



INTERNATIONAL FESTIVAL OF
MEDITERRANEAN
DOCUMENTARY FILM
www.primed.tv

PARTNERSHIP PRESENTATION

PriMed, the essential event for writing about reality in the Mediterranean.

For three decades, PriMed has established itself as the leading platform for documentary filmmaking in the Mediterranean basin. Organized by the CMCA (Mediterranean Center for Audiovisual Communication), in collaboration with **France TV, the INA, Rai (Italian Television)** and the **ASBU (Arab States Broadcasting Union)**, this festival is much more than an awards ceremony: it is a vibrant space for dialogue, discovery and cooperation between the two shores.

An event in constant growth

Each edition confirms the momentum of PriMed. The festival attracts an ever-growing audience, takes over iconic Marseille venues (Alcazar Library, MUCEM, Artplexe Canebière, City Hall 1 and 7), and mobilizes numerous professionals, teachers, students, and high school students from Mediterranean countries. The free screenings guarantee universal access to culture and information.

A strong local presence and an international reach

A true bridge between cultures, the PriMed celebrates Mediterranean heritage by welcoming the best of international filmmaking to Marseille each year. The broadcasting awards, supported by partners such as Ici Corse ViaStella, Rai, and 2M (Morocco), guarantee the films unparalleled visibility.

Marseille is thus establishing itself as the audiovisual capital of the Mare Nostrum.

30 EDITIONS

Since 1994
Monte Carlo
Italy
France

WITH EACH EDITION

13 prizes awarded
1 international jury
1 high school student jury

MORE THAN 5000 SPECTATORS

Screenings and debates with the directors present



MEDITERRANEAN YOUNG PEOPLE'S AWARD

To make young people the enlightened citizens of tomorrow

Beyond the competition, PriMed has a fundamental mission of media literacy, education about images, the French language and culture. In a world saturated with information, learning to analyze a documentary, understand editing, and question the filmmaker's perspective is our daily struggle. A deep conviction guides our actions: media literacy is an essential vehicle for developing critical thinking and fostering civic engagement.



The Mediterranean Youth Prize is a unique initiative.

The PriMed festival mobilizes more than 3,500 high school students each year from the South Region and several Mediterranean countries. Since 2010, these young people have become jurors by watching documentaries, then debating and voting for their favorite film.

The festival also develops «Primed Stopovers» in Egypt and Italy, meetings organized in schools around major societal issues. A video competition, «Me, a Mediterranean Citizen,» also allows high school students to create a short film with their smartphones on an annual theme. Through these activities, PriMed encourages expression, critical thinking, and dialogue among young people in the Mediterranean.

OUR EDUCATIONAL IMPACT PER EDITION

- > Over 3,500 high school student jurors mobilized across the Mediterranean
- > 7 Mediterranean countries represented
- > Over 40 masterclasses organized in schools focusing on media literacy
- > 3 documentaries in competition addressing memory, youth, and current events
- > A video competition designed to stimulate young people's creativity and self-expression

By joining PriMed, you become a partner in a mission of general interest, rooted in the realities of the Marseille area and the Provence-Alpes-Côte d'Azur region, and open to the world. You contribute to building a cultural bridge between the two shores of the Mediterranean and to educating the informed citizens of tomorrow.

A tailor-made partnership, built with you.

Whether associated with a key event or the entire festival, your logo benefits from the demanding, prestigious, and resolutely distinctive character of our event. Maximum visibility is guaranteed across all our media: signage deployed in iconic locations throughout Marseille, digital displays, social media campaigns, and other promotional tools.

Let's dare to build the Mediterranean dialogue together.

Primed is a rapidly growing festival. Your support is essential to allow us to develop our educational initiatives in France and internationally, and to continue offering a unique platform for filmmakers from the Mediterranean region.

The organizers and partners of the last edition



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LET'S DARE!

CMCA

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