

# Code of conduct

## Mediawan



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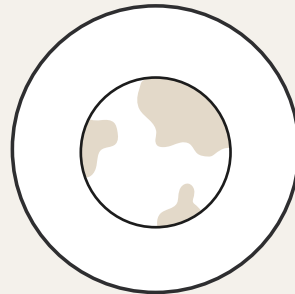


**Why a Code  
of Conduct?**

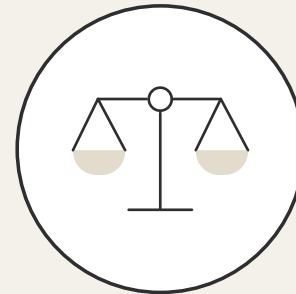
### **Our commitments:**



**Environmental**



**Social and societal**



**Business ethics**



**Editorial**



**Dear colleagues,**

We create, distribute and broadcast audiovisual content that provides emotional connections and entertainment for all types of audiences in Europe and beyond. This is a responsibility and a commitment that binds all of us, at every level in the company.

We have built the Mediawan group on values that are important to us: integrity, fairness and transparency.

We are committed to adopting an engaged perspective on the world, fully aware of our social and environmental responsibilities.

Out of respect for the audiences who trust our brands, we have a particular duty to abide by the rules enshrined in the international conventions and national laws, particularly in matters of environmental, social, and governance standards. We must act with integrity and fairness both among ourselves and in our relationships with clients and business partners.

The aim of this Code of Conduct is therefore to lay down a set of basic principles to follow in this context and to provide you with a guide for the decisions you have to make in your daily interactions with your customers and business partners.

It applies to all the group's companies and employees as well as all its partners. It is intended to form a set of core principles that will serve as a foundation to build upon. It does not mean your companies cannot adopt other stricter or more specific rules, which may be necessary to comply with different legal provisions applicable locally.

Your commitment is essential. By complying with this Code of Conduct and helping to ensure your customers and partners abide by it, you become an ambassador, setting an example through the values we defend: entertaining with integrity, bringing communities together, acting respectfully.

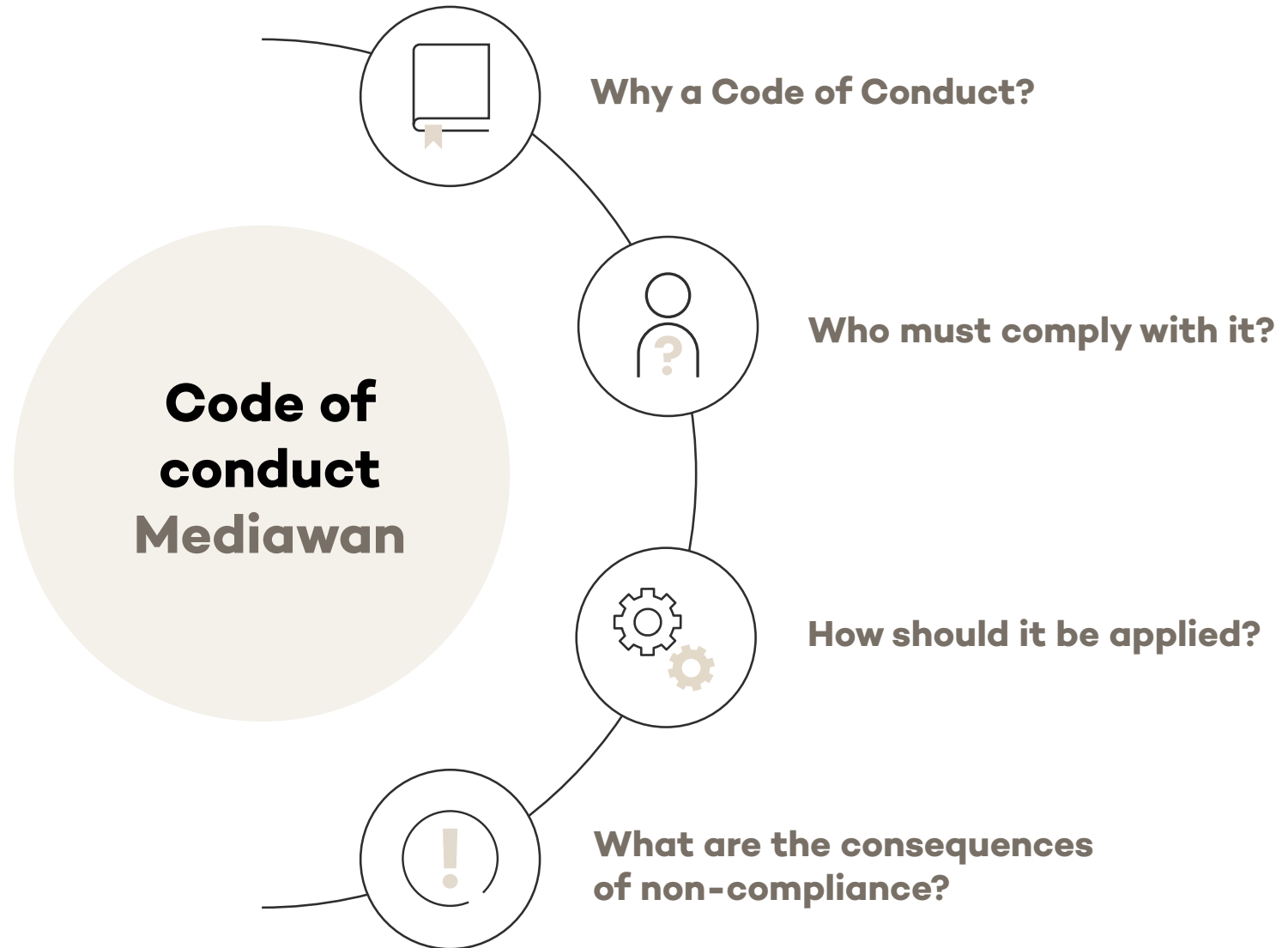
I hope you enjoy reading our Code of Conduct and I thank you in advance for complying with it.

