



**Press release**  
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**THE FIRST INTERNATIONAL SPORTS DOCUMENTARY  
FESTIVAL TO TAKE PLACE IN DEAUVILLE,  
NORMANDY (FRANCE) FROM APRIL 3 TO 5, 2024.**



The City of Deauville is preparing to host its first “Deauville Sport Doc Festival” from April 3 to 5, 2024. This international sports documentary festival aims to highlight a genre increasingly strategic for the sport business and that has enjoyed constant growth in the last decade

“Inspired by the global success of documentaries and docuseries and the proliferation of new formats around sport, creating such an event, to value innovation and creativity and gather the profession, has become a no-brainer” explains **Roland Giscard d’Estaing, President of the Festival**. “The educational power of sport no longer needs to be demonstrated” he continues. “This is why Deauville Sport Doc Festival is part of a momentum that shows sport as an accelerator of positive changes in our Society”.

Sport documentary enriches the public’s knowledge and experience of sport and is complementary to live broadcasting and the press narrative. It shows fascinating facets of professional sport and tells incredible stories of personal achievements and team efforts.

Deauville Sport Doc Festival relies on an Editorial Committee gathering Heads of Sports of all major sports broadcasters in France. While open to the general public, it will also host a professional market, bringing together all sport documentaries stakeholders (producers, directors, buyers and broadcasters).

The jury will be composed of eight professionals and champions and chaired by Stéphane Meunier (award-winning director of “Les Yeux dans les Bleus”). It will award various original themed prizes as well as more generic prizes.

This ambitious event will see the light thanks to the support of prestigious partners: the City of Deauville, Lacoste, the Barrière Group, Canal Plus, the Normandy Region, Mediawan and L’Équipe.

**Catherine Spindler, Managing Director of Lacoste**, and Premium partner of the Festival: “Lacoste’s DNA is rooted into sport and its power to transcend differences et gather people around strong values. It was only logical for us to support this event celebrating sport documentary, for which a dedicated festival makes perfect sense, in an environment where this genre keeps growing and becoming more and more attractive. »

**Thomas Sénécal, Director of Sports at CANAL+ Group**, and media partner of the Festival: “We are very happy to support the first edition of the Deauville Sport Doc Festival. Documentaries occupy centre-stage of our content strategy as they uniquely immerse our subscribers into the fascinating world of sports. They are a genre in which we are accelerating our investments in collaboration with Christine Cauquelin (Director of Documentaries for the CANAL+ Group). Just like any live sporting event, series or films, sports documentaries bring emotions which our subscribers crave for. I am convinced that this Festival will highlight the strength and creativity of this fast-growing genre. »

**Philippe Augier, Mayor of Deauville**, is pleased that the Sport Doc Festival has chosen to settle in Deauville in the long run: “Deauville Sport Doc Festival is a new opportunity for our city to demonstrate its dynamism. That of a city open to the world, at the forefront of culture, sport and media. Sport is a priority for Deauville as it is a fabulous vehicle of values transmission. In addition, Deauville offers, with its hotel infrastructure and its Congress Center, an ideal location to accommodate this rapidly expanding market. »



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