



Culture Prime

The french public cultural social media

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1. The context : set up a cooperation on cultural content between the various public service broadcasters

A new challenge for:

- France Television
- France Media Monde
- Arte
- TV5 Monde
- Ina
- And, of course, Radio France through France Culture, France Inter, France Musique and France Blue



radiofrance

france•tv

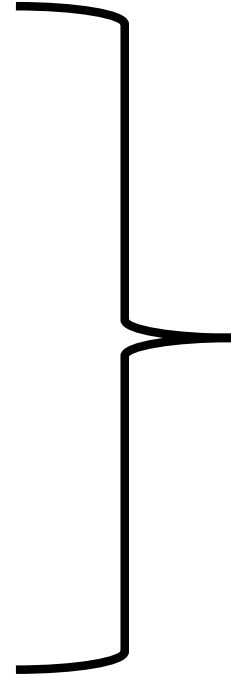
arte

TV5MONDE



A project with **the values of the public service** at its heart:

- Sharing
- Diversity / Parity
- Education
- Democracy



Culture Prime is the public broadcasting's brand for culture aimed at the social networks.

La culture, ça se partage

**Culture is meant to be shared*

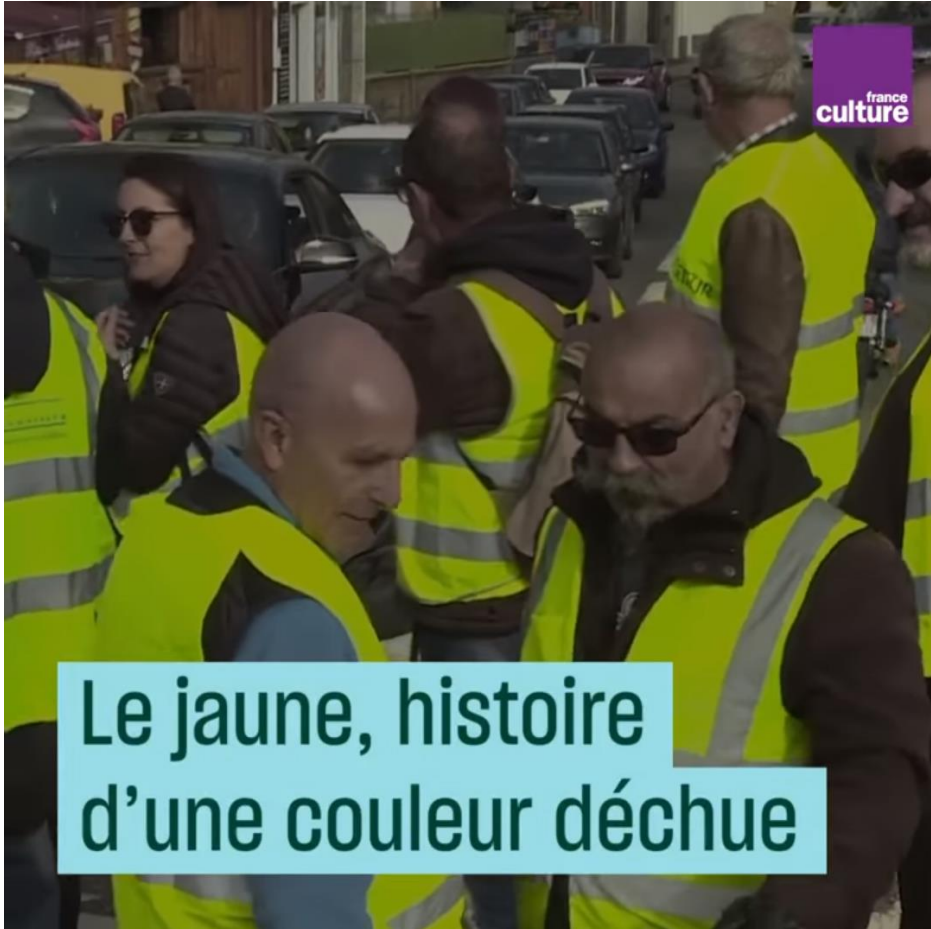
2. The choice : a brand rather than a media

- Not to create an "old-fashioned" specialised platform, nor a channel but to build an **innovation project for cultural content**
- A project adapted to the **new way of consuming media**
- A project mainly **dedicated to the audience under 50 ...**
- A **branding** that is built of sound and visual identity
- A project that serves also as a **vector of transformation** for each of partners

100% video, 100% new approach



3. News through a cultural lens



- It is the news that inspires us, but we look for **answers in culture**
- Culture Prime treats culture as **a fact of society**
- Culture is a **sign of the time**

4. The key point : cross-post

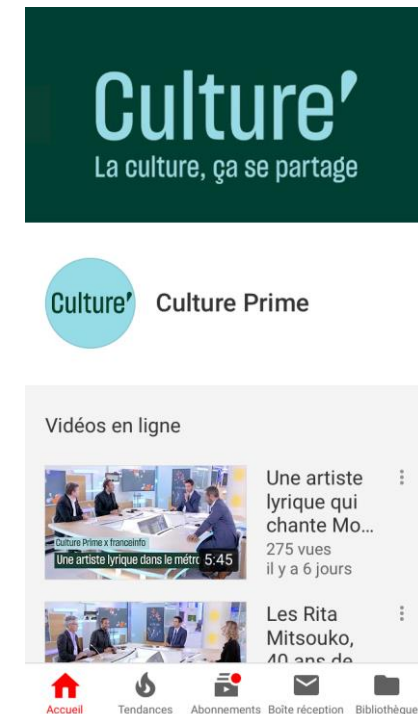
- The mechanism that brings singular value to this project is the distribution by cross-post => **this principle of cross-posting multiplies audiences**

