

LOOKING FOR NEWS, LEARNING AND ENTERTAINMENT,
ENJOY WATCHING





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Abbas Azzouzi
President

EDITORIAL

Year 2011 was a year rich in political, social and even climate upheavals.

This year shall not only mark the history of the Arab world, but the Western world too.

For MEDI 1 TV, 2011 was a year of construction.

Construction of its identity first. Recognized as the channel of the Moroccan audiovisual scene looking forward, MEDI 1 TV has operated its transformation since its first launch in 2010, into a generalist Media. More than ever before, the channel is stating its Moroccan and Maghreb cultural identity and is directed towards a public looking for innovative and diversified content. Such evolution is founded on the talents of a team of passionate professionals. Each day, they work with passion in order to turn MEDI 1 TV into a new TV experience, both in Morocco and in Maghreb. To offer to demanding viewers a diversified and rich content which is deeply anchored into Moroccan cultural values is our commitment. And this is illustrated by a continuous renewal. Construction of its audience in a second step. Enriching the programs grid enabled the channel to conquer a broader public.

TV viewers discovered the entire diversity of the new programs and that thus become numerous to watch MEDI 1 TV, as expected. And consequently, advertisers have been met too. Thanks to this achievement, MEDI 1 TV is proud of the trust that has been granted from the advertisers and the TV viewers.

Thank you to all TV viewers and all partners who enable us to write the history of the channel.

In 2012, we shall take another step forward, consolidating our core experience which are information and debates, introducing new formats to get closer to our TV viewers. Family and societal facts shall be our focus. But also the launch of unedited TV series which will raise deep interest. Lastly, we will continue to privilege debates and investigations in order to positively contribute to our society evolution.



MEDI 1 TV AIMS TO BE THE MEDIUM OF REFERENCE IN THE MAGHREB REGION.

In face of expanding global media, MEDI 1 TV favors the path of proximity and privileges local culture.

In a region where national television channels are losing momentum, MEDI 1 TV has emerged nowadays as an alternative of choice.

A medium for exchanges, debates and culture, MEDI 1 TV had made news, investigations, debates and entertainment its core programs gender.

Close to the viewership concerns, respectful of local traditions and culture, open to the world, its programs enable its viewers to better grasp their environment and the social issues they are faced with while arousing their curiosity.

Proposing to its demanding viewers in Morocco and the Maghreb region a rich, diversified and continuously renewed offer to indulge in a new television experience is MEDI 1 TV's promise.

**LOOKING FOR NEWS, LEARNING AND ENTERTAINMENT,
ENJOY WATCHING**



Upsetting pre-conceived
ideas, giving the floor
to all publics, make them
discover the world and
share emotions
with the family is
OUR COMMITMENT.



Satisfying a
well-informed and
demanding public in
terms of content and
quality is
OUR MISSION.



Seducing, surprising and
creating emotions is our
**ONGOING
CHALLENGE.**



OUR VALUES :
Tradition, modernity, user-
friendliness, enrichment,
progress and success.
These are the
backbone of our
programs.

TV PROGRAMS



After a full year of broadcasting as a generalist hertzian channel, MEDI 1 TV programs have experienced growing success, namely thanks to its rich, varied and user-friendly programs grid, which satisfies the whole family.

The Channel's ambition is to produce original and exclusive programs, install them as strong and long lasting brands which will faithfully follow our TV viewers' evolution. The Ramadan grid was, in that perspective, the occasion to launch new concepts of humor and entertainment. It was crowned by the « MEDI 1 TV dar li dar » proximity program which was extremely praised by Moroccan households, who were very many to watch it during Ffour. For the 2011-2012 programs grid, a full series

of big events and meetings completed the MEDI 1 TV programs grid. Feature films, animated movies, unedited series but also investigation, economic analysis, reality TV, societal magazines, political debates... Close to the TV viewers and its concerns, these programs aim to be as enriching as possible.

Programs INFORMATION



A unique look on the news to understand the world

As the editorial pillar of MEDI1 TV, news remain key in the channel's new programming grid and are treated daily on four main rendez-vous.

The editing team keeps on deciphering news, covering national events and giving accrued importance to regional and local news.