**Delphine Cazaux,**  
Directrice Générale en charge  
des opérations Mediawan

*décembre 2024*



**If you have any doubts** about the interpretation of these principles, you can ask your questions at the following address: [legalcompliance@mediawan.eu](mailto:legalcompliance@mediawan.eu).





# Why a code of conduct?

This Code of Conduct is the expression of the Mediawan group's commitment to conducting its activities in accordance with the applicable laws and regulations in France and abroad:



guaranteeing the group's employees have a quality working environment



in line with the principles of professional ethics and integrity



and in line with the principles of economic and business conduct and ethics as they apply to relations with the public and the market



This Code sets out Mediawan's standards and expectations on environmental and social and governance, which apply to **all of its employees, suppliers and service providers.**

Based on the principles of France's Sapin II Law and the Corporate Sustainability Reporting Directive (CSRD), it constitutes **a practical and appealing tool** that can serve as a guide for practices and procedures adapted to every situation.





# Who must comply with it?

**This Code of Conduct applies to all the group's employees**, whatever their job or status (executives, salaried employees, temporary staff, trainees, etc.). Mediawan also expects of all its partners (talents, suppliers, providers, intermediaries, customers, etc.) that they comply with these principles in their relations with the group and in their own activities.

Mediawan undertakes to comply with all national and international standards in the fields of human rights, environmental protection and business ethics while requiring its partners to follow the same approach in order to establish and maintain lasting business relationships.

To ensure these commitments are met, **Mediawan reserves the right to conduct compliance audits and to take appropriate action if its requirements are not met.** In some cases, this may include the termination of the business relations if it is deemed necessary to protect the group's interests and reputation.





# How to apply it?

**Every employee and partner has a responsibility to apply the Code at their own level.** This means applying the principles in this Code and being vigilant in carrying out their duties.

If you have any doubts or questions, you are encouraged to consult your line manager, the Human Resources department, the ESG department or the Legal Affairs department.

**This Code of Conduct applies in conjunction with other tools and the essential Mediawan charters:**

- The internal **whistleblowing system**+
- The Corporate Social Responsibility (CSR) Charter and its good practice guide
- The Mediawan group's Disabled Employees Integration & Support Charter
- The Charter on the Prevention and Management of Psychological and Sexual Harassment and Sexist Behaviour
- The Donations & Patronage policy
- The group's Travel & Expenses policy
- The Cybersecurity/IT Charter
- The Third Parties evaluation policy



# What are the consequences of non-compliance?

If employees do not comply with the principles of the Code of Conduct, **they risk disciplinary measures** being taken against them in accordance with their company's internal rules.

Likewise, if the group's partners fail to comply with the Code, **this may lead to early termination for breach of their contract** with the companies in the group.



# Our environmental commitments

## Mediawan undertakes to respect and protect the environment in the conduct of its activities.

With its **CSR Charter** <sup>+</sup> and **good practice guide**, <sup>+</sup> the group is asserting its determination to make a positive contribution to the preservation of the environment and biodiversity.

This means integrating sustainable practices whilst continuing to create quality, high-impact content.

### Some concrete examples of these commitments:

- Partnership with the cinema recycling/upcycling centre to give equipment a second useful life
- Introduction of a «sustainable mobility allowance» (FMD) for all employees
- Installation of EV charging stations on the Breteuil site
- Green space maintenance without using pesticides and harmful products

**Awareness-raising  
and education**



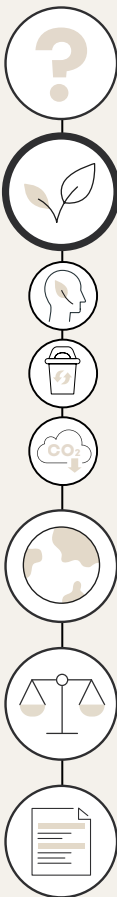
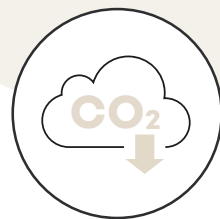
**Environmental**



**Waste management  
and responsible use  
of resources**



**Reduction of  
greenhouse gas  
emissions**







# Awareness-raising and education

**Mediawan seeks to raise awareness and encourage environmentally friendly behaviour** by its employees and partners.

Information campaigns, training sessions and awareness-raising workshops are therefore regularly organised within the companies, and the group expects the same commitment to educate their staff from its partners.

