

Press release

Rome 22/05/2017

The 6th edition of the Euro-Arab TV co-production *Inter-Rives* was launched in Tunisia

The first workshop organized in Tunis last 17 and 18 May, in the framework of the *Inter-Rives* co-production marked the official beginning of the 6th edition of this international series promoted by COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators) ASBU (Arab States Broadcasting Union) and devoted to the topic "*Creative Memory, the past meets the future*".

The directors of 10 - both European and Arab - TV broadcasters associated to COPEAM (EPTV/Algeria, ERTU/Egypt, HRT/Croatia, PBC/Palestine, RAI/Italy, RTVSH/Albania, SNRT/Morocco, TVE/Spain, Télévision Tunisienne/Tunisia, TRT/Turkey) gathered for two days at the ASBU headquarters where, along with experts in the documentary field and the coordination team, they defined together the technical and editorial criteria of this new TV coproduction about stories of young people bringing innovative professional initiatives - start-up, cooperatives, online platforms, etc. – aiming at promoting, in all the countries involved, cultural heritage as a vector of social development and economic growth.

Once the production phase achieved, each documentary of 13' will be made available through a virtual basket offering the opportunity to all the participating channels to broadcast the whole series, or a part of it, free of rights.

Next workshop will be organized by COPEAM in Rome, after the summer break, to finalize the co-production which aims to promote the contribution of the new generations in building "bridges" between tradition and innovation, between the past and the future.

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