7/9

For those who wish to obtain the most recent information before the beginning of the day, 7/9 is tailored to their expectations. Both in arabic and french, with a proximity focus, all news are browsed through it and compiled within it. Politics, economics, sports, economic press reviews, this general survey

is both large and global. It is completed by specialists' interventions, channel commentators, and regional reporters, who enlarge the analyses of daily news or specific issues.

Addahira

To better suit Moroccan viewers' daily pace, the midday moved to a short format programmed from 12:30 to 1:00 pm. Its coverage essentially focuses on national and regional issues for enhanced proximity with the midday public.

20:20

This is the most important news meeting broadcasted in arabic from 8:20 to 9:00 pm. It closely examines all daily news through analysis, comments and special issues along a daily news file.

Akhbar 24

The night's news is a complete daily news digest in arabic, a feedback on all news broadcasted during the past 24 hours.

At the heart of the news, MEDI1TV's editorial staff gives priority to the coverage of big events and produces special editions in order to deliver and analyze a preview of last minute news, but also to closely follow factual chains.

And for those who are connected, ongoing information remains available on the Channel's Portal. News threads report on events and breaking news, with a focus on ongoing issues. Web users may react at any time, by posting their comments online, thus contributing to debates and online quizzes.



Programs DEBATES



Open-mindedness and voicing perspectives to better understand how our societies function

With a clear positioning as an exchange Media, MEDI 1 TV gives key importance to thorough discussions and opens its channel to political, societal, economic, family, youth and cultural topics... A large number of talk shows and discussion programs are enclosed within MEDI 1 TV' programs grid, thus giving the floor to all kinds of publics. Casting a look beyond daily news, throughout a thorough analysis and decrypting in order to be able to take the necessary distance and perspective, is the purpose of all programs of that kind. Moroccans and their concerns are also another priority of societal programs of the Channel. A large range of topics have been tackled : single mothers, witchcraft, abortion, mixed marriages...

All of which are a source of inspiration and debates.



Bidoun Haraj

Societal Talk show, Bidoun Haraj discusses actual social issues. This debate focuses on sensitive or taboo issues, throughout which witnesses confess themselves, share their experiences and point of view. In order to help TV viewers to better grasp these topics, social sciences experts shall intervene in all due transparency.

Mouatine Al Yawm

An outreach program, Mouatine Al Yawm creates the debate between Moroccan users and public services or authorities, the challenge being to treat all dysfunctions to which citizens may come across in their daily lives.

Milaf Li Nikach

Milaf Li Nikach addresses the issues of national and international geopolitics. The program offers in-depth analysis, supported by expert reports and opinions. The debate is sometimes heated and there are harsh exchanges but the discussion remains up to the level of the topics.



Interview

Launched within the framework of the 2011-2012 start grid, interview is dedicated to encounters with key global players. It is a combination of field interviews and reportages. It is dedicated to major international news issues, under the economic, political, social and cultural prism, throughout encounters with emblematic people, decision-makers or first rank key players. Through a face-to-face meeting, the interviewee is questioned about his/her views, opinions, statements but also historical background.

90 minutes pour convaincre

90 minutes pour convaincre is the new popular political rendez-vous of the channel. Face to face with the public, who directly takes part to the debate, this program opposes guests to their respective views on key political issues, in an atmosphere of blunt and transparent exchanges, free of any pre-conceived ideas.

Génération News

A program dedicated to a young audience, Génération News is a program gaining momentum. It is currently broadcasted in arabic and its format moved from 30 to 52 minutes so as to give more room to the debate with the Moroccan Youth and broaden horizons. Under a prism both cool and serious, this program has acquired new topics : news in a word and the caricature of the week commented by the young guests invited to this program.



Programs

INVESTIGATION



Crimes

A new slot in the programs launched in the framework of the 2011-2012 season grid, crime is dedicated to the back pages of the Moroccan society, as well as to big international criminal cases. These are the two main weekly appointments: Massrah Al Jarima and NCIS - Hawadith Mouthira which reveal daily societies under all their aspects.



Massrah Al Jarima

This is a new magazine that gives TV viewers full immersion into the world of crime in Morocco. By telling a story as it happened, collecting declaration of all witnesses, this program analyses facts under the prism of investigation and exact events' reconstitutions.

NCIS - Hawadith Mouthira

With crime documentaries of NCIS – Hawadith Mouthira, the Moroccan public discovers the world of crime in the United States, putting the focus on crimes that have marked modern American History and great interrogatories of the criminal police.

