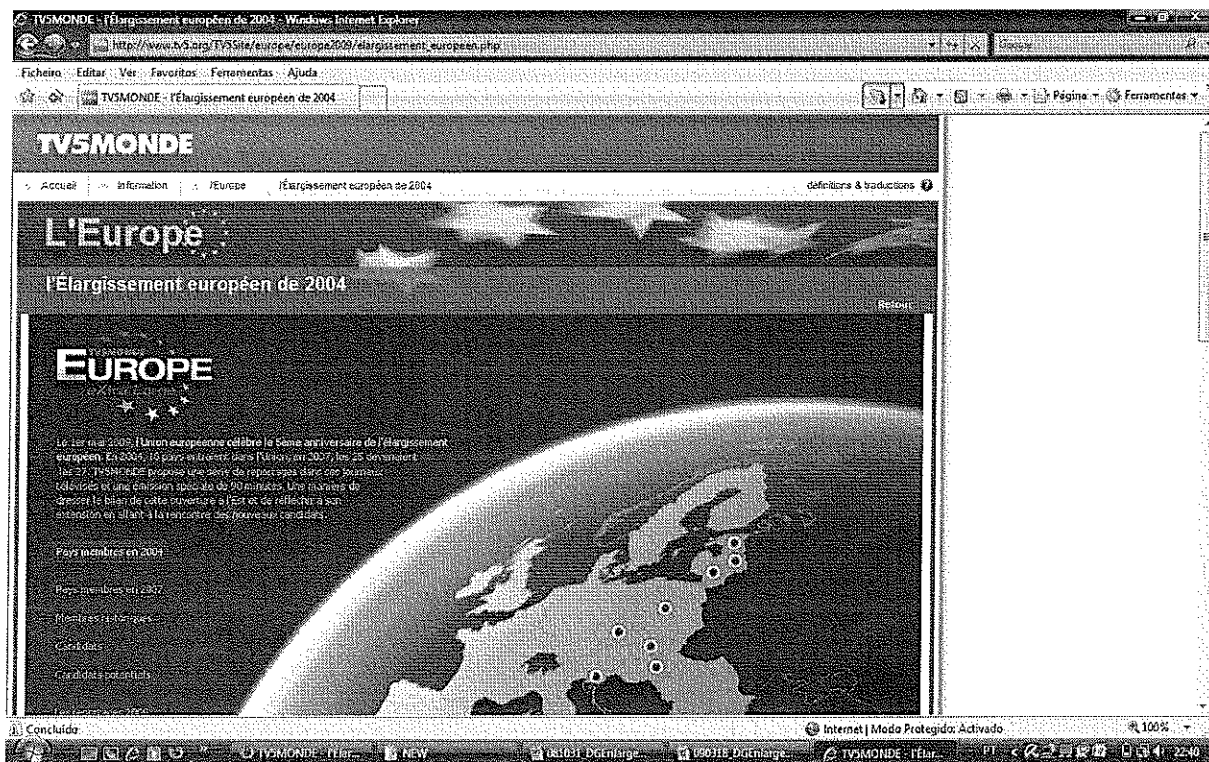
### **Programme ID**

TV5 Monde will use a "special Europe" logo for the occasion of announcing the operation dedicated to the 20<sup>th</sup> anniversary of the fall of the Iron Curtain. The logo will be presented throughout the entire programme.

### **6.3 Internet project**

In March 2009, TV5 Monde launched a sub-site dedicated to EU Enlargement. On this website the following contents can be found:

- Broadcasting of audiovisual reports online
- Online photo competition
- Interactive/multimedia map with information, videos and photos of the new EU Member States (from 2004 enlargement), as well as the candidate countries and potential candidates
- Discovery videos and images of an European capital (Ljubljana, Slovenia)
- Sounds : European expressions from the different European languages



The section on the TV5 Monde website dedicated to the EU enlargement ([http://www.tv5.org/TV5Site/europe/europe2009/elargissement\\_europeen](http://www.tv5.org/TV5Site/europe/europe2009/elargissement_europeen)) will be maintained and linked to a new section dedicated to the Fall of the Iron Curtain.

