Beat: Entertainment

FRANCE MEDIAS MONDE FRENCH GLOBAL BROADCASTER MARKS 10th ANNIVERSARY OF 51% SHOW

BY VIRGINIE HERZ ON GENDER EQUITY

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USPA NEWS - France Médias Monde, a French global broadcaster, is committed to the defense of women's rights in French and twenty (20) foreign languages on all five continents, through news items, reports, magazines, debates and interviews. France 24, one of its international news channel, broadcasts 24/7 to 521.7 million households around the world in French, Arabic, English and Spanish. The four channels have a combined weekly TV audience of 101.7 million viewers (2022 average).

The program « The 51 Percent", France 24's pioneering show focusing on gender equality, has broadcast many special editions from across the globe about those working hard to promote women's rights, was launched in 2013. « The 51 Percent », is also available on YouTube Channel, on france24.com and can also be followed on social media

FRANCE MEDIAS MONDE FRENCH GLOBAL BROADCASTER MARKS 10TH ANNIVERSARY OT THE 51% SHOW
France Medias Monde is marking its tenth (10th) anniversary, which covers te following topics
• Femicide in Latin America: Where simply being a woman puts you at risk of murder – Aired on December 1st, 2017
• Let's talk about sex, or not: Promoting reproductive rights in Senegal – Aired on February 7th, 2020
• Afghan girls sent home as Taliban closes schools – Aired on March 25th ,2022
- Abortion rights and the US midterms: Will they reshape the political landscape? Aired on November 4th, 2022
- A tale of one city: Women and the UK cost-of-living crisis – Aired on April 7th, 2023
- South Korea: Where feminism has become taboo

THE 51 PERCENT IS A WEEKLY SHOW FOCUSING ON GENDER EQUALITY AIRED BY FRANCE MEDIA MONDE IN 4 LANGAGES

"THE 51 PERCENT", a weekly show focusing on gender equality marks its 10th anniversary with a special program in French, English, Arabic and Spanish, which aired on France 24 on Friday December 15th.

On France 24 in English at 4.45pm*, France 24 in French at 4.15pm*, on France 24 in Arabic at 3.15pm* and on France 24 in Spanish at 12.45pm* on Saturday December 16th. (Paris Time)

The four programs :The 51 Percent (En), ActuElles (Fr), ?? ????? (Ar) et Ellas Hoy (Es) will be devoted to the program's 10th anniversary. Presenters Annette Young (En), Laure Manent (Fr) Mayssaloun Nassar (Ar) and Angéla Gomez (Es) will take a look back at the major topics covered since the program's launch in 2013 such as the fight for reproductive rights, political representation, ending violence against women and girls along with the consequences of the "#MeToo" movement.

"THE 51 PERCENT" TOOK PART IN THE WOMEN'S FORUM TO MARK ITS 10th ANNIVERSARY

To mark its 10th anniversary, "The 51 percent" took part in the Women's Forum on November 28 th and 29th at the Palais Brongniart in Paris, in partnership with France Médias Monde. On Tuesday November 28th, from 1:30 to 2:10 pm*, Laure Manent, Annette Young, Mayssaloun Nassar, Angéla Gomez and Virginie Herz, former French language presenter, spoke in a debate:
Why Is It So Tough to Cover 'The 51 Percent?': The need for gender journalism. In 2023, many media players are still a long way from gender parity in news and current affairs coverage. So what constructive steps still need to be taken to correct this gap? How to develop content policies designed to generate engaging stories that include women's voices and faces along with the mitigation of discrimination? What does it mean for the viewer? Extracts from this debate will be broadcast as part of the special show for the

anniversary.

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« The 51 Percent », is also available on YouTube Channel, on france24.com and can also be followed on social media.

As a global broadcaster, France Médias Monde is committed to the defense of women's rights in French and 20 foreign languages on all five continents, through news items, reports, magazines, debates and interviews.

ABOUT FRANCE 24 MEDIAS MONDE CHANNEL

France 24, the international news channel, broadcasts 24/7 to 521.7 million households around the world in French, Arabic, English and Spanish. The four channels have a combined weekly TV audience of 101.7 million viewers (2022 average).
France 24 gives a French perspective on global affairs through a network of 160 correspondents located in nearly every country. It is available via cable, satellite, DTT, ADSL, on mobile phones, tablets and connected TVs, as well as on YouTube in four languages. Every month, France 24's digital platforms attract 23.2 million visits and 213.1 million video views (2022 average). France 24 has some 63 million followers on Facebook, Twitter and Instagram. france24.com

ABOUT THE WOMEN'S FORUM : Created in 2005 and based in Paris, the Publicis Group Women's Forum is an international network that brings women's power to the front, turning it into innovative economic and political initiatives for societal improvement.

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