



# **Editorial guidelines**

**ARTE FRANCE  
SEPTEMBER 2023**

# arte Digital Creations

## Editorial guidelines

**For over 15 years, ARTE has been committed to producing works for the digital age that focus on all forms of creation and innovation, including the most hybrid genres: video games, interactive devices, VR, AR, magazines, documentary series, fiction and animation. These productions thus enable us to appeal to a continuously growing audience and offer the chance to experiment with new scripts and technologies.**

As with most of ARTE's programs, these digital productions are designed and produced by teams of independent creators and producers in France, Europe and further afield, fostering the creation of works reflecting varied tones and editorial proposals.

### **Themes rooted in public concerns, modernity and popular culture**

The tone may resemble that of a documentary, fiction or animation. Although the topics covered are highly diverse, they all share the same general public angle that is as universal as it is current, and which elicits reactions from communities in France, Germany, Europe and beyond. We expect them to be relatable, either on an emotional, cultural, social or geographical level.

### **Innovative forms**

Whether in the form of a short-format series, social platform content, video game or immersive installation, digital productions seek innovative modes, structures and approaches to shape a narrative and engage the viewer.

They capitalize on the **characteristics and shorthand specific to the platforms** for which they are intended. (Feel free to visit our website, as well as our pages/accounts on other platforms).

**By using social media** as a vector for creation, sharing and discussion.

**By alternating between interaction and immersion** to shake up and enrich the experience through video games, immersive installations and more.

**By introducing new narrative codes**, cultural references and ways of addressing viewers.

We welcome **creators** of the widest possible diversity, with projects that reflect original voices and worlds. Digital spaces have yet to be fully tapped for their potential to reach a continuously renewed audience – the works of up-and-coming authors can be showcased there, in an environment that encourages viewing, sharing and commenting.

- ▶ **FICTION SERIES:** semi-feature-length comedies or dramedies, of lengths (15' max.) and image formats (16/9 to 9/16) designed to fit priority destination platforms (arte.tv, YouTube, Instagram, etc.). We welcome writing and directing with a singular focus.
- ▶ **DOCUMENTARY SERIES:** relatively flexible formats (but distinct from those broadcast on ARTE), with a personal/embodied tone, humor and individuality are welcome.
- ▶ **VIDEO GAMES** by authors with singular, accessible and creative artistic directions, intended primarily for PC and consoles.
- ▶ **OTHER IMMERSIVE INSTALLATIONS:** with or without headsets, the immersive experience can also be fueled by live events or recurring broadcasts (VR or mobile platforms, Twitch, etc.).

# arte Fiction

## Editorial guidelines

**Fiction plays an essential role at Arte. Two prime time slots on air and a range of new programs on arte.tv.**

**On Thursday evenings, two or three 52-minute slots are devoted to prime time series, and on Fridays, the prime time slot is devoted to individual programs. Programming for these slots is provided both by ARTE France and the German division, although with different but complementary editorial angles.**

**We want powerful narratives with a soul. Our editorial obsession is originality, diversity and creativity.**

We're not looking for themes or subjects, but encounters with different worlds and talents.

No subjects, just points of view. No speeches, just narratives.

The quest for originality drives us off the beaten track, starting with genres: crime, procedural and historical fiction will have to truly innovate and upend established codes in order to hold our attention.

Diversity allows us to constantly explore the whole spectrum of registers, tones and worlds. Unrehearsed, just constant movement. What you saw on the screen is not necessarily still in line with our ongoing developments. Don't be too quick to judge what seems like ARTE or not. You'll be surprised.

The channel's European dimension also informs our vision: cross-pollinating and exchanging imagination and stories from other countries is at the heart of our missions.

Not only do we commit to development and co-production on foreign projects, but we also try to lead French producers and projects towards international co-production partners.

This is one of our core missions.

**About the ARTE France offering:**

- ▶ Priority is given to **original subjects** and contemporary, modern writing, without prior regard to the broadcast medium.
- ▶ Formats and adaptations of foreign series are rarely considered, and only on the condition that they offer a genuine retelling.
- ▶ All formats lasting 26 minutes and above are considered; 26, 30, 42/45, 52, etc.
- ▶ Recurring seasons are not a priority for ARTE, mini-series (6-8 episodes without any seasons planned) are preferred as such.