This new section will promote and host the audiovisuals materials of TV5 Monde produced for this project, including all the reports and the special programme from Berlin. The TV project will be placed online under this section, progressively as the programmes are being broadcasted. This will enable to increase and continue the broadcasting of the programmes. The Internet users will be able to see the different programmes on the latest issues or for selected topics. This section will propose several links that will connect to other websites.

This dedicated section can notably include:

- A collection of testimonials from witnesses to the historic event who will answer to the question: "What did you do on 9 November, 2009?"
- Online game in the form of competition of texts and photos. The idea is to ask TV5 Monde Internet users to send their testimonials enriched with photos, reviving memories of "Where were you on this day?" and "What has changed for you since this day?"



- Appealing and informative maps and graphics showing the development of the events in Eastern Europe in 1989..
- The Léo family: a 15 minutes magazine that was produced for the 10<sup>th</sup> anniversary of the fall of the Berlin Wall: what has happened to those who moved west and to those who have kept the memory of the Wall in their heads? This old video will be put online together with its sequel.
- A historical timeline, illustrated with photos.
- A quiz: 10 questions/answers about the Wall's genesis and its fall, among other questions.

#### 6.4 Distribution

TV5 Monde will be responsible for the primary broadcasting of the programmes produced through their own international networks.

To guarantee further diffusion and extensive coverage of the TV5 Monde reports MC will use the agencies extensive databases of European broadcasters to promote the audiovisual materials produced, MC will proactively approach suitable TV stations, notably those of EU Member States considered as a priority (sceptical countries regarding future enlargements), and follow up a potential broadcast or integration of the reports in their programme. In order to enhance the editorial planning MC aims distributing the reports with longer time frame and starting the distribution on the 15<sup>th</sup> of October. MC highly recommends the distribution of maximum 10 reports.

#### Delivery of reports by TV5

TV5 Monde will deliver half of the reports with the detailed scripts in French and English versions with time codes to MC by 15 October for the "Special pages" programming reports of 2 to 3 minutes. The other half will be delivered by 20 October. The long reports (3 to 10 minutes) including the reports aired during the "Special Programme" will be delivered to MC by 15 October at the latest. In total TV5 Monde must deliver at least 10 reports by 15 October.

The reports will be sent on Digi-Beta as international version (without comments).

#### Approach of TV stations for distribution

MC will approach the TV stations around the 15 October with an appealing media alert containing information and a brief summary of available reports. To increase success in certain countries MC suggests the translation of the media alert in Polish, Czech, Hungarian, Spanish and Italian, as there broadcasters prefer receiving the media alert in their mother tongue.

The media relations activities will target TV stations in all 27 EU Member States and in the 8 candidate countries and potential candidates. To ensure that the media alert stands out among all other press releases sent to TV stations, MC will make personal telephone calls to the programme planners and editors in order to promote the reports.

The aim is that all TV stations receive the reports at least 10 days prior to 9 November in order to guarantee enough planning time for the editorial integration of the reports in the programme.

The reports will be distributed to broadcasters as DigiBeta and Beta SP tapes depending on the broadcaster's preference.

All TV5 Monde reports will be at the disposal of European broadcasters interested in using these audiovisual materials, free of charge and copyright free.

## **Evaluation**

After the distribution of the reports, MC could offer two forms of evaluating the distribution success.

### Option 1

MC will follow up with interested TV broadcasters the broadcast details of the reports. The agency would monitor and evaluate the uptake of the audiovisual material by TV stations all over Europe via personal phone calls and send an evaluation report back to DG ELARG.

### Option 2

MC will use watermarking, a tracking system which digitally traces the broadcast of AV material by TV broadcasters. MC regularly cooperates with an external monitoring company in order to implement watermark reporting. Through this cooperation MC could additionally offer a watermarking monitoring system, which will detect the usage of the AV material even if only seconds were used. Watermarking offer the advantage of monitoring the actual broadcasting of AV material and is highly accurate in the information. Moreover it offers more accurate quantitative data on the distribution and coverage.