=> The project is spearheaded by Radio France and France Television, the two largest contributors

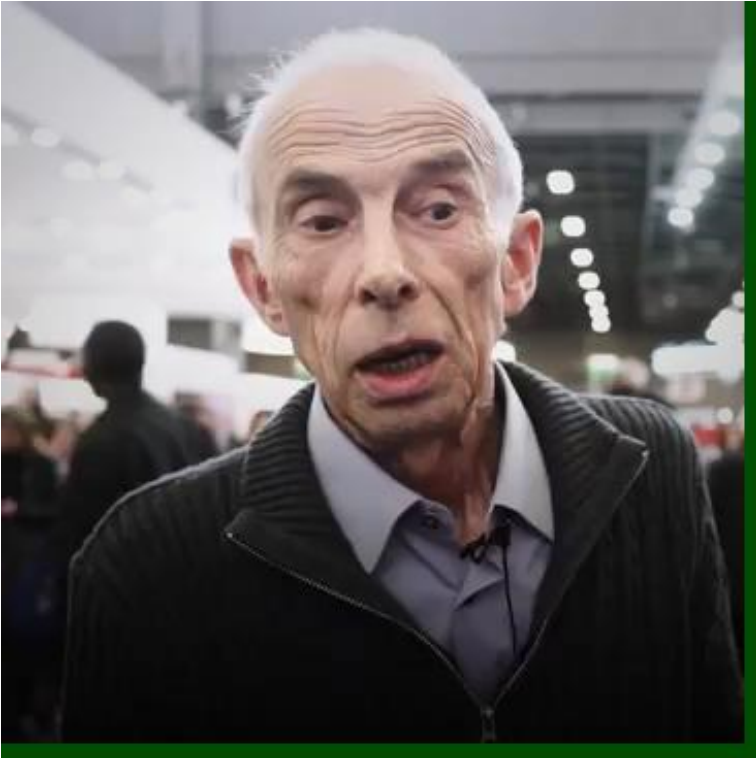
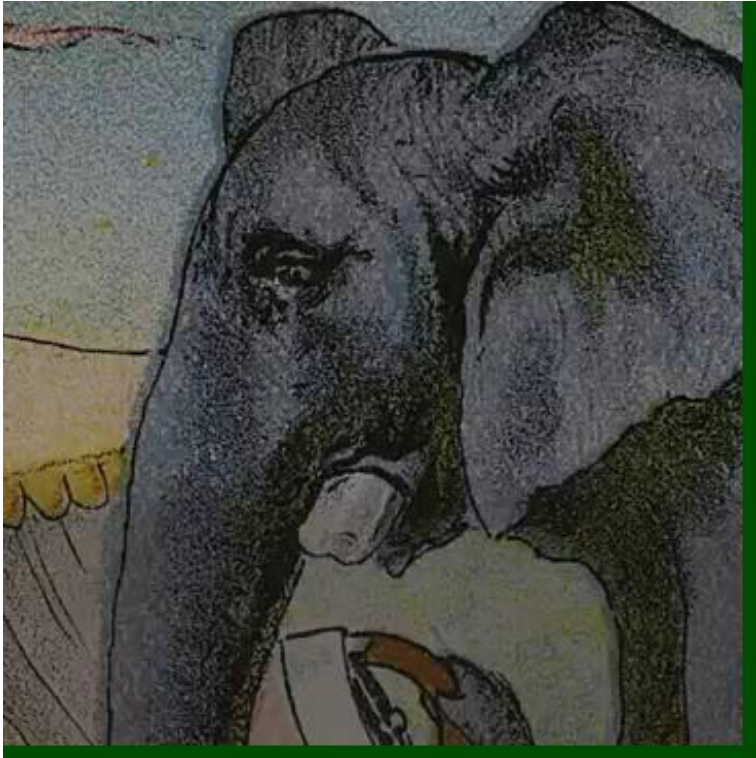
=> A second circle of partners includes French cultural pillars (Le Louvre, the Opera of Paris, the Centre George Pompidou...)



5. Distribution : Facebook, Instagram, Twitter and Youtube

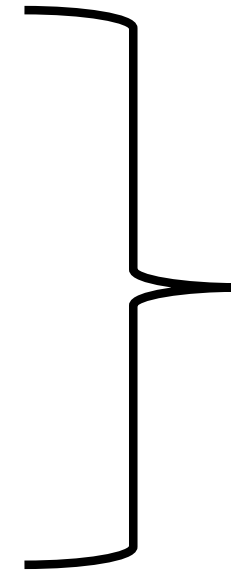


The blockbusters :



6. The results, after 10 months

- More than 250 millions views
- More than 700 videos posted
- Averaging 83 subjects per month
- 154,000 subscribers, 121, 000 likes



57%
women

46%
25-44 years of age

Every day 1.4 million visitors to the Culture Prime page on Facebook with a 6% rate of engagement





7. The future

- Create collections pulling together all the subjects of cultural interest from the six partners
- Become a structuring project of the future France Media Group
- Intensify relationships with french, European cultural institutions and medias
- Increase the Culture Prime footprint on social networks



What about France Culture today ?

- *CB News* Best radio award
- +17% : largest increase in radio audience
- First podcasts platform this summer with 46,6 millions of podcats dowloaded
- Many new projects