# Society and Culture

## Editorial guidelines

**The editorial guidelines of the slots are underpinned by three elements that must be reflected in the proposals we receive:**

Thought-provoking emotion is essential. This is how documentary stories can become part of public life. They appeal to reason and imagination.

We look for accessibility, which does not necessarily rival complexity - quite the contrary. We want films to be a path to the density, complexity and even ambiguity of «reality».

Our offering targets European, not national, viewers. This eliminates a large number of subjects.

### Investigation

Our programs delve into issues that shape and concern our viewers, that leave an impact on our societies, our world and its future. Aimed at all Europeans on the one hand, our approach is resolutely international on the other hand, and must connect our daily concerns to the global dimension. One of the essential functions of this slot is to offer a trusted voice and provide an authoritative program. The focus is on narratives and stories, not «cases». An investigative film starts from details, the most meticulous examination of facts and real-life experiences, to broaden its discourse. It's a story with a clear, structured story line. Accessibility is essential. Lifting the shrouding veils, deconstructing the «spin» of the powers that be, examining what's behind the cards, and asserting a point of view. These are programs that demonstrate our independence and are distinguished by clear commitment, not to taking sides, but commitment to the era, to the issues of public life.

**First part of Tuesday evenings  
(90'/2x52'/3x52' on a highly exceptional basis)**

### History

Films or series must be great historical narratives that always inject a novel point of view. They contribute to building a memory, a shared imagination, creating common ground as such. We don't start with little stories to tell the whole story, but rather with major events. The slot can also feature programs with more cross-cutting ambitions. But it can't be a slot for historiography, or a history of ideas or essays.

Our ambition is to trace the genealogy of what led to the present and show proof of the vestiges from the past that remain. We're looking for ways to exchange views on the world, to integrate disruptive narratives that can shake up our imaginations. We don't want French stories for and by the French, but stories about Europe and the world that resonate strongly in Europe.

**First part of Tuesday evenings  
(90'/2x52'/3x52' on a highly exceptional basis)**

### History

This slot offers individual films that engage in more singular narratives than prime-time films, while remaining highly accessible both in terms of subject matter and angle. These films should require no prior knowledge, and the narrative should unfold with ease.

This is the place for seemingly unusual stories, which spark an interest in a little-known or unknown subject, but which ultimately reveal a universal nature. We start from rich detail, and its ability to embody, to find the common thread at the end. The film must inspire wonder, pique curiosity and always contribute to enlightening the present.

«Light» subjects are welcome, to illustrate the fact that tragedy is not woven into history. All narrative forms are possible, from the most classic to the rarest, as long as they are consistent with the theme.

**Second part of Tuesday evenings (52')**

### Geopolitics

The geopolitics slot is one of the ways in which Arte opens up to the world and its upheavals. To the undercurrents of the times. A slot that expresses Arte's attachment to the faraway.

It offers viewers the opportunity to consider their place in a world where change is the only constant and explores a complex situation in a part of the world that often makes the headlines but is not necessarily well known or understood. Military conflicts, economic tensions and nationalist revivals are some of the hot spots featured in the geopolitics slot, but always with the goal of enabling global comprehension, and sharing the pleasure of understanding.

**Second or third part of Tuesday evenings (52')**

# arte Society and Culture

## Editorial guidelines

### Culture

The aim here is to bring culture to life, while keeping in touch with our society.

This slot is not an enclosed space with single-minded films set in an era, a time, or a biography.

On the contrary, the films open up to the past and look to the future. Works, books and films come off the shelves, and rediscover the emotional and political power they wielded when they were first created and come back to life in what they tell us about today's world. Its scope excludes performing arts as a whole and visual arts, which have their own place in other Arte slots. This broadcast slot is built around two main collections: *Les Romans du scandale* (Scandalous novels) and *Avant/Après* (Before/After).

Second part of Wednesday evenings (52')

### Grands Formats

«I love the real only when it is raised» said R. Char. In other words, captivated by a form that, by expressing it, elevates it, teases out something other than its apparent banality, weaves differently than under our usual gaze the ties that unite it with other fragments of reality, offers a new version of it, and reorganizes it into a subjective vision. This is the only way, since it yields in no way to the deadly sirens of objectivity and balance, to rid it of the ornaments of habit, the veils that shroud it, the smoke - ideologies - that make it acceptable. To restore its ambiguities. A documentary is an experience, experience of other people's lives, experience of how we live through a common history differently. The ambition of these films is thus to make us «see» differently from time to time, to move us anew. The ambition is very strong: these are works that can shed light on the present or offer imagination that shifts our viewpoints. These films must be great narratives. Their narrative nature is crucial. As is their essential attention to thought-provoking emotion. Since its creation, this essential part of what defines Arte has made a powerful contribution to the heritage of documentary cinema.