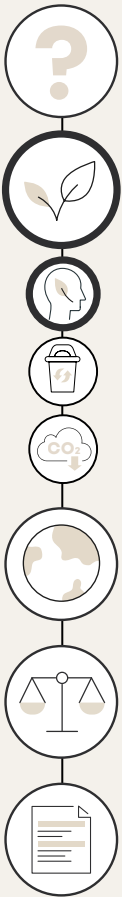
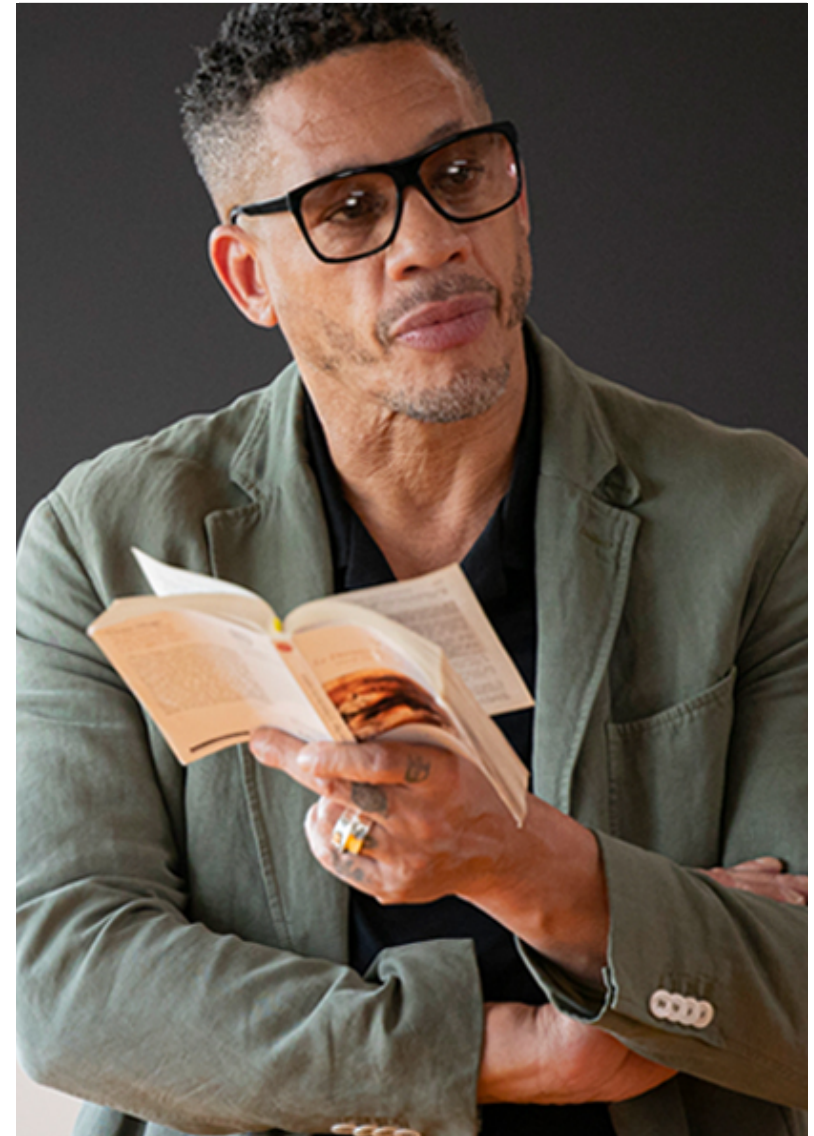
## Examples:

- ECOPROD training and murals from the film
- Collaborations with ecological organisations - ECOPROD, Wings of the Ocean
- Operation "Digital cleanings days"

## Did you know?

**75%**

of the energy consumed by computer hardware takes place when it is not in use. It is therefore important to turn off your devices.





# Waste management and responsible use of resources

**Mediawan and its partners undertake to adopt responsible waste management practices by:**



Minimising the amount of waste produced



Prioritising recycling



Adopting environmentally friendly practices

**The group also promotes responsible use of resources by:**



Optimising the energy efficiency of its facilities



Preferring sustainable materials for its sets and equipment

**En 2023**

sorting our waste at Mediawan enabled us **to save 53,523 litres of water, equivalent to 267 baths, in 2023**. A significant first step towards more sustainable management of our resources.







# Reduction of greenhouse gas emissions

**Mediawan measures the carbon emissions of its activities to reduce its carbon footprint** and it asks its partners to cooperate by sharing their carbon data and by taking initiatives to limit greenhouse gases. **This includes environmentally responsible production practices, such as:**

- choosing more ecological filming locations
- travelling by train
- and reducing non-essential travel

Also, to identify appropriate reduction levers, we systematize the calculation of the eco-score of our productions using the Carbon'Clap tool.

## Did you know?

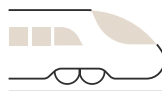
For a trip from Paris to Cannes:



### By plane

approx. 4 hrs travel time,  
with a carbon footprint of  
250 kg CO<sub>2</sub>e

(Paris-Orly/Nice/Cannes).



### By train

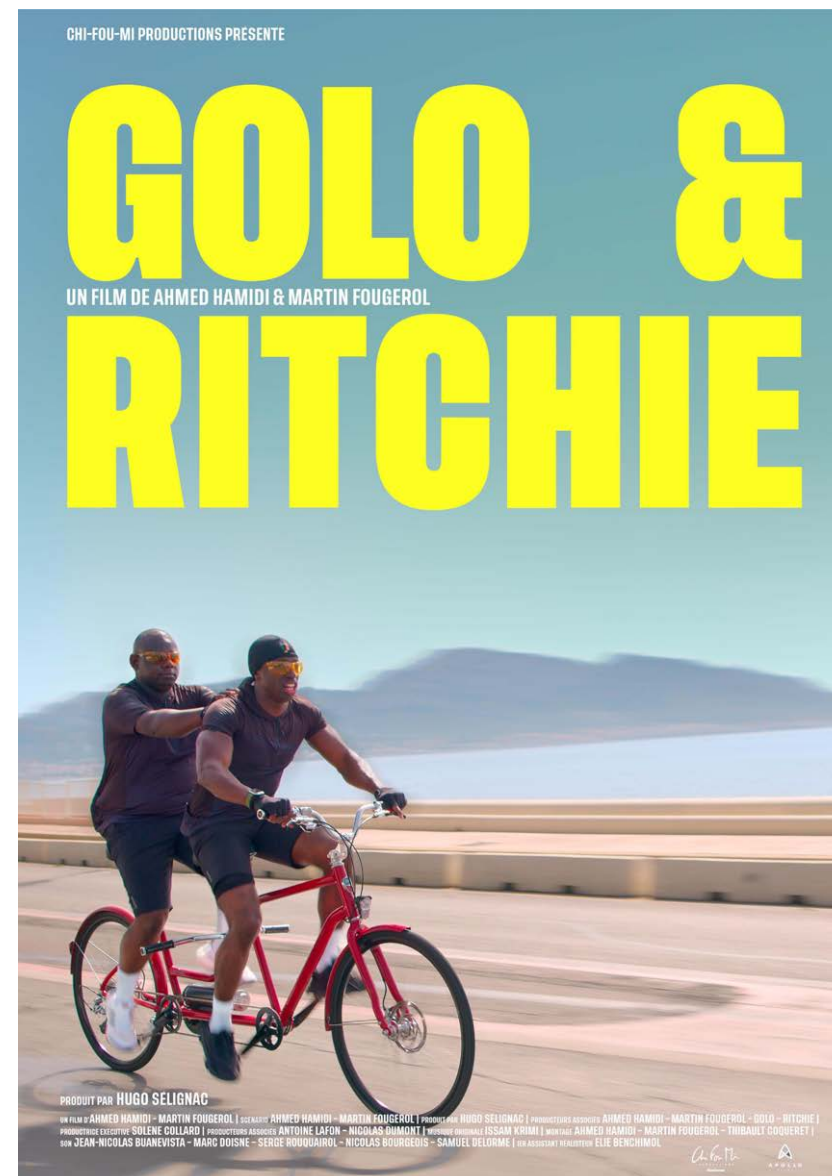
approx. 5 hrs 30 travel time,  
with a carbon footprint of just  
30 kg CO<sub>2</sub>e