#### **6.4.1 Copyrights – artistic rights**

TV5 MONDE will acquire and concede to MEDIA CONSULTA all intervening rights in regards to conception, realisation, production, reproduction, public diffusion, and of exploitation of all of the multimedia productions depicted in this document, in all its languages, conditions, durations, montages, on a non-exclusive basis, so that the latter may also cede them to DG ENLARGEMENT, in an exclusive manner. And it does so according to all bases known or unknown today, on all of the television channels, and other direct or indirect broadcasting systems, by satellite, cable, hertz frequencies, Internet, other direct or indirect broadcast system, in the world.

TV5 Monde ensures that it does not break any of the contributing author's moral or image rights.

The rights granted by TV5 MONDE pursuant to this section shall not include the property rights related to music soundtrack elements which are held by local collecting societies, such as copyrights and neighbouring rights regarding to reproduction, public diffusion, and of exploitation by MEDIA CONSULTA and/or DG ENLARGEMENT. Consequently, MEDIA CONSULTA and/or DG ENLARGEMENT, and/or the broadcasters authorized by the latters shall be responsible to obtain at their own cost all rights and authorizations from the relevant collecting society, to the extent such rights are necessary for reproduction, public diffusion, and of exploitation by MEDIA CONSULTA and/or DG ENLARGEMENT, whereas TV5 MONDE will provide all information about the copyright or intellectual property rights holder.

#### **6.5 Promotion plan**

The "Special Programme" will mention in the final generic the support of the European Union, DG Enlargement. All programmes will mention EU support.

Additionally, the programmes will be promoted through different measures:

- Distribution of one press release.
- Previews distributed on the entire TV5 Monde network
- Presence on the TV5 Monde websites.
- Mention of the support of the European Commission in the TV programmes guides.

## 6.6 Entertainment event

MC suggests the organisation in Berlin of a networking event with some entertainment (including a local music band) for 100 persons. MC will be in charge of the invitation management; finding a suitable venue; decoration and catering; organisation of music entertainment; and the organisation of a photographer and hostesses for the event.

This could be an opportunity for networking among guests of the “special programme”, and other special guests. TV5 Monde and MC suggest that this event takes place after a first preview of the special programme, some days before it is aired on the 9 November (i.e. 5 or 6 November). The event can be followed by a short debate with prominent speakers, with the presence of University students, representatives of the embassies and culture institutes in Berlin, Berlin based journalists, civil society organisations representatives, etc. In the end the event will be concluded with a cocktail reception.

### Invitation management

MC will set up a complete list of potential invitees including political representatives of the European Union, members of the European Parliament, representatives of the embassies and culture institutes in Berlin, Berlin based journalists, civil society organisations representatives, etc. A selection of these will be made in consultation with DG Enlargement and TV5 Monde, and MC will proceed with the invitation.

MC advises to produce an **invitation card**. A suitable design layout can be developed for the card with a reply fax. After approval by DG Enlargement, MC would distribute the invitation cards to all contacts in the address database by post. During the follow-up MC will distribute a reminder to all invitees by email. The agency will send a confirmation e-mail to all persons who have registered to the event. After the registration deadline has expired, MC will compile a list of registered participants and send it to DG Enlargement.

### Venue, decoration and catering

MC will pre-select some potential venues for the event taking into consideration the type of guests and the thematic of the project. A final selection will be made by DG ELARG, in liaison with TV5 Monde, MC will be responsible for the decoration of the location including flower arrangements. Two hostesses will welcome the guests to the evening reception. MC will organise the catering. Various cocktails, white and red wine, beer, as well as non alcoholic drinks such as juices and water will be served. There will be a buffet with finger food and little appetizers (salty and sweet).

**Music Entertainment**

A local music band or a DJ will play light music. Besides there will be a photographer shooting pictures of the event. MC will place these photos at the disposal of DG Enlargement and TV5 Monde.

**On site attendance**

MC will be on site before, during and after the event. The agency's staff will be available for DG Enlargement and TV5 Monde throughout the event. MC will supervise the organisation, including activities conducted by external service providers, e.g. caterers, hostesses, etc.

A handwritten signature in black ink, consisting of a stylized, cursive letter 'e'.

A handwritten mark in black ink, resembling a stylized 'r' or a checkmark.

## 7 Financial Proposal

Please see Annex 1