Openly tracing the truth

Society files, unedited content, background documentaries or crime scene reconstitutions... MEDI1TV has given wide space to investigation and field enquiries in Morocco and throughout the world.

Investigation

The investigation night is nowadays divided into the 4 programs : Medi Investigation, 24/24, Al Mouhakikoun and An Korb, each one of them being broadcasted every fourth Sunday.

Medi Investigation

Built under the format of documentaries, Medi Investigation takes TV viewers to the heart of field enquiries, analyzing national and international societal issues.

24/24

First of its kind in Maghreb, 24/24 gives TV viewers access to the backstage of security forces, shedding the lights on daily realities of those who ensure the security of the Moroccan people.

Al Mouhakikoun

Launched in September 2011, Al Mouhakikoun strives to decipher Moroccan' society dysfunctions by unveiling prohibited, fraudulent and immoral acts.

An Korb

Launched in september, An Korb focuses on sensitive societal issues, stemming from Moroccans' concerns. Throughout field investigations, this enquiry magazine highlights the plagues of our society, giving the floor to the authorities and trying to bring solutions.



Programs DOCUMENTARIES



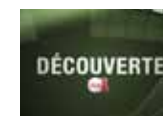
Discovering, escaping and learning

Already famous thanks to the quality of its documentaries, the Channel suggests new appointments to satisfy the curiosity of all by responding to their desire of escape, dreams and knowledge and through the discovery of new landscapes and cultures.

History, civilizations, lifestyle, science and technologies, travels... These are the topics of these programs directed to the whole family, young and adults.

Grand Format

Under the format of fiction documentaries dealing with several topics and themes, Grand Format enables TV viewers to better understand and appraise society.



Découverte

Throughout daily programmer documentaries, MEDI1TV offers moments of discovery and escape to its TV viewers. Geography, nature, architecture, trips... TV viewers are invited to discover new landscapes, to meet other cultures and countries.

Connaissance

Allying entertainment and learning, the knowledge documentaries are the occasion for the young and mature audience to learn on a daily basis, discovering facts and images out of this world, and getting to know great men and women. Scientific theories, history and historic portraits, discovery, sciences and technologies, self-enrichment guaranteed!

Nos Marocains du monde

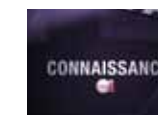
They live in France, Belgium, Netherlands, or elsewhere, they are businessmen, own restaurants, producers, artists or lawyers. They made it abroad but do not forget their country of origin. Nos Marocains du monde are showing us the portrait of these borderless people who convey the values of our kingdom throughout the world.

Réussites

A tribute to those who every day struggle to make it. With genuine portraits, these short programs share with the audience the doubts, risks and strong moments of the road to success of characters who look like them.

