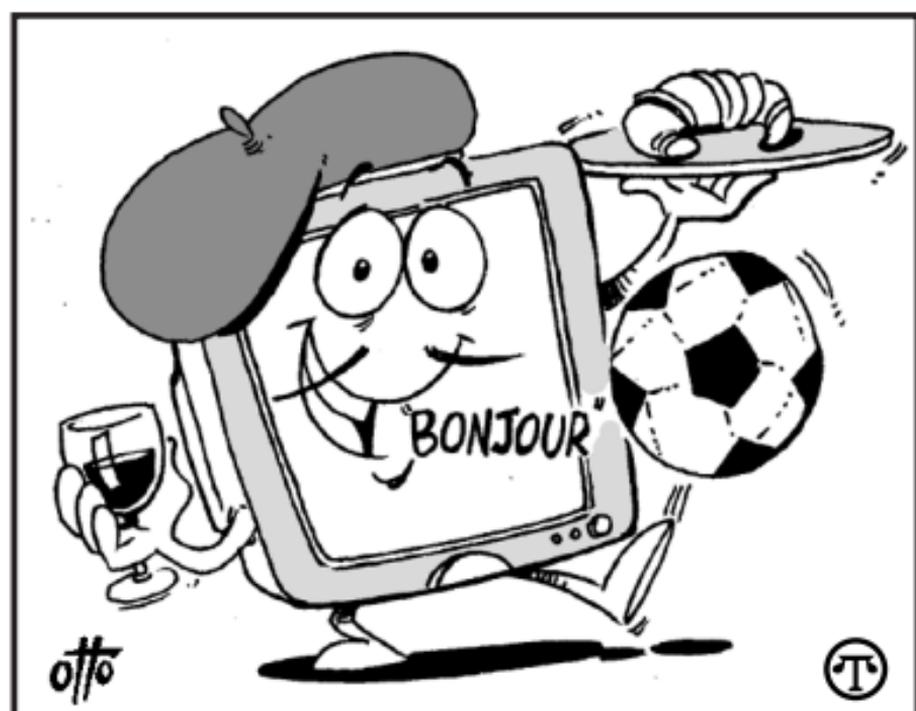


ENTERTAINMENT NEWS

Viewers Are Tuning In To French Language TV Channel

(NAPSA)—While earlier this year some in the U.S. stopped ordering Bordeaux wines or eating foie gras to slight the French for their views on the Iraq conflict, American appetites for French entertainment have never been greater.

A new national survey conducted by Horowitz Associates shows that 25 percent of Ameri-



cans—54 million adults—consider themselves Francophiles who love French culture, and travel to countries where French is spoken.

Recently, French-produced films “Swimming Pool” and “Winged Migration” have done well in America, and French vocalists Patricia Kaas and Louise Pitre have been greeted by cheering U.S. audiences.

Now America’s appreciation for entertainment with a French twist has reached television. In fact, TV5 USA (1-800-737-0455)—the 24-hour French language channel—has been added to cable systems in Los Angeles, New York, Boston, Seattle, San Francisco and Houston.

Americans who speak French or have children studying the romance language have been subscribing to TV5 USA, but non-French speakers are also watching the channel’s entertainment, news, sports and children’s shows thanks to English subtitles.

To keep viewers tuning in, TV5 USA has scheduled an exciting fall line-up: the police drama, “Police Judiciaire,” the U.S. premiere of “Swing” and “24 Hours in Lisbon,” and Europe’s top World Cup soccer and rugby matches.