(Paris Gare de Lyon > Cannes Centre).

**The train therefore emits 8 times less CO<sub>2</sub>  
than the plane for a similar trip.**

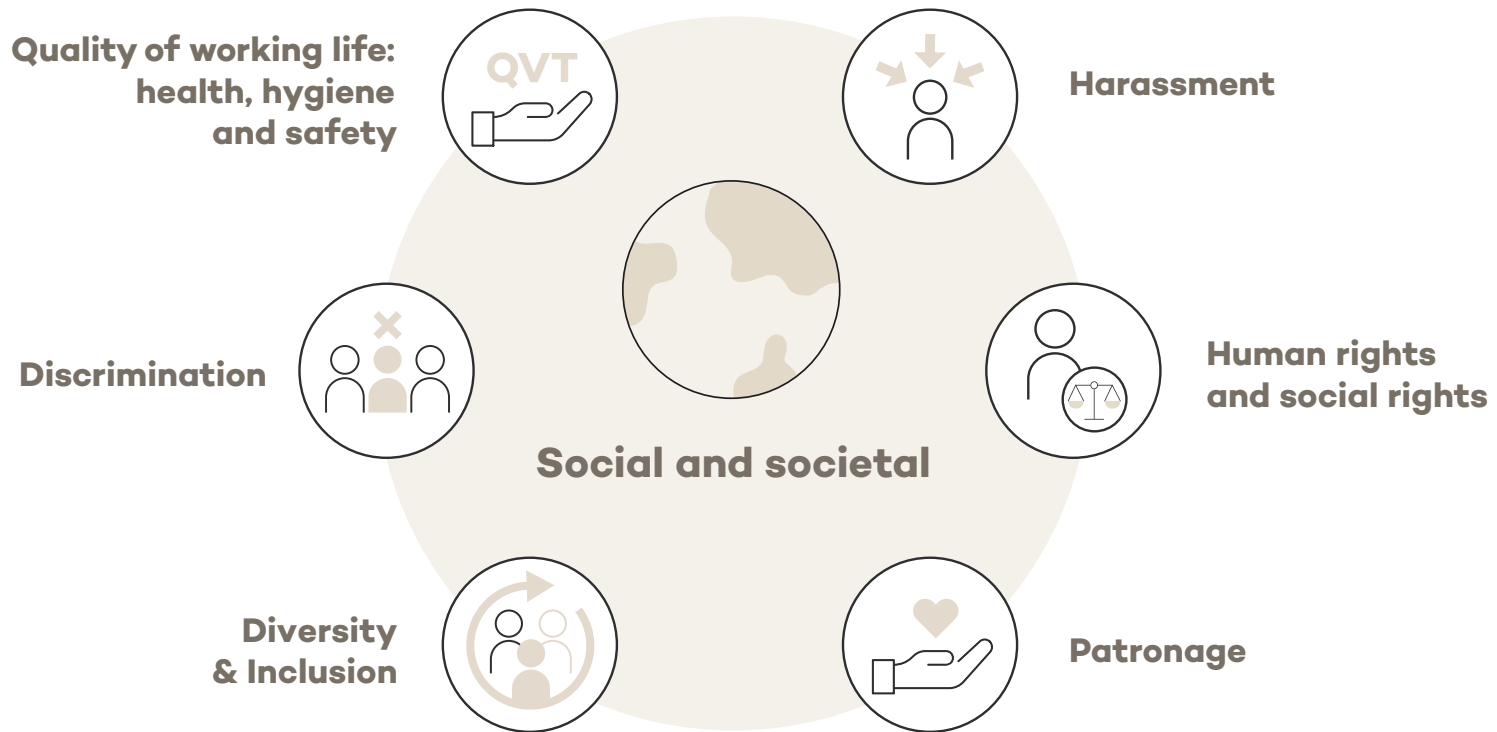
### Example:

We have implemented an energy sobriety plan aimed at reducing our energy consumption and therefore our carbon footprint. In 2023, that allowed us to make an energy saving of 12%.



# Our social and societal commitments

Our group undertakes to respect and promote human rights in all its activities, by furthering equity, dignity, diversity and inclusion, both in its employees' work environment and in the production of its content.