Auto-moto le magazine

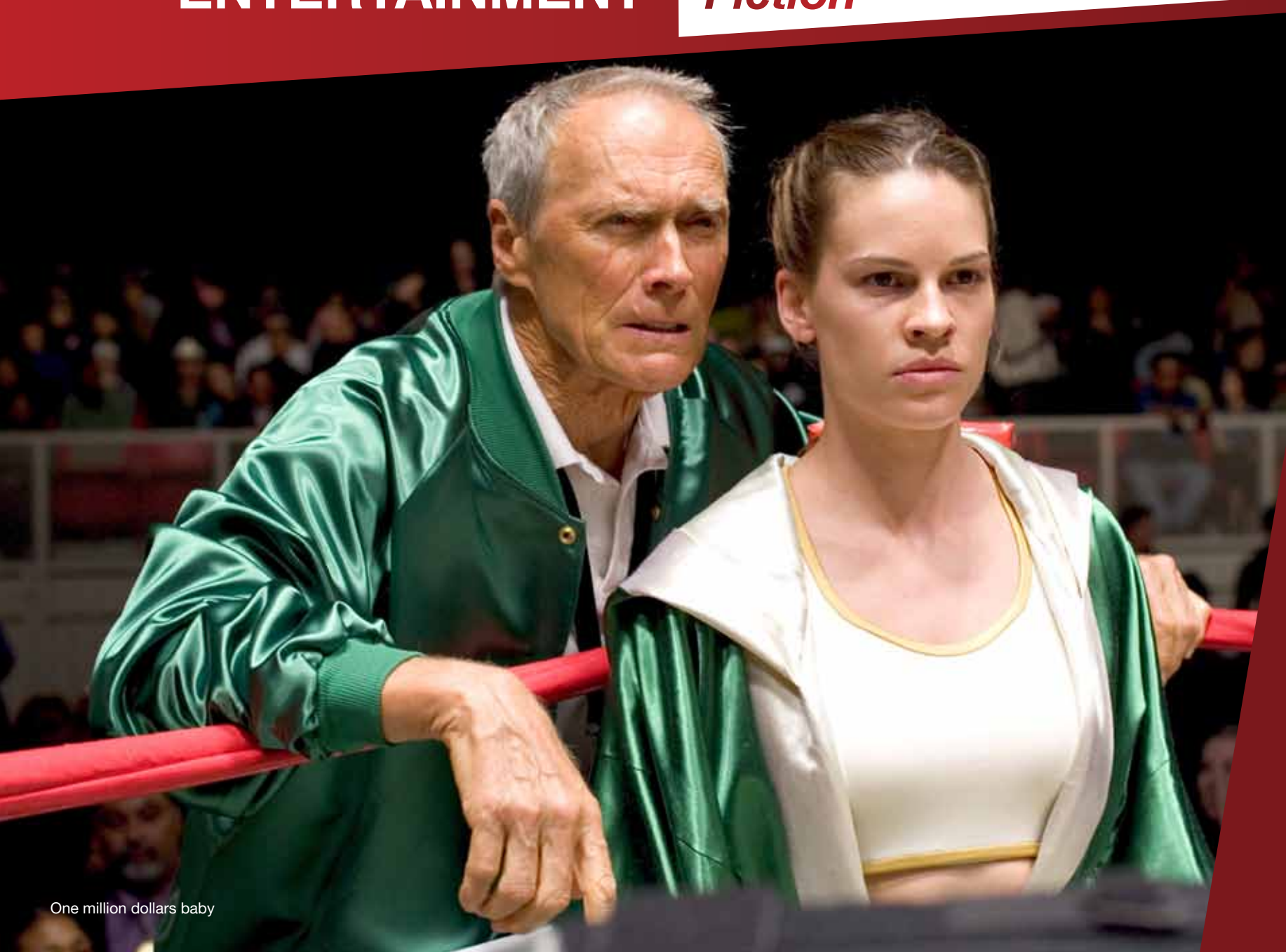
From mechanics to trials, from new technological processes to new products on the market, without neglecting the advice to live one's passion avoiding danger, this is the purpose of the new Auto-moto magazine.



Programs

ENTERTAINMENT

Fiction



One million dollars baby



State of Play



Burn after reading



Rock n Rolla



United 93



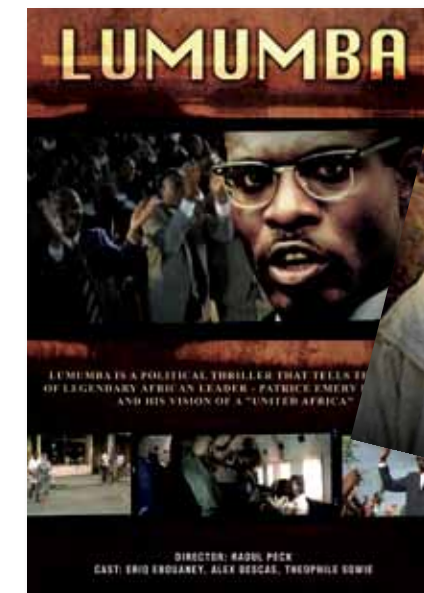
Relaxing and having fun in family

Entertainment is part and parcel of MEDI1TV's promise. 2011 was the year of entertainment by excellence. Indeed the channel acquired a rich, varied and innovative section of popular programs, gathering Moroccan families front of their TV sets for moments of entertainment and conviviality. Feature films, fictions, TV games, reality TV, talk shows, series, blockbusters, popular series, youth, creativeness, and unedited formats, but always respectful of Moroccan values and traditions.

Great emotions on a small screen

All cinema styles of the world are on MEDI1 TV. Whether recent motion pictures, adventures or blockbusters, all genres and styles are represented on the Channel. The feature film grid is demanding, since the channel privileges editorializing motion pictures with specific

thematic news trends or great historical or cinematographic events.



