



**TV5MONDE receives the diversum label:**  
the way its cash-flow is managed helps towards  
the promotion of cultural diversity.

## Press release

Paris, 5th November 2009 (EN)

diversum is an independent French association,  
founded in 2006. Its objective is to seek to  
incorporate languages and cultures,  
the bedrock of humankind's cultural environment,  
into sustainable development policies.

Specialised in the issue of cultural footprint  
of organisations, the diversum label is granted  
to responsible investments  
aimed at cultural diversity.

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The "diversum finance" label was created through the initiative  
of civil society and guarantees that a portfolio or a financial  
investment would serve, in a significant way (a share  
representing at least 25% of the net assets) to finance  
companies or authorities that promote cultural diversity.

The rating of companies or authorities, whose securities make up  
the portfolio or the financial investment, is the fruit of a  
methodology implemented since 2007 according to various  
assessment criteria based on information, advertising, human  
resources or governance.

After a phase during which all of the financial investments used  
for management of its cash flow were audited, TV5MONDE  
received the diversum label. This label is the proof that the first  
French speaking world channel is committed to taking into  
account cultural diversity as part of sustainable development.

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## TV5MONDE

TV5MONDE is among the three largest world television networks  
next to MTV and CNN. TV5MONDE represents :

- 9 different channels (8 of which broadcast out of Paris and cover all continents  
and TV5 Québec Canada broadcasting from Montreal to Canadian territory)
- 207 million households are connected in nearly 200 countries and territories
- 55 million individual viewers each week (cumulative audience)
- 10 French-speaking partners (France 2, France 3, France 4, France 5, France O',  
ARTE France, RTBF, TSR, Radio Canada, Télé-Québec), the CIRTEF and a main shareholder,  
the "Audiovisuel Extérieur de la France" Holding bringing together France 24 and RFI
- programmes subtitled in 9 languages (English, Arab, Spanish, Portuguese, Dutch,  
German, Romanian, Russian and French)
- 5 million monthly hits on the Web site : [www.tv5monde.com](http://www.tv5monde.com)  
and on [m.tv5monde.com](http://m.tv5monde.com), the cell site.