# Quality of working life: health, hygiene and safety

Mediawan undertakes to offer its employees **a quality, calm, respectful working environment** free of intimidation and discrimination, so that everyone can work unhindered to the best of their abilities.

In return, employees are required to comply with the health and safety rules on all the group's sites, ensuring the well-being of their colleagues and providers. This includes complying with safety instructions and procedures laid down by the Management.





# Discrimination

Mediawan actively works **to promote equality at work**. Decisions relating to the employment or career advancement of our staff are made without consideration of sex, race, age, state of health, religion, beliefs, opinions or any other characteristic protected by law.

We pay particular attention to ensuring our employees are treated fairly in terms of career progression or personal development.

## Example:

It is prohibited to reverse a decision to promote an employee when they announce that they are taking parental leave.







# Diversity & Inclusion

Mediawan is committed to promoting social diversity and inclusion and combating all forms of discrimination, in particular due to disability, sex, social origin or sexual orientation, throughout the value chain of its content production, including on screen. **The group undertakes to promote inclusion in all its forms:** cultural and social diversity, gender, sexual orientation, disability and age.

To achieve this, the group organises, among other things, training sessions, meetings and talks to raise its staff's awareness of unconscious bias and to break stereotypes.

Mediawan works with associations and schools to support equal opportunities and expand the talent pool it can access. Among other things, the group is a patron of the *Cité européenne des scénaristes* screenwriters' centre.

## Example:

A round table event with one of our film makers, Océan, during Pride month was an opportunity to provide employees with tools to facilitate friendly exchanges with members of the LGBTQIA+ community.





# Harassment

Mediawan makes every effort to guarantee **a respectful and safe work environment**, both on its own sites and on location.

The group undertakes to prevent any form of intimidation, abusive behaviour or harassment, whether psychological or sexual, to maintain good working conditions for all.

The law forbids repeated behaviours that could undermine or be damaging to the rights, dignity, health or professional future of any employee.

A specific charter has been introduced to tackle harassment and sexist behaviour, and training sessions are organised on these issues. Staff can also request extra sessions if necessary.

## Example n°1:

A colleague regularly criticises your work in humiliating terms in the presence of other group employees, accusing you of «professional incompetence». This constitutes psychological harassment.

## Example n°2:

For several weeks, on set, certain members of the team, in particular a cameraman and a production assistant, have regularly been making sexist remarks aimed at you. They comment on your physical appearance, telling you that you should "wear shorter clothes" and asking you to "smile so you are more pleasant to look at."

As employees, if you witness or are a victim of harassment or discrimination, you should report it to your line manager or to the Human Resources department. If this is a problem, you can also **use the whistleblowing platform** + the group has set up.



More generally, we expect employees to engage in positive and constructive communication with others, whether fellow employees or people outside the company, regardless of their job. This assumes respect for the rules of courtesy and politeness in communication, and respect for time off when planning meetings. Respect for one's colleagues includes, for example, being on time, so as not to waste other people's time, making efficient use of time at meetings, minimising phone use, not walking out while a meeting is going on, etc.

Similarly, disrespectful language, insults and swearing are not to be permitted. Managers are held to the highest standards in this area.





# Human rights and social rights

The group takes care to ensure it complies with national and international standards prohibiting child labour, forced labour and modern slavery and guarantees decent working conditions for its employees, in particular in terms of pay, working hours, breaks and safety at work.

Finally, Mediawan undertakes to guarantee its workers' freedom of association, allowing them to set up or join trade unions and take part in collective bargaining without fear of reprisals. The group expects the same commitment of its partners.


**The group expects the same commitment of its partners.**





# Patronage

Mediawan is conscious of its responsibility towards the many communities and audiences it influences and therefore runs a corporate patronage programme based on the UN Sustainable Development Goals. Unlike sponsoring, Mediawan's patronage activities are strictly commercially disinterested.

**A Donations & Patronage Charter**  sets the framework for these activities, which are managed by a community outreach department with a budget approved by senior management. Employees are encouraged to suggest patronage initiatives in line with this responsible approach and the Charter.

Any involvement in patronage activities is approved by the Legal Affairs department.



# Our commitments on business ethics

We want our employees to be guided at all times, in fulfilling their duties within the group, by the following principles:

- Avoid any behaviour liable to be detrimental to Mediawan and/or damage its reputation,

**and**

- place the group's interests above personal or other interests





# Evaluation of third parties

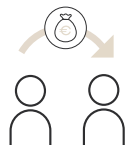
Before establishing a new business relationship, Mediawan implements **a supplier and partner evaluation procedure**+. This procedure aims to prevent and deal with any risk of corruption, illegal practices or association with third parties whose practices are contrary to our societal and environmental commitments.

This evaluation procedure, which is implemented gradually taking account of the risks identified, enables us to get a clearer picture of the potential partner and to measure and deal with the risks. It is an essential component in our risk management and governance, as it allows us to guarantee the integrity and ethics of our relations.





# Corruption & Influence peddling



**Corruption** is defined as obtaining or promising an advantage, for example a sum of money, in return for doing something related to your duties. Corruption may be active (offering an advantage) or passive (seeking an advantage).



**Influence peddling** is abuse of your influence with an authority to obtain a favourable decision.

**Mediawan applies a zero tolerance policy towards all forms of corruption or influence peddling in the course of its activities.**

In short, adopting **honest and transparent conduct** means:

- ✗ Never accepting or offering bribes or backhanders
- ✗ Not carrying out operation for your own personal benefit or that of people close to you
- ✗ Not claiming to act on the company's behalf in outside activities
- ✓ Abstaining from any attempt to exert improper influence on public decision-making

## Example N°1:

You wish to sign a contract with an operator abroad. An intermediary, a business introducer, has been mandated to put the group in contact with potential partners. This intermediary asks to be paid, claiming that this is routine practice in this country.