Second or third part of Wednesday evening prime times (90')

### Society

This slot is dedicated to topics from everyday life that the public can relate to, topics at the heart of our fellow citizens' perceptions and conversations, or topics that fascinate and question our norms and habits.

By approaching them, not through the lens of information or analysis, but by telling stories with a structured story line, organized around characters at pivotal moments of their lives. Stories that carry a charge of emotion essential to the story, that build it up. All types of writing (except journalistic or analytical writing) are therefore allowed, in any form, even though the film must remain accessible and not lapse into «experimental» writing. To do so, it's best to waver off the beaten path to interact with social classes that are seldom or never shown in the audiovisual world.

Stories can also - sometimes - be set in non-European regions if the story lines and individual stories are universal and trigger emotion.

52' / very exceptionally in 2x52' mini-series

### La Lucarne

*La Lucarne* eludes any specific editorial definition. But if the trap of eluding definition is as dangerous as that of being too eagerly defined, then it is safe to say that eccentric films and writing fall into it. In other words, films that are built from truly eccentric points of view, outside the usual narrative paths. It cannot be truly open to other forms of writing if it is not also simultaneously open to the world.

Its curiosity resolutely turns to directors from other continents as well as from Europe. It's a «collection», an entire set in which the components are illuminated by mutual reflections. In this sense, *La Lucarne* is a continuation of the quest Arte began twenty years ago and has now adapted to a world in which multiple points of view are even more essential.

Mondays (individual 45' to 120' films)



# Arts and Performances

## Editorial guidelines

The Arts and Performances unit produces programs on the arts and performing arts for the ARTE editorial offering (the TV channel, arte.tv, ARTE Concert and social channels).

These programs - documentaries, digital programs and recordings - aim to convey emotions in the visual arts (painting, photography, sculpture, cinema, pop culture in the broadest sense of the term) and performing arts (music, dance and opera).

Programs are examined according to their ability to reach a wide audience in France and across Europe. The aim is to captivate viewers with compelling narratives, and strong formal and narrative choices, in the form of cultural documentaries (documentaries on major heritage artists, figures who unite us through their destinies, or pop legends), and recordings intended for linear programming or the ARTE Concert offer.

This implies programs that are accessible without pre-requisites, and that can reach a wide European audience, while at the same time embodying excellence in the dual dimension of European heritage and the discovery of new talent and new forms.

### Pop culture

Featuring pop rock icons, heroic figures or iconic phenomena of popular cinema, the Pop culture slot offers documentaries that tell a different tale of the 20th century, through artistic journeys that have embodied the evolutions of society.

Second part of Friday evenings (52')

### Pop concert

20th-century anthology concert or the greatest performers of the era.

Third part of Friday evenings

### Sunday cultural documentary

Share European artistic heritage informed by the dual desire to move and enlighten.

Works are approached from a present-day perspective, drawing on recent historical and historiographical works, in all forms that render classical heritage accessible and dynamic, to resonate with the world today.

Sunday afternoons (52')

### Maestro

The musical encounter for lovers of classical and contemporary music: the greatest works with astonishing images. Whether as a recording or stage performance, the priority is listening to a work instead of the narrative or framed context.

Sunday in early access (43' and 90')

### Documania

Slot dedicated to legendary figures who have left their indelible mark on the imagination and whose imprint remains powerful. These figures often hail from the world of cinema, one of the great purveyors of contemporary mythology. Delightful destinies played out in storybook narratives, with a perspective that resonates with our times.

Second part of Sunday evenings (52')

### Musica

Musica takes audiences on an encounter with music through documentaries on composers and performers classical music, dance, jazz and much more.

Third part of Sunday evenings (52')

### ARTE Concert TV

Classical music, opera and dance.

Fourth part of Sunday evenings

### Our digital productions

Innovative webseries and documentaries for arte.tv and our YouTube channels that touch on today's pop culture and countercultures (especially hip-hop) and the upheavals caused by digital technology through its use and culture.

### Our ARTE Concert recordings

Through contemporary and classical music, ARTE Concert appeals to both the senses and the imagination. Our programs take European viewers on a journey through repertoires and stages across Europe. Filming music creates a more immersive music experience.



