





ELISABETH DURAND

Chairwoman



CHRISTOPHE SOMMET

Managing Director

March 2005 - March 2015.

Ushuaïa TV is celebrating its tenth birthday! Starting out with a militant claim as the channel of sustainable development and planetary protection, Ushuaïa TV has over the seasons evolved into a more positive and engaging channel. We have returned, then, to the DNA of the Ushuaïa brand: the discovery of the planet and its peoples, filmed in magnificent images, and the preservation of the riches of the earth. Today, three keywords sum up our programmes: AMAZE, UNDERSTAND and RESPECT. Upholding positive values, the channel brings viewers an opportunity to learn, to reflect or simply to be transported by the beauty of the images. Targeting families and aimed to please the greatest number of viewers, Ushuaïa TV has confirmed its position as the channel of adventure, travel and discovery. And proof that this positioning is producing results, in 2014 the channel scored its best ratings in five years.

Ten years, ten evenings.

To celebrate our birthday in style, we will be broadcasting outstanding programmes throughout March! We have called on ten individuals sharing the channel's values to convey their message for the planet in the form of a featurette and present ten evenings of all-new programming. Among them, Nicolas Hulot, the emblematic voice of Ushuaïa from the very start, will be hosting the March 14 evening, the channel's birthday. The 14th will also see the broadcast of a major new film, *Freedom, l'envol d'un aigle* (An eagle takes flight). Featuring all-new filming techniques, this amazing documentary brings viewers a unique visual experience. We are proud and delighted that it was chosen to open the International Environmental Film Festival (FIFE) in Île-de-France. March will also be marked by a host of major series, prestigious documentaries and special issues of our magazine shows.

2015 and beyond

We will continue to bring our viewers diverse and original programming in keeping with our values of humanism, commitment, sharing and adventure. Ahead of COP21* in December 2015, the channel will every month be covering the environmental issues key to the all-important summit. For example, March will see the launch of the major magazine programme *Eloa*, presented by Jean-Michel Cousteau, son of Jacques. The new show focuses on water and its life-giving importance. Meanwhile, the channel's headlining programmes, including *Grand Angle*, presented by Louis Bodin, and *Les Enquêtes d'Ushuaïa TV*, hosted by Christine Oberdoff, will continue to grace the channel and make it a fantastic window on to the world.

Happy birthday!

* The 21st Conference of the Signatory Parties of the United Nations Climate Change Framework Agreement.

10 YEARS: 10 MAJOR EVENINGS

10 INDIVIDUALS SHARE THEIR COMMITMENT TO THE PLANET WITH VIEWERS

SUNDAY MARCH 1



JEAN-MICHEL COUSTEAU

Son of Jacques Cousteau and one of the ocean's biggest protectors

SATURDAY MARCH 7



TRISTAN LECOMTE

Founder of *Alter Eco* and *Pur Project* and a French pioneer in fair trade

SUNDAY MARCH 8



MARIE-MONIQUE ROBIN

An investigative journalist whose documentaries (*The World According to Monsanto*, *Sacrée Croissance*) have won awards around the world

SATURDAY MARCH 14



NICOLAS HULOT

Journalist and reporter, sponsor of the channel, special correspondent on planetary protection for the French president – and one of France's favourite public figures

THURSDAY MARCH 19



ALLAIN BOUGRAIN-DUBOURG

Journalist and Chairman of the French bird protection organisation, Ligue pour la Protection des Oiseaux (LPO)

SATURDAY MARCH 21



JACQUES ROUGERIE

Architect, oceanographer, and a specialist of marine habitats

WEDNESDAY MARCH 25



JEAN-LOUIS ETIENNE

Explorer and scientist, and the first man to reach the North Pole solo

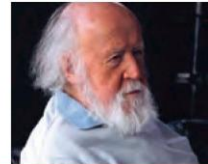
THURSDAY MARCH 26



LUC JACQUET

Reputed wildlife filmmaker having created *March of the Penguins*, *The Fox and the Child* and *Once Upon a Forest*

WEDNESDAY APRIL 1



HUBERT REEVES

Famed astrophysicist, ecologist and talented populariser of science

THURSDAY APRIL 2



GÉRARD D'ABOVILLE

Ocean-going adventurer and the first man to row across the Atlantic and Pacific

WOMEN FOR THE PLANET

Six women. Their names are Amy, Heike, Ida, Merethe, Otaciana, Pabitra. They live in Canada, Germany, Argentina, Denmark, Nepal and Brazil. They have never met but they share a great deal in common. All six are part of a growing movement of people calling for an economic and ecological transition vital to taking on the challenges of the 21st century. These six "future starters" are demonstrating at their level that we can do things differently, by contributing to initiatives for a sustainable and fairer society in the fields of food production (urban farming), energy (cities in transition) and money (local currencies).