This practice can conceal corruption: in such a situation, you must refer to your line manager before agreeing to sign a contract or paying any sum of money whatsoever. In all cases, any contract signed with an intermediary must be approved by the Legal Affairs department.

## Example N°2:

In connection with the development of a project for a television drama production, the broadcaster's representative tells you that signing the contract and the conditions of the business relationship would be greatly facilitated if his son was hired as the writer for the project.

This would be an act of corruption. You must politely decline, informing the person that there are internal recruitment procedures that have to be followed.

Such actions could lead to you personally as well as the group being held liable. As an employee, if you witness corruption or influence peddling, you must report it to your line manager or to a member of the Senior Management team.

If you find it difficult to talk to your manager, you can also use the group's **whistleblowing platform** . +





# Gifts & Invitations

Gifts and invitations can contribute to maintaining good relations with our partners, but some strict rules must be followed to avoid any risk of their being interpreted as attempts to «buy favours» and qualified as corruption.

Everyone must therefore take care to ensure that **the acceptance or giving of gifts or invitations does not compromise their independence and is guided solely by a desire to maintain good business relations**, without any quid pro quo being expected, such as the signing of a contract, for example.

Unless specially authorised in advance by your line manager, gifts and invitations:

- **must never be given or received with a view to obtaining something in return** or influencing a decision or an action
- **must be of a reasonable value** in the context concerned and must not exceed the limits that are common business practice in the sector; gifts given by the group must not exceed a value of 50 euros incl. VAT, in accordance with the Group's Travel & Expenses policy, and must remain rare
- **must be offered or received in total transparency** in the workplace
- **must remain an exceptional occurrence** or coincide with customary events (e.g. Christmas, festive season) and in all cases be disconnected from the signing of a contract, future agreement or the conclusion of negotiations
- in cash or equivalent are prohibited

## Example N°1:

You are invited to a seminar abroad by a potential business partner, who will pay for both your travel and your accommodation. In such a situation, if you think that the value of the invitation exceeds what could be considered a «reasonable value» (e.g. far-off destination, luxury hotel) but your attendance at the seminar is nevertheless necessary given your job, you must refer to your management to get their permission in advance so that the expenses can be covered by the group.

## Example N°2:

A supplier with a good reputation in their field informs you that they wish to work for the group on a new local audiovisual production. While the contract is still being negotiated, they invite you to a top class tennis match at Roland-Garros. You have a feeling that the invitation may have been made with the intention of influencing the signing of the contract. You should therefore decline courteously, citing this Code of Conduct. This does not mean you cannot accept an invitation from this partner in the future as long as it does not coincide with the completion of any negotiations.

**Any gift or invitation that is not compliant with these rules must be authorised in advance by your manager.** This rule also applies if the advantage benefits a member of your family. You have a duty to ensure that those close to you do not wrongly benefit from your position in the group.

All exchanges of goods must be the subject of contracts and corresponding invoices.

You are reminded that exchanges of goods must be the subject of a contract approved by the Legal Affairs department, and invoices for the equivalent amount must systematically be drawn up and exchanged.



# Facilitating payment

**Facilitating payments involve the payment of a sum of money or the offering of an advantage to expedite or facilitate a procedure** that normally involves a formal administrative process (such as the granting of permits, approvals or public funding).

In France and in many other countries, such practices are illegal. Facilitating payments are liable to prosecution, even if they are made abroad.

It is therefore important to remain vigilant concerning invitations or gifts given to or received from public officials, no matter how small their value.

## Example N°1:

You work in one of the companies in the Mediawan group. You are waiting for an administrative authorisation in connection with an in-house production project, and this is holding up the start of filming abroad. An agent tells you that an invitation to a VIP box could help to speed up the procedure. In such a situation, you must politely refuse and inform your line manager or the Legal Affairs department, which will decide what conduct to adopt.

## Example N°2:

You are working on the organisation of a shoot abroad. To be able to shoot certain scenes in a protected place, you are being solicited by a local agent to pay him a sum in cash. You can only accept in return for an invoice made out in your company's name. Failing that, you must inform your manager.



# Conflicts of interest (1/2)

Integrity and loyalty must guide professional relations both within the group and with outside contacts.

**It is essential to report any situation involving a conflict of interests.**

Every employee must take care to avoid their personal interests influencing or giving the impression of influencing their impartiality in exercising their duties.

A conflict of interests is not necessarily reprehensible in itself, but needs to be managed in an ethical and transparent way in order to avoid any breaches of probity. This includes all direct and indirect, current and future personal and professional relations, such as contacts with talents or providers, outside activities, or past professional experiences.

