



MUSEUM

THE FIRST TV CHANNEL
DEDICATED TO VISUAL ART





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When we launched MUSEUM in France in April 2017, it could seem a fool's challenge.

A linear TV channel when most people «binge watch» their favorite series ?

An art TV channel when painting or photography is poorly showcased on TV ?

In reality, it was not such a foolish challenge.

An art TV channel ?

Just last year, 700 museums have opened worldwide. Art has never been so popular. Museums have never attracted so many visitors.

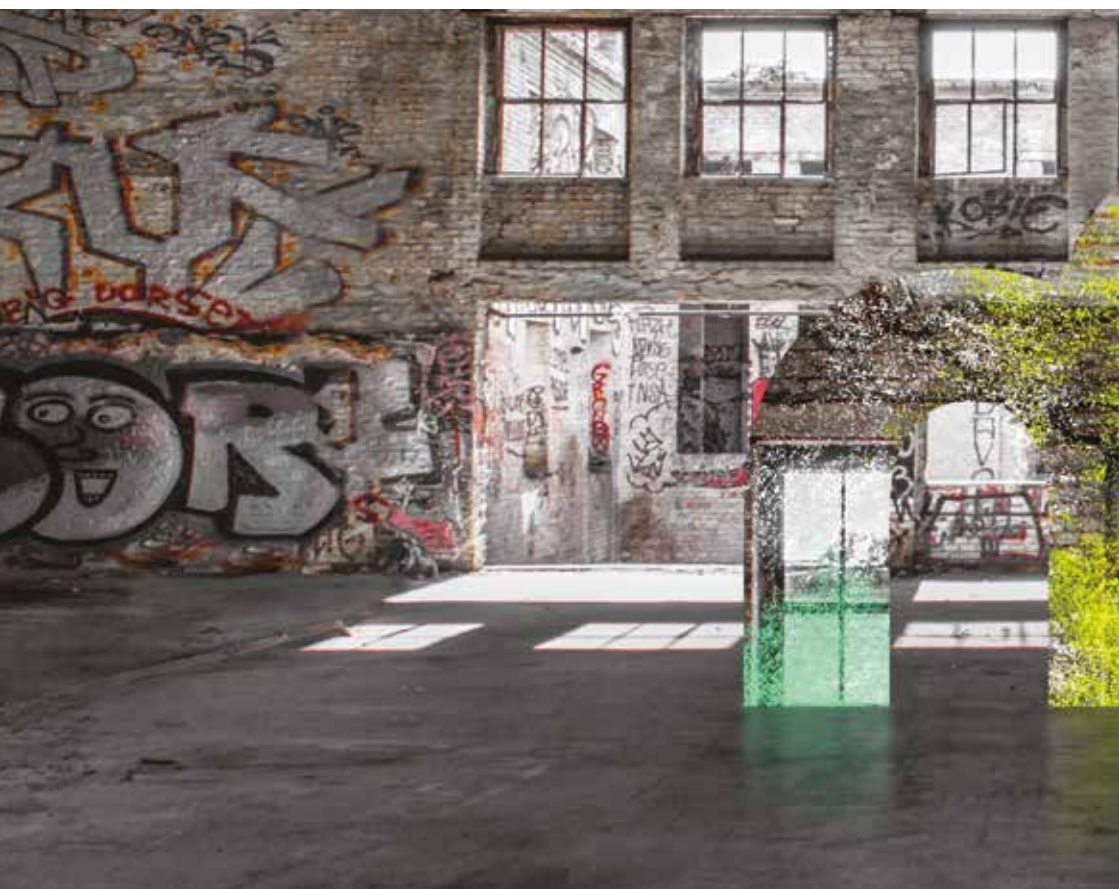
A linear TV channel ?

