

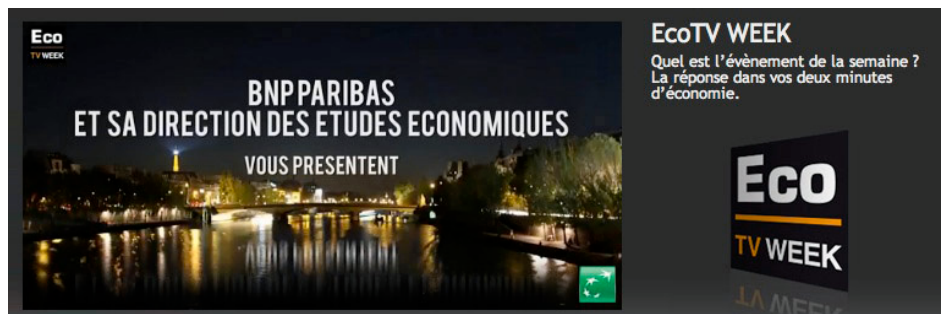


## CASE STUDY ECO TV BY BNP PARIBAS

*EcoTV and EcoTV Week: two video programmes to showcase the expertise of BNP Paribas' economists.*

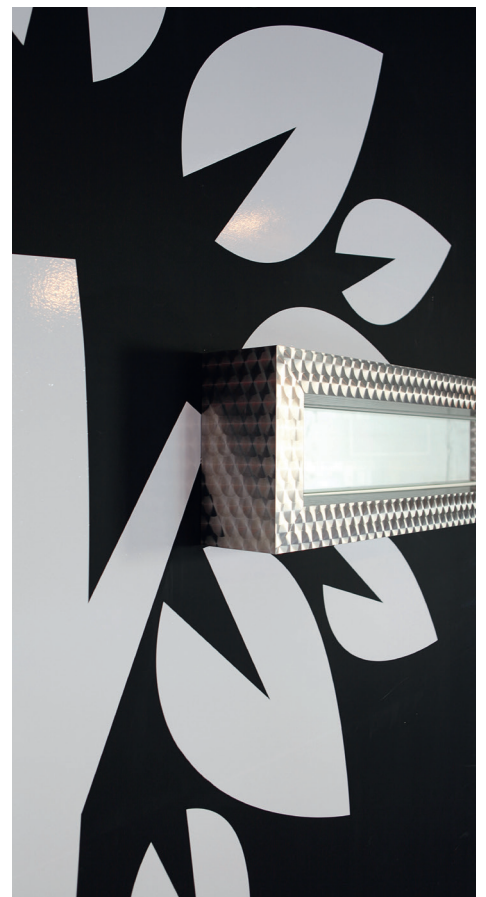
### THE CHALLENGES

*What can be done to make more people aware of the publications put together by BNP Paribas' economists?*



In 2007, keen to share its experts' knowledge with a wider audience, the BNP Paribas Economic Research Department decided to set up a web TV.

Once that decision had been made, the challenge was to produce a top quality programme that was as constraint-free as possible for all concerned.



### THE EQUIPMENT AND SOFTWARE USED FOR ECOTV AND ECOTV WEEK:

- Canon C100 and Canon EOS 5D
- Adobe Creative Suite CS6

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## A WELL-OILED PROCESS

*Every month: a talk show, recorded in two languages using three different cameras in a professional and practical setting.*

The solution was EcoTV by BNP Paribas, a monthly 12-minute talk show, produced in both French and English, complete with subtitles.

**The studio.** The programme is recorded in a meeting room, part of which has been specially transformed into a studio. The set is a permanent fixture, but doesn't take up much space. Not only has the meeting room thus retained its initial function, but the economists don't have to travel far either in order to take part in the programme.

**A well-oiled process.** The audio-visual equipment (3 cameras) is generally set-up the day before. This helps save time on the day of the shoot itself.

On the day, the set manager and the camera operators make any last minute adjustments. The shoot itself lasts two hours. The economists (3 in all) take turns under the spotlight, answering questions that are asked by the specialized reporter who is responsible for presenting the show.

They get together to prepare the topic in the week preceding the shoot, but the questions are never written down in order to maintain a sense of spontaneity.

Each episode of ECOTV by BNP Paribas includes:

- An editorial by Philippe D'Arvisenet, Chief Economist at the BNP Paribas Economic Research Department
- Two interviews with specialised



economists (OECD, emerging countries, banking economy...) illustrated with animated graphics and images produced by ourselves and by Euronews.

## THE RESULTS

*EcoTV by BNP Paribas' success resulted in the creation of a weekly show: EcoTV Week.*

### Results:

- Greater awareness of the Economic Research Department amongst the general public
- An increase in the number of people who subscribe to the BNP Paribas Economic Research Department's publications and videos

The programme's success resulted in the creation of a weekly show, EcoTV Week (a two-minute show in which an economist chats about one of the week's hottest economic topics, direct-to-camera).

Both programmes are now available on the Economic Research Department's website, on the home page of the BNP Paribas corporate website, on Connected TV and on the economists' iPad app.



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