Programs

ENTERTAINMENT

Series



Magnificent Century



The Kennedys



Band of brothers



Three Kingdoms



The killing



The mentalist



House of Saddam

Series prestige and unedited programs

Series provide great TV moments on MEDI1TV. The Channel offers to Moroccan TV viewers big brand international series and broadcasts them in Morocco exclusively. Arabic, American, Chinese or European series, MEDI1TV organizes the programs in function of two editorial lines.

The first one focuses on Historic moments, exploring history as it occurred. These are big financial productions such as «The three kingdoms», «The Pacific» with the Hanks-Spielberg duet, following the dramatic story of the Kennedy Family «The Kennedys», or high level series to be included in the 2012 program such as the «Magnificent Century»,

a production taking TV viewers to the heart of the Ottoman empire under the reign of Sultan Suleiman the 1st.

As to the second theme, it is dedicated to great international series and brands such as «The Good Wife» or «The Mentalist», which seduce a broad public fond of judicial and criminal plots, personal scandals and drama, but also little pleasures of a lifetime.



The Good Wife

Programs

ENTERTAINMENT

Reality TV



Talk show

The Ramadan Live Show, a special edition of the Ramadan Talk is based on a new editorial line in terms of presentation and humor. It is a 100% live show that takes place during a special moment of Ramadan : ftour. Connivance, sense of humor, and conviviality are the main characteristics of the program, during which the friendly team of four TV hosts transforms and livens up the audience. Emotion was at its climax when the team of operation «MEDI 1 TV min dar li dar» joined the program and visited families by surprise, to reward faithful viewers with a trip to Omra.



TV Games

Daily TV game for the family, Ousra Tamina is a new format. This competition gathers two families composed of three members of different generations around ludic questions and musical tests. This game show tests the good mood, conviviality and cohesion of a family while other members support them in the audience.



Go on adventures and discover new cultures

MEDI 1 TV dedicates a large share of its programs to formats that have proved successful though out the world. Adventure, culture, heritage, society and many other universes, throughout which TV viewers can project themselves, identify, get inspired and discover new landscapes. A new stunning program awaits the public in 2012.



Enigma

First TV adventure game in Morocco, Enigma perfectly combines culture, entertainment, and strong sensations. Through a series of, riddles treasure hunts and physical tests, six teams travel across a region of Morocco looking for clues which will lead the victorious team towards the treasure of Enigma. The first season took the candidates and TV viewers to the North and Western regions, discovering

crafts work, gastronomy, people and also nature's beauty. Season 2 shall be the promise of more strong sensations, emotions and competition in another stunning region of the Kingdom. All ingredients shall be gathered to guarantee a great show, to be watched with friends and family.

Al Halqa

Al Halqa is one of its kind and stands at the hearth at the heart of secular heritage and traditions. Throughout amazing atmospheres and characters, the program took the audience to the universe of tales, magic, acrobatics and songs, main disciplines covered by Al Halqa ancestral art. For seven weeks, Al Halqa launched a competition between the best Moroccan hlayqis, coming from the four corners of the country to finally appoint at the end the most talented one. The ambition of this type of format is to find inspiration within the Moroccan historical heritage in order to value talents and let them express themselves, whilst touching a wide public.



Programs SPORTS



Living the passion of sports

Sports is a long story on MEDI1 TV. Through programs combining expertise, rigor timeliness and outspokenness, MEDI1 TV celebrates sports and gives access its Moroccan and Maghreb TV viewers to great sports events, as it was the case the soccer game of Morocco and Algeria during the CAN 2012 eliminatory selection phase.

Botolatona

Totally relooked, this program now deals with global and Moroccan soccer, mixing up news, technical analysis, celebs interviews, strong images and spectacular game sequences.



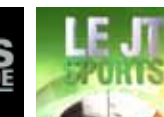
L'Match

L'Match keeps on with the same easy going spirit to talk about sports with passion. Each week, the consultants and analysts come back with rigor, clarity and humor to comment news and decipher sports issues in Morocco and internationally. L'Match also deals with major events such as the interview of Joseph Blatter or the first media appearance of Adel Taârabt, a few days after his «play hooky selection».



Nos lions du monde

Meeting up with Moroccan players of foreign teams, this program takes soccer fans through the daily professional and private lives of renowned professional players, or new talents emerging in Europe.