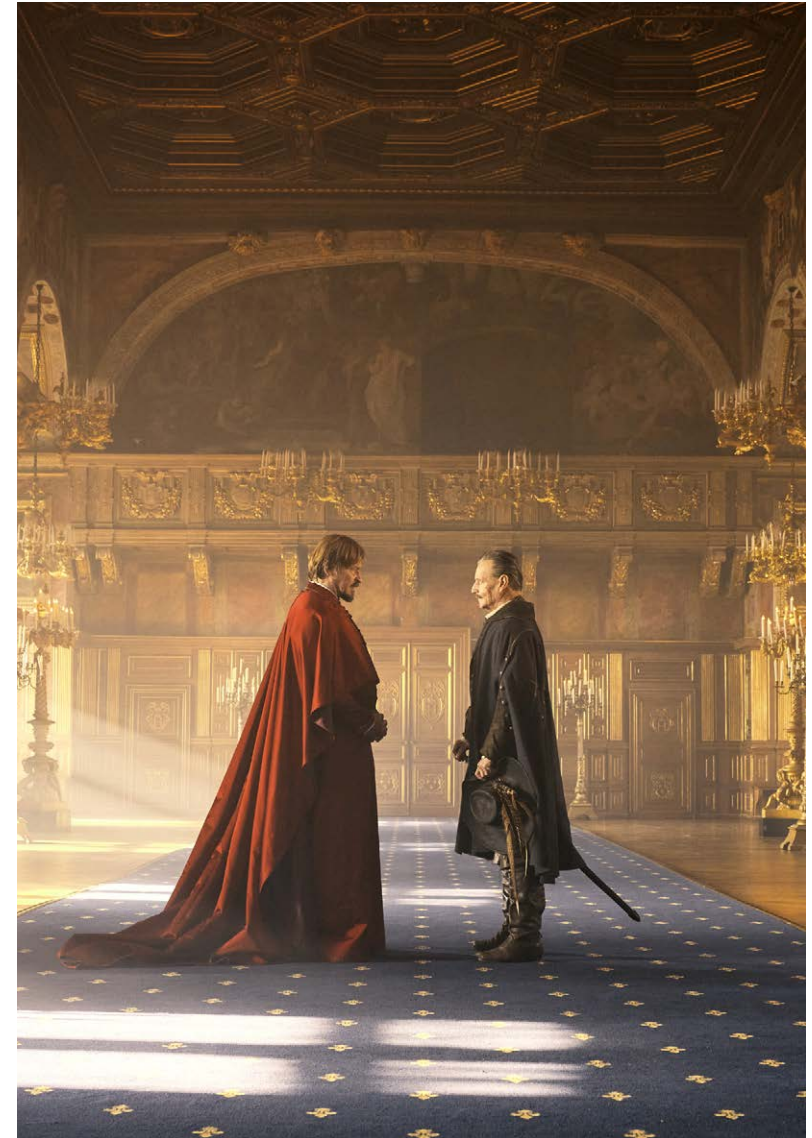
If in doubt or if you suspect a potential conflict of interest, you must inform your manager or the Human Resources department. Preventive measures may be taken, such as having dual validation of decisions or stepping back from certain projects.

**To limit the risks, you must seek your line manager's agreement before:**

- establishing business relations with a friend or relative or a company controlled by a friend or relative
- taking up a role with a competitor company, supplier or customer of the group
- hiring a friend or relative
- taking a position as a company officer in an outside company

You must also report any family ties to a colleague in a situation of direct or indirect subordination.

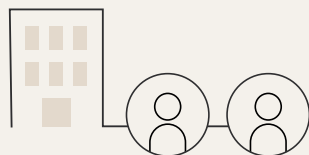
Finally, any outside professional activity or use of the group's resources for an outside commitment must be approved in advance by the Human Resources department.







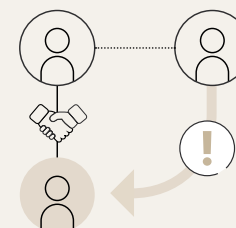
# Conflicts of interest (2/2)



## Case N°1

**You work for a production company in the group and it is your job to select writers for a project.**

One of your colleagues who works in the same company as you is also a writer and could take part in the project in this capacity. If a situation like this arises, you must inform your line manager of the situation, so that the two separate activities of the person concerned can be clearly overseen, without penalising that person if he or she wishes to take part in the project as a writer.



## Case N°2

**You work in one of the companies in the group and your partner works with a company that is a client of the group.**

If this situation arises, you must inform your line manager so that appropriate measures can be taken, if necessary, to avoid any risk of influence or of having your decisions challenged after the event.



# Interest representation and lobbying



**Interest representation, or lobbying, is the process of influencing a public decision by providing decision-makers with objective and useful information** to help them understand the consequences of their decisions, such as the those concerning the content of a law. This can be done through meetings, lunch appointments, telephone calls or correspondence, for example.

Although is lobbying is crucial to defend the group's interests, it is subject to a strictly regulated, in particular by the French High Authority for Transparency in Public Life (HATVP). Companies have to declare their lobbying activities as well as the amount of money they spend on them.

## Example N°1:

You work in one of the companies in the group and you are also involved in the actions of the trade union representing your profession. When speaking out on a reform that affects the group's activities, you must ensure that it is clear that you are speaking only in the name of the union and that nothing you say could render the group liable in any way. Otherwise, you must contact senior management to check that what you say is in line with the group's position and the legal framework that applies to lobbying activities carried out by Mediawan.

## Example N°2:

You send an e-mail to an employee of the Ministry of Culture about a planned reform that could impact the activities of your department/company. This is considered an act of interest representation. If in any doubt, you should contact the Legal Affairs department to have your initiative approved.





# Privacy, data protection and protection of group resources

**All information relating to the group's activities, know-how, projects and strategies** which it has not been decided to make public is the group's property and must be considered as confidential.

You are responsible, in the course of your duties, for maintaining such confidentiality and protecting the group's documents, data and resources against theft, misappropriation and illicit handling. You must also take care to protect the information in your possession, **even after leaving the group**. Naturally, you must refrain from divulging such information to any third parties, including friends and family.

You are not authorised to use for personal purposes or to transfer or disclose documents and data outside the group, unless expressly authorised to do so and unless you ensure that the parties concerned have signed a non-disclosure agreement validated by the Legal Affairs department before sharing any information. In the eventuality where you are the recipient of confidential information from an outside company, you must be aware of the provisions of any non-disclosure agreement signed with that partner and be very careful to abide by it, as failure to do so could potentially expose the group to compensation claims.

## Example:

Someone close to you who is about to set up their own company in the audiovisual sector asks you to help them develop their project by passing on the database of prospects of the group's programme sales department. Passing on these data would constitute database theft and amount to unfair competition and free riding, for which both you and the competitor company would be liable.