March 8, 2015 at 8.40 pm

2015 - 52 min - France

*Directed by
Marie-Monique Robin*

*Produced by
M2R Films with the participation of Ushuaïa TV*



MARIE-MONIQUE ROBIN :

MAKING SOCIETY SUSTAINABLE AND FAIR”

Experienced investigative journalist and 1995 Albert-Londres prize-winner, Marie-Monique Robin has been making documentaries on the subject of human rights for 30 years. For International Women’s Day on March 8, the channel will be broadcasting *Femmes pour la planète*, a new film focusing on six women who have realised the urgency of ecological action. Marie-Monique Robin talked to us about her latest work.

What inspired you to make *Femmes pour la planète*?

Following the considerable interest stirred by the documentary and book *The World According to Monsanto**, I wanted to shed new light on viable alternatives to the agro-industrial model upheld by the company. For the filming of *Sacrée Croissance**, which urges a rethink of our growth-driven model of society, I travelled around the world and saw that a lot of women were taking amazing initiatives to make society more sustainable and fair. I chose to paint a portrait of six of them, living in Northern and Southern countries alike, letting them tell their stories and talk about their commitment and motivation. They are real-life proof that everyone can, at local level, contribute to improving our planet – while hoping that politicians encourage and support such initiatives.

***Femmes pour la planète* will be broadcast on 8 March, International Women’s Day...**

That’s fantastic! I have already made a few documentaries about women, including one on drug mules. But this new film is different because it looks at women taking positive action for the environment that is simple but effective. Like many others, they have achieved amazing things but no light is ever shed on their initiatives. We need to hear what they have to say, especially on the environment. By broadcasting this film on such a symbolic date, we are paying homage to them.

... and on the 10th birthday of Ushuaïa TV !

I really like this channel because it focuses on important topics related to the environment in a broad sense – the planet, the environment, nature and human relations. These subjects mean a lot to me and I appreciate the way Ushuaïa TV presents them. I think *Femmes pour la planète* makes a good fit with the channel because it concentrates on women who are concerned about the planet but who have converted that concern into action. Also, Ushuaïa TV is very much linked to Nicolas Hulot, a man for whom I have considerable admiration. I identify with his commitments. So it’s great that the channel exists. I hope Ushuaïa TV continues in the same vein and I also hope to make more films for it!

*The World According to Monsanto shows how US multinational Monsanto, the number-one GMO producer, has consistently concealed the toxicity of its products and caused considerable environmental damage. *Sacrée croissance is currently the focus of a photo exhibition touring France. The works on show include portraits of the six women cited in the article.



FREEDOM, L'ENVOL D'UN AIGLE

A fabulous legend of eagles has been told for generations. Set in an undefined era, *Freedom, l'envol d'un aigle* (An eagle takes flight) tells the incredible story of an unlikely meeting – between Roï, the last white-tailed eagle in the wild, and Kaaba, of the same species but captive for many years. Roï shares with us the majesty of his flight along with the harsh conditions of his life. We watch Kaaba as he learns to embrace his freedom, guided by the man who chose to change his fate. This major new film brings viewers a unique visual experience of the flight of the largest fish hawk in Europe.

March 14, 2015 at 8.40 pm

2015 - 90 min - France

Directed by

Muriel Barra and Jacques-Olivier Travers

Produced by

Lato Sensu Productions and Ushuaïa TV

Making of: 52 min



JACQUES-OLIVIER TRAVERS : "JOURNEYING ON AN EAGLE'S BACK"

On the date of its tenth birthday, Ushuaïa TV will be broadcasting *Freedom, l'envol d'un aigle*, a new documentary relating the encounter of two eagles. Falconer Jacques-Olivier Travers set himself the challenge of teaching eagles raised in captivity to fly, restoring their freedom and their place among humans. The passionate eagle enthusiast talked to us about how he teaches the birds to fly.

What are the aims of the docu-fiction?

Freedom, l'envol d'un aigle is part of a new kind of conservation project aimed at releasing white-tailed eagles into the wild in France using a highly original technique. But above all, the aim is to raise awareness. We simply cannot envision seeing this animal in nature again without making the public understand that it has its place in the environment and that it is not dangerous.

How do you teach the white-tailed eagles to fly?

I worked with them throughout a course of physical adventures, using skis, a paraglider and a kayak. To encourage them to make progress, I worked with them as I would with children, with the idea of effort and reward as well as play and rules. But I maintain a certain distance from them, so as not to lose sight of my main goal, which is to reintroduce them into the wild.

The film will be broadcast on the date of Ushuaïa TV's tenth birthday. How did the channel support you in this project?