JT Sports

It is the daily encounter of sports news. Broadcasted during the morning news and after the 20:20 evening news, it reviews all sports news of the day and provides the results of ongoing matches and championships, whether in Morocco or internationally.

Programs

GENERATION Y



Learn and stay tuned

MEDI1TV focuses its youth programs on education and knowledge without forgetting entertainment. Ludic and pedagogical, Generation Y are composed of documentaries, magazines, series, last trends, and information on new mobile technologies, video games, music and the Internet to answer the needs of today's youth.



GenY

It is an unedited and modern magazine 100% made up of images and animation. GenY compiles very diversified themes connected to young urban people's interests. Arts, new technologies, job opportunities, smartphones, the latest mobile applications and reviews of the most recent video games, all fields are covered to get exhaustive, useful and fun information.



Clip Hit

Clip Hit, is a hip program that provides a glance at today's music. Rock, Rap, Dance, Pop, R'n'B, all styles are reviewed. Videoclips, news, rumors and rankings of the hits of the moment, take over MEDI1 TV. Clip Hit is also an interactive program since web users vote for their favorite artists on the program's mini-site.

Series

Through a selection of reference brands, young people are entertained with premiere series : from Smallville, a series telling the story of the teenager Clark Kent before he became the super hero everyone knows, to Merlin, the young witch, who discovers the extraordinary world of magic, but also the Vampire Diaries, telling the story of a singular orphan who becomes friends with vampires... This selection of series on MEDI1TV offers intrigues, special effects, and emotions.