# Short and medium-length films

## Editorial guidelines

In the Film unit, the short and medium-length film department purchases and pre-purchases films of up to 59', which are broadcast in **Court-circuit**, the short film magazine slot and the **Moyen métrage** medium-length slot on Saturdays after midnight, and online on **arte.tv** and on **YouTube** channels **ARTE Cinéma** and **Courts toujours**.

Films in these slots are supplied by both ARTE France and ARTE Germany on a complementary basis. For short fiction films, ARTE France explores French-speaking territories, while the German division explores non-French-speaking territories. For animation and medium-length films, we explore the whole world, except for German-speaking territories, which the German division manages.

As discoverers of young talent and new trends, beyond the diversity of topics and genres, we look out for personal points of view, original worlds and daring forms. The short film genre is an immense field of experimentation, where freedom goes hand in hand with creation, where we hope to be surprised and awestruck by the young directors who will make tomorrow's cinema.

- ▶ **Court-Circuit, the short film magazine**  
Saturdays after midnight (52 mins)
- ▶ **Moyen Métrage**  
Saturdays after Court-Circuit (31 to 59')
- ▶ **Humor** also has its place on ARTE, with series of humorous short programs broadcast at 8:50 p.m. on arte.tv and on Youtube channel Courts toujours. We are committed to co-producing French-language humor projects consisting of 30 episodes lasting from 2' to 3' maximum, in fiction or animation genres. Comic book adaptations and original projects, such as *La minute vieille*, *A musée vous*, *A musée moi*, *Silex and the city*, *Tu mourras moins bête*, *50 nuances de grecs*, *Athleticus*, etc.



# Feature length films

## Editorial guidelines

The various weekly slots on our channel, along with an increasingly rich digital offering, lead Arte viewers' to a vast panorama of world cinema where their desires and curiosity take them, with an eye for diversity and eclecticism that does not detract from the demanding standards of our choices.

**ARTE's wide range of film programming covers a broad spectrum**, from high-quality popular entertainment to must-see titles from the history of cinema, from the masterpieces of the silent era and the golden age of classical cinema to the most radical creations of the great modern and contemporary auteurs. The scope of these offerings intersects with a particular focus on different cultures and aesthetic approaches to cinematic art on other continents.

Not only dominant productions (Hollywood and French cinema) are shown, as works from Asia, the Middle East, Eastern Europe and more are featured as well.

To foster a relationship with the channel that is both complementary and dialectic, ARTE.tv invites film buffs to access free cycles over several months, with monographic, national or thematic groupings of heritage films. As for ARTE Kino, the European digital offering launched by ARTE seven years ago, every December it features a festival dedicated to young emerging filmmakers, a monthly selection of recent independent films and a new ARTE Kino Classics program devoted to European heritage cinema.

In addition to the quality of the films on offer, we attach particular importance to their editorial support. As such, ARTE.tv's cinema offering is regularly enriched with original unreleased supplements to film presentations, web documentaries and in-depth interviews with the filmmakers and actors who shape today's cinema.

- ▶ **CINEMA DIMANCHE:** Sundays on prime time, major auteur films and popular classics that appeal to a wide audience, as well as genre films considered cult favorites.
- ▶ **CINEMA CLASSIQUE:** Mondays on prime time, classics from the repertoire to be rediscovered, rarely shown must-sees that immediately reveal their value. Classics from French and German cinema take pride of place, but leading films from other European countries and all other continents also have their spot.
- ▶ **TOUS LES CINEMAS:** second part of Monday evenings, films that are in line with the editorial continuity of the Cinéma Classique slot, but with a more daring approach than its broadcast schedule allows.
- ▶ **CINEMA ACTUEL:** Wednesday prime time is devoted to recent films released in cinemas within the last ten years. These include major films in contemporary world cinema that stand out with their artistic originality, imagination and sensitivity, and which have had good ratings. These films must have achieved a significant number of entries in France or Germany, or have won awards.
- ▶ **CINEMA DECOUVERTE:** third part of Wednesday evenings, auteur films broadcast for the first time on television, distinguished by complex dramaturgy, provocative content, a highly personal point of view or a different cultural approach.