Muriel Barra, the director of *Freedom, l'envol d'un aigle*, immediately thought about the channel, which is dedicated to nature and shares our values. The channel placed its trust in us from the start to the end of the audiovisual process and helped us in every step along the way, even in events-based matters. By our side during the eagle flights in legendary locations such as the Aiguille du Mont Blanc and at the Eiffel Tower in September, it demonstrated total commitment to the environmental adventure. We worked together and succeeded in harnessing energies from around the world. Today, thanks to the Freedom programme, the public reaction is amazing, and my optimism about the protection of endangered species continues to

grow. So it is with a great deal of pride that we are bringing this ode to freedom with its fantastic landscapes to Ushuaïa TV viewers!

ELOA

Jean-Michel Cousteau welcomes a different guest in each *Eloa* magazine show and talks with them about a topic related to water. Viewers' awareness of the importance of the life-giving substance is raised in discussions with Corinne Lepage, European MP and President of Cap 21, Romain Troublé, general secretary of Tara Expéditions, the writer and explorer Patrice Franceschi, Patricia Ricard, Chairwoman of the Paul Ricard Oceanography Institute, and the seafarer Gérard d'Aboville.

The two first episodes

Sunday March 7 at 8.40 pm

and then

Every Sunday at 7.30 pm

2015 - 10x26min - France

Presented by Jean-Michel Cousteau

Production: MC4 and Ushuaïa TV



JEAN-MICHEL COUSTEAU : "FASCINATING ADVENTURES"

Jean-Michel Cousteau has spent his life warning people about the quality of oceans and the planet in general. Son of Jacques-Yves Cousteau, he has roamed the seas with his family and is now sharing what he has learned about the fragility of the marine world. On Ushuaïa TV, he is presenting a new magazine focused on water, *Eloa*.

What motivated you to present the new programme?

Eloa gives experts a chance to reach out to the general public. People are increasingly interested in and concerned by water-related problems, whether they live on the coast or inland. For Ushuaïa's tenth birthday, ten guests will be sharing their expertise with TV viewers.

What are the main topics?

The guests all have strong commitments in different fields. Some of them have rowed across the Atlantic and the Pacific, some have lived in Amazonia, and others are doctors with considerable concerns over the quality of water and the consequences of our actions on the aquatic environment. The aim of their

testimonials is to propose a new way forward. Having the chance to meet them, ask them questions and hear about all their adventures is fascinating!

Why the name "Eloa"?

Eloa was the Phoenician god of water, a subject I am particularly fascinated about. When I was seven, my father pushed me over board with gear on my back and I haven't stopped diving since. When people ask me what was my most remarkable dive ever, I tell them "The next one"!

Why is the existence of this channel important?

Ushuaïa TV is a vital channel that, thanks to its

viewers, can raise questions and come up with answers. At the end of each *Eloa* programme, TV viewers will be able to leave messages on Twitter. I would really like to see *Eloa* translated into several languages so that other cultures can learn from the experts that I have the honour of meeting.

What message do you convey in the programme?

After my father died, I created a not-for-profit foundation called Ocean Futures Society. The message is the following: *Protect the ocean and you protect yourself.*



TASTE HUNTERS

From South Africa and Canada to Italy and Hong Kong, viewers get to travel the world with chefs Benjamin Darnaud and Jérôme Bigot and meet men and women who, through their know-how in farming and cuisine, have recreated a true local economy in their countries and teach us more about the true taste of things.

Two episodes
Every Monday at 8.40 pm

Starting on 2 March

2015 - 15x52min - France

Presented by Benjamin Darnaud and Jérôme Bigot

Directed by Frédéric Planchenault

Produced by TV Only and Ushuaïa TV



UshuaïaTV

USHUAÏA TV IS AVAILABLE ON:



CANAL 89



CANAL 131



CANAL 116



CANAL 200



CANAL 215



CANAL 129

VIEWERS CAN ALSO WATCH AND RE-WATCH A BROAD SELECTION OF THE CHANNEL'S PROGRAMMES ON **CATCH-UP TV**.



Find out more at www.ushuaïatv.fr

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YACINE AIT KACI

Funny, gentle and mischievous, the character of Elyx is a product of the fertile imagination of Yacine Ait Kaci, also known as Yak, and the artist's exploration of digital technology and related issues.

"From A to Z, it is the story of an encounter between the real and the virtual, told through drawing," he explains. It is also an encounter with web users, more and more of whom are following the adventures of Elyx in the social media. A virtual ambassador of the United Nations, Elyx will also be accompanying Ushuaïa TV all year long as part of the special 2015 Paris Climate programming of *Ushuaïa le mag*.
@elyxyak

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