Animation

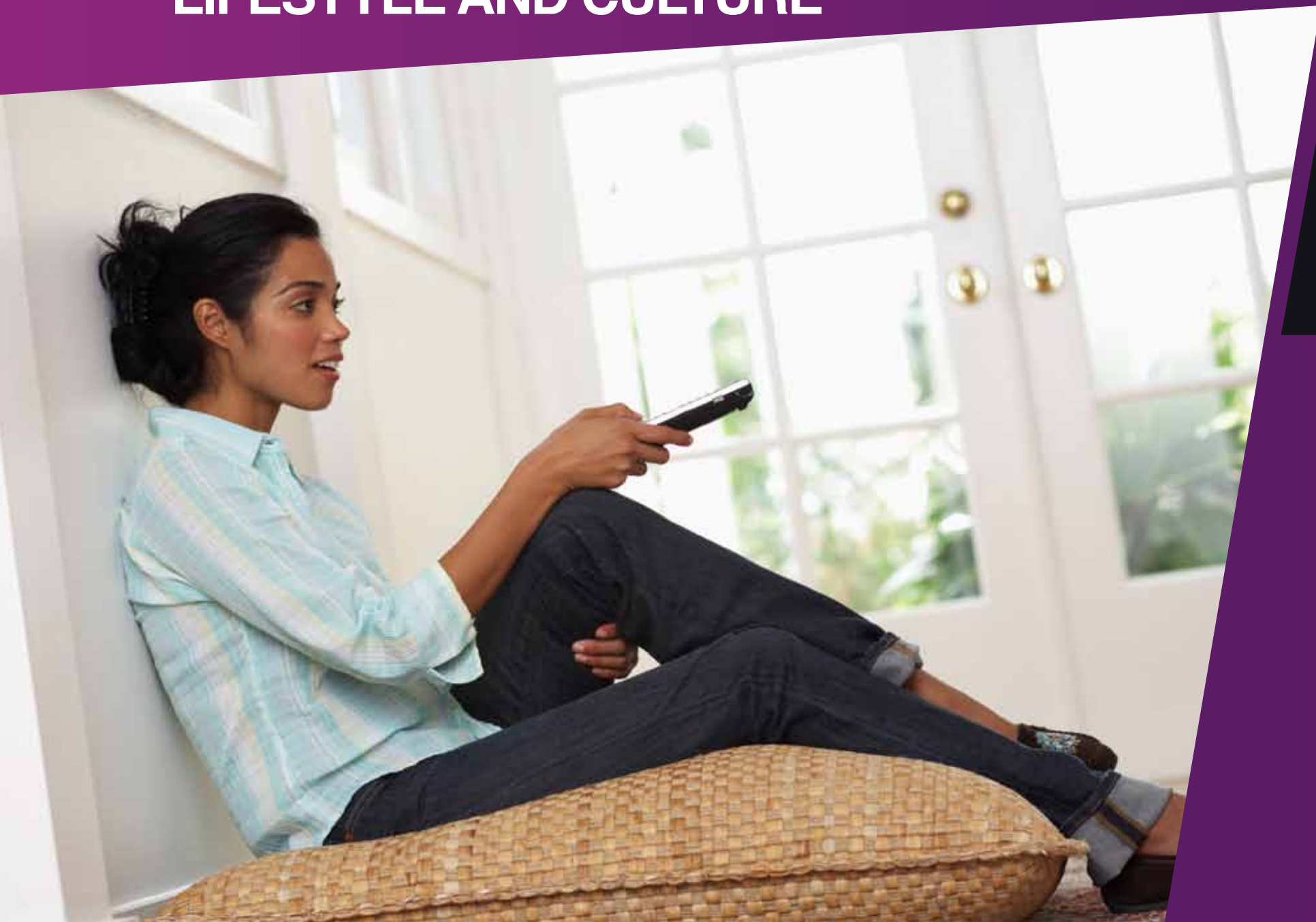
Welcome to the little ones

In terms of animation films, MEDI1TV satisfies the tastes of the whole family. Thanks to an offer combining cartoons, animated and family movies, the Channel offers several programs, both daily and weekly, to satisfy children and adults. From classics to the most recent productions, the Channel's objective is to combine learning and entertainment..



Programs

LIFESTYLE AND CULTURE



dar design
دار دزاین



MARRAKECH
FAIT SON
CINEMA



Sit
Salon
International
de Tanger
des Livres
et des Arts

TEDx
Rabat
x = independently
organized TED event



Breathing fashion, art and design

Decoration, design, fashion and culture : MEDI1TV invites you to a world of relaxation and imagination. From the latest trends to practical advice, going through the magic world of the 7th art : MEDI1TV keeps you posted.

Dar Design

New feature for lovers of decoration, design and lifestyle, the show covers the entire market offer to meet everyone's concerns, from latest innovations to cheap flights. Little extra? Makeover section that allows Moroccan households benefit from expert tips and tricks to refurbish their homes.



Zin w Zen

This program is dedicated to wellness and fitness lovers. With the participation of beauty and health experts, it provides advice and tips to help women relax and feel good on a daily basis. This program also suggests a complete weekly fashion and beauty relooking.

Amal fait son cinéma

Dedicated to Cinema, join Amal fait son cinema in uncovering the marvels of the 7th Art. From red carpets to dark rooms, from backstages to cinema stars and interviews with filmmakers from Morocco and elsewhere, this magazine brings what cinema has best to offer to your small screen.



MEDI1TV celebrates culture and cinema as a platform of expression during big cultural events. A privileged partner of major cinema events, both in Morocco and abroad, the Channel programs a special presence during film festivals, events or forums, in order to discuss and share views about their programming, as well as interviews and exclusive encounters live on TV.



DIGITAL PLATFORMS



The portal www.medi1tv.com Following news in real time

News being a pillar of MEDI1TV Channel, a large space is dedicated to it on the portal. News threads, special reports, RSS traffic, or special editions, the portal offers an instant look on events and their evolution.



Programs on replay

For TV Viewers who may have missed some programs, for those who wish to watch them at their best convenience or simply follow the rhythm of MEDI1TV on the web, the channel offers complete programs online. Almost all broadcasted programs are available on replay, further enhancing the comfort of web users. The later can also consult all programs' videos on the Youtube Channel of MEDI1TV



Debates and exchanges

Not only is MEDI1TV portal a window of expression for the Channel and its content, but it also has the vocation to be an interactive platform. Question of the month, discussion forum, quizzes... Web users are invited to give their opinion, comment programs and take part to debates, namely when these are broadcasted live.



A growing presence on social networks

The Channel confirms its presence on the web. With Facebook, Twitter, and Youtube, MEDI1TV creates new spaces which offer the opportunity for viewers and web users to actively engage and contribute to the exchange of ideas and opinions. MEDI1TV also listens to their appreciations on the different programs and favors the development of online communities.