# Discovery and Knowledge

## Editorial guidelines

### Human adventure

**Human adventure features epics that retrace the history of mankind across the ages, continents and civilizations.**

Whether they are archaeological documentaries, historical documentaries focusing on key periods or important figures in history, or documentaries devoted to the great works of humanity's world heritage, these films offer audiences unprecedented investigations based on the latest historical or archaeological research, and on new discoveries, new archives and new narratives seeing the light of day.

Documentaries in which sound investigation, combined with powerful and aesthetic images, upholds a narrative replete with knowledge at the crossroads of culture, history, the arts and science. It is precisely the systematic demand for a wealth of new and constantly renewed knowledge that contributes to the strength and originality of documentaries offered.

Catering to a family-friendly audience, Human Adventure also offers 90' segments of great adventures and epics led by outstanding scientists, such as unprecedented and spectacular naturalistic exploratory missions. The wealth and inventiveness of the visual angle in these productions ensure that the narrative flows smoothly and the viewer is kept in suspense throughout the program. The content in all these documentaries is backed by the expertise and guarantee of recognized specialists, who play an essential role in confirming the programs' historical and scientific integrity.

First part of Saturday evenings (90' or 52' series)

### Science

**Scientific reality that enlightens our world and shapes us. Keys to understanding today's and tomorrow's reality.**

Science documentaries offer viewers dynamic access to scientific themes while immediately arousing curiosity and providing the scientific knowledge needed to understand today's world. These films cater to a wide audience, not field experts. They keep in tune with scientific news, show science in action in laboratories and on the field, decipher the latest discoveries and research, and discuss societal and ethical issues. They explore the human condition and progress made thanks to new knowledge and major breakthroughs in technology. These Science documentaries can also include scientific investigations into current issues that affect the general public, such as the environment and health. The subjects dealt with cover all scientific fields, while avoiding a purely theoretical approach to hard science. A particularly visual and attractive film-like angle allows the most complex content to be conveyed in layman terms. Specialists guarantee the scientific credibility of our content. They have a flair for communication and are able to explain complex content with ease. The ambitious visual layout meets stringent international quality standards.

Second part of Saturday evenings (52')

### Afternoon documentaries

**Catering to a family-friendly audience, these living, breathing documentaries filmed around the globe follow individuals on the field, driven by a personal quest or adventure tied to the natural world and/or human societies.**

These wandering stories, which invite us to explore and discover the world, have their own challenges, every journey being the personal (or collective) project of the characters whose adventures we follow. Whether they are experts in their field or simply self-taught enthusiasts,

their charisma counts as much as the object of their quest and adventure. Each documentary therefore begins with a presentation of the characters and the object of their quest, through which they explicitly express the promise made to the viewer along the way.

Beyond these challenges, these documentaries always invite the viewer along on a trip to meet and discover sites with a striking visual impact.

The themes relating to these challenges vary as widely as the environment, natural history, geography, populations and today's civilizations.

Monday to Friday afternoons (individual or 52' series)

### ARTE Découverte

**ARTE Découverte offers a curious exploration of the natural world, through documentary series that reflect high production values.**

The aim is to amaze the viewer as much as to awaken and enable understanding, through strong and original narrative angles and a slightly scientific lens, of the challenges facing our planet, living beings and the environment. Wildlife films are also welcome in this slot, as are stories that resonate with field correspondents, or which navigate between several disciplines or locations to follow the thread of a captivating story. Subjects relating to science and knowledge must be framed to make them accessible to the general public, setting them apart by their particularly ambitious narrative quality.

Subjects and themes may range from animal behavior, the way ecosystems function, or conservation issues, to the evolution and history of the Earth and our relationship with living things.

Monday to Friday afternoons (43' series)

### Digital productions

**Our digital productions are intended mainly for the Arte.tv and YouTube platforms.**

These original and singular creations may deal with all the themes dear to the unit (science, environment, health, ancient history, archaeology, discovery of the natural world and cultures, etc.), but subjects and the way they are portrayed must be in line with contemporary forms of creation and narration, taking into account the concerns and habits of the target audiences according to the distribution channel (bearing in mind the feasibility of multilingual versions). The leitmotiv of our productions is finding the right balance between content and form in the constantly changing worlds of digital creation.

Variable format adapted to usage

### Thema

**Our documentaries give pause to misconceptions surrounding health, the environment, science in general and society, and are based on conscientious, rigorous journalistic research.**

Films shed light on the contemporary world from a European and global perspective. Films must provide audiences with the keys to understand, think deeper and decipher information that would enable them to form their own opinions.

First part of Tuesday evenings (90')