**Reminder: everyone must acquire the reflexes needed to protect confidentiality**, in particular by making sure that they comply with the rules and instructions issued for the use and security of laptop computers and remote connections to the group's servers, especially when working remotely. These rules can be obtained from the DSI (Information Systems department).

The Mediawan Group implements a cybersecurity system designed to protect all of its data and to guarantee business continuity.

This involves regular awareness-raising and training campaigns, as well as audits to assess the risks.

## Example:

A mock phishing campaign targeting the Swile card was launched at the start of the new term for the group's employees. Around 75% of those who accidentally clicked on the link subsequently completed a training session.



# Intellectual property

The group allocates very substantial financial and human resources to the creation of content, which therefore represents a very high value asset for the group. All documents or information subject to intellectual, industrial or artistic property rights and the know-how that is the group's strength must be protected physically and legally with the greatest of care, and more particularly with the growing use of generative artificial intelligence in the practice of our professions.

If you observe or suspect any infringement of an intellectual property right belonging to the group by an unauthorised party, you must bring it to the attention of the group's Legal Affairs department.

Everyone must also refrain from making illegal copies of the software used by the group or making unauthorised use of said software.

## Example N°1:

You are working from home and wish to connect remotely to the group's servers. In order to safeguard the confidentiality of the project you are working on, you must make sure you are using a secure private WiFi connection and not save documents connected to the project on the hard disk of your laptop but save them on the group's shared servers instead.

## Example N°2:

You would like to use an artificial intelligence tool to summarise the key points and issues in a contract. You will need to anonymise the contract first and extract only the necessary parts.







# Business loyalty

**All employees must, in all circumstances, behave honestly and loyally towards the group,** its subsidiaries, its directors and shareholders and their colleagues. In particular, you must abstain from any behaviour or declarations or remarks of a defamatory or derogatory nature, which are liable to damage the group's image and reputation or discredit it with the public.

You therefore undertake not to say, do or engage in anything that could adversely affect the group's interests or activities.

## Example :

You have a disagreement with your line manager and you complain about it on Facebook, making abusive or offensive remarks about the group in general. These remarks, given that they are easily accessible on Facebook (this criterion is assessed on a case-by-case basis by the courts) are liable to damage the group's reputation and may render the person making them criminally and civilly liable.





# Fair competition

**Mediawan conducts its business in a way that respects its competitors and ensures that healthy and fair competition is maintained on the market.** It is therefore forbidden to exchange sensitive information with competitors and to set prices or terms and conditions in a non-transparent way. Any incident or doubt concerning competition law must be reported to the Legal Affairs department so that it can be dealt with appropriately.



**The following practices must be avoided:**



**Any arrangements, direct or indirect,** with competitors on prices or allocation of geographic areas or customers



**Illegal or unfair information gathering about competitors** (e.g. theft, bugging, obtaining information from recent recruits). In addition, no confidential information about a third party may be obtained without that party's written consent, unless it is public, i.e. acquired at a trade fair, from a website, press release or other publication





# Insider trading

Insider trading involves buying or selling securities with the aim of making a gain or avoiding a loss based on «privileged» information, i.e. confidential or non-public information to which a person has access due to their position.

It is also unacceptable to pass on such confidential information to a third party so that they can carry out stock market transactions.

## Consequently:



You must refrain from buying or selling shares in listed companies as long as the information you have has not been made public.



If in any doubt as to whether any information is confidential or whether a transaction is authorised, you must check with the Legal Affairs department.

**Failure to abide by these rules may amount to insider trading, which is liable to prosecution as well as disciplinary sanctions.**

Let's ensure we act with integrity at all times to maintain the trust of all our stakeholders.





# Our editorial commitments

**Last but not least, the Mediawan group undertakes to maintain rigorous editorial standards guaranteeing integrity, diversity and inclusivity in all its output.** We believe in the importance of creating quality content which reflects our fundamental values and makes a positive contribution to society. We are also aware of the impact that the messages we put on screen have on different populations, and we strive constantly to improve them.







# Our editorial commitments



## Freedom of expression



The Mediawan group defends freedom of expression as an essential pillar of its output. We undertake **to provide a guaranteed space where all voices can speak freely and uncensored.**

This freedom allows for the emergence of diverse and enriching content, fostering public debate and cultural innovation.

## Respect for diversity



**The Mediawan group values and celebrates diversity in all its forms.** The group therefore endeavours to encourage faithful, respectful representation of all cultures, genders, sexual orientations, ages and ethnic origins. We are committed to avoiding stereotypes and promoting fair and inclusive representation in all our content.

## Support democracy



The Mediawan group undertakes to support and promote **democratic principles** through its productions. We aim to inform and educate the public, thereby encouraging active, enlightened participation in the democratic process. Our content is designed to be impartial, balanced and rigorous, thereby contributing to transparency and trust in democratic institutions.

## Respect for copyright



The Mediawan group encourages **respect for original creation and the recognition of the contributions of each performer and writer**, by guaranteeing respect for the intellectual property chain of title, obtaining the appropriate authorisations and the agreement and remuneration of each rights holder concerned by the production and broadcasting of our content.

## Accessibility of content



The Mediawan group ensures that **its content is accessible to all.** The group strives, whenever possible, to adopt practices that enable everyone including the visually and hearing impaired to access our content.

This includes the use of subtitles and audio description.

## Responsible advertising



Finally, the advertising sales department for the Mediawan group channels undertakes **to broadcast only ethical and responsible advertising.**

The advertisements broadcast must meet demanding criteria covering in particular the fight against stereotyping and the elimination of misleading or deceptive content. We make sure that advertising is clearly identified as such and does not compromise the editorial integrity of our content.

These commitments reflect Mediawan's determination to maintain high standards in terms of quality and ethics in all of its output, thereby making a positive contribution to our market and to society in general.