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PRESS RELEASE

CREATION OF THE CANNES - VIVENDI/CANAL+ STORYTELLING INTERNATIONAL CHAIR

Launch of the Storytelling Institute with UCLA, UCA and the Festival de Cannes

Cannes City Council, Université Côte d'Azur, Vivendi and Canal+ announced today that they have created the Cannes - Vivendi/Canal+ Storytelling international chair. This chair will be part of Cannes' future university complex, be financed by Vivendi, and provide top-level training in storytelling and screenwriting in partnership with UCLA TFT (University of California Los Angeles, School of Theater, Film and Television).

Starting in 2018, the chair will set up a **first training course in motion-picture screenwriting**, the Storytelling Institute, in partnership with the Association Française du Festival International du Film and UCLA TFT (University of California Los Angeles, School of Theater, Film and Television), one of the world's foremost schools for entertainment and performing arts.

The program aims to attract, train and certify the finest motion-picture screenwriting talent among French, American and international students. For its first session, the Storytelling Institute, which will be based on campus and in municipal facilities, will provide about 10 students with classes and coaching from the leading specialists in screenwriting and movie production.

The students will be required to complete a fully realized first draft feature film screenplay in six weeks, with instruction from **UCLA TFT and UCA specialists**, including two weeks during which they will attend master classes and special screenings, meet respected professionals, and take part in other professional activities revolving around the Cannes Film Festival.

Other courses will follow, for example in the field of series and team writing.

The agreement instituting the Storytelling Institute was signed today at a ceremony attended by David Lisnard (Mayor of Cannes), Jean-Marc Gambaudo (President of Université Côte d'Azur), Teri Schwartz (Dean of the University of California Los Angeles, School of Theater, Film and Television), Frank Cadoret (Director at Vivendi), Maxime Saada (CEO of Canal+ Group), Pierre Lescure and Thierry Frémaux (respectively Chairman and CEO of the Association Française du Festival International du Film).

For **Cannes City Council**, this is a major milestone in its plan to develop a technology park for video technology and the creative economy in the city's western quarter. Université Côte d'Azur will provide best-in-class training for 1,000 students at this technology park. Several of these courses will deal with writing and creating content relating to the events hosted by the city of Cannes.

Vivendi as well as Canal+, French cinema's prime partner and a movie and series production and distribution leader in Europe via Studiocanal, put talents at the core of their development strategy. Supporting innovative first-class training will help a new generation of creative talent, in particular specializing in the art of storytelling, to thrive and reach new audiences in Europe and beyond.

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