Living a TV experience on Internet

Much more than TV, MEDI1TV is a global and interactive experience combining the small screen to the web and its multiple ressources. Ever since it was launched and in view of the evolution of consumption modes of contents and lifestyles, the channel has placed the Internet and social networks at the heart of its strategy. In addition to being a window on TV programming, the MEDI1TV website intends to become a media on its own, with exclusive web content, and a plethora of useful and handy subjects for our web users. In order to enhance interactivity, the Channel shall soon launch its blog along other novelties to further establish a with web followers.



The Internet and social networks of MEDI1TV in figures

Statistics (basis : january 2012)

- MEDI1TV Channel on Youtube accounts for 1 701 710 viewed videos
- Over 16 000 channel followers on Twitter.
- Over 151 000 Facebook Fans over all MEDI1TV pages.



THE CHANNEL



Our true richness are our human resources

MEDI1 TV is a team of multicultural professionals made up of over 200 collaborators stemming from different backgrounds and operating in Tangier, Rabat and Casablanca's offices, thus ideally located to serve the needs of Moroccan citizens.

TV studio sets at the highest standards

In order to guarantee an offer meeting the best standards of quality and image, MEDI1 TV has acquired brand new studio sets and decoration that meet international standards. Up-to-date decors reflect the channel's evolution and ensure enhanced synergies around its « brands » : TV news, information magazines, debates and entertainment.

A large coverage

In Morocco

Since the Hertzian launch in 2010, MEDI1 TV covers the whole Moroccan territory, on different frequencies depending on the city and the region. The Channel can also be viewed on cell phones, through the 3G mobile service of Maroc Telecom.

Internationally

Because it is a media directed towards a Moroccan and Magreb audience, the Channel is broadcasted on a series of cabled networks and satellite packages both in Africa and Europe.

The satellites

- Hot Bird 13° Est
10 873 Mhz
Verticale 27 500
- Nilesat 101/102 7° Ouest
12 015 Mhz
Verticale
27 500

The packages

- Maroc Telecom TV : channel 9
- SFR : channel 268
- Alice : channel 136
- Numericable : channel 409
- ADSL Orange : channel 175

Practical details

If you wish to join us regarding any information concerning the Channel and its programs :

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Tangier Free Zone
Lot 31 - Tangier - Morocco
Tel. : 00 212 539 39 98 00
Fax : 00 212 539 39 45 99

For sales information :

217, angle boulevard Zerktouni
Quartier Racine - Casablanca
Tél. : 00 212 522 95 13 30
Fax : 00 212 522 95 13 43

And for those who wish to see or reply the programs, follow the news and exchange with the Channel :

www.medi1tv.com
www.facebook.com/medi1tv
www.twitter.com/medi1tv
www.youtube.com/medi1tv

MEDI1TV

In a nutshell



NOVEMBER 2010

- Launch with a move from an all info satellite channel to a generalist channel with Hertzian land broadcasting, but keeping the broadcasting on Hotbird and Nilesat.

- Diversification of programs.

- Over 200 collaborators from different backgrounds and nationalities.

- Offices and commercial control room in Casablanca.

JANUARY-FEBRUARY 2011

Info coverage and unedited debates about the events of the Arab Spring and the 20th February movement in Morocco.

MARCH 2011

- Enhancement of Entertainment.

- Introduction of reality TV with Enigma, first Moroccan Adventure game on TV.

- Exclusive broadcasting of the Morocco - Algeria soccer game during the eliminatory phase of CAN 2012.

MAY 2011

Consolidation of entertainment programs with the programming of Al Jidar, a generalist quiz game.

JUNE 2011

Full National Hertzian coverage.

AUGUST 2011

Programming of the first Ramadan grid with a generalist new offer deeply anchored in cultural Moroccan traditions.

SEPTEMBER 2011

- Final settlement of a generalist offer throughout a grid offer for all generations, with a diversified content.

- Exclusive broadcasting of Central Africa - Morocco and Tanzania - Algeria soccer games during the CAN 2012 qualifying games.

OCTOBER 2011

Launch of the Interview program, whose first edition was exclusively dedicated to Mustapha Abdeljalil, President of the National Libyan Council for Transition.

NOVEMBER 2011

- Special coverage program to cover legislative elections.

- Launch of the political program 90minutes to convince.

- Opening of new offices and TV sets in Rabat.

2011-2012

Innovations and enriched events programming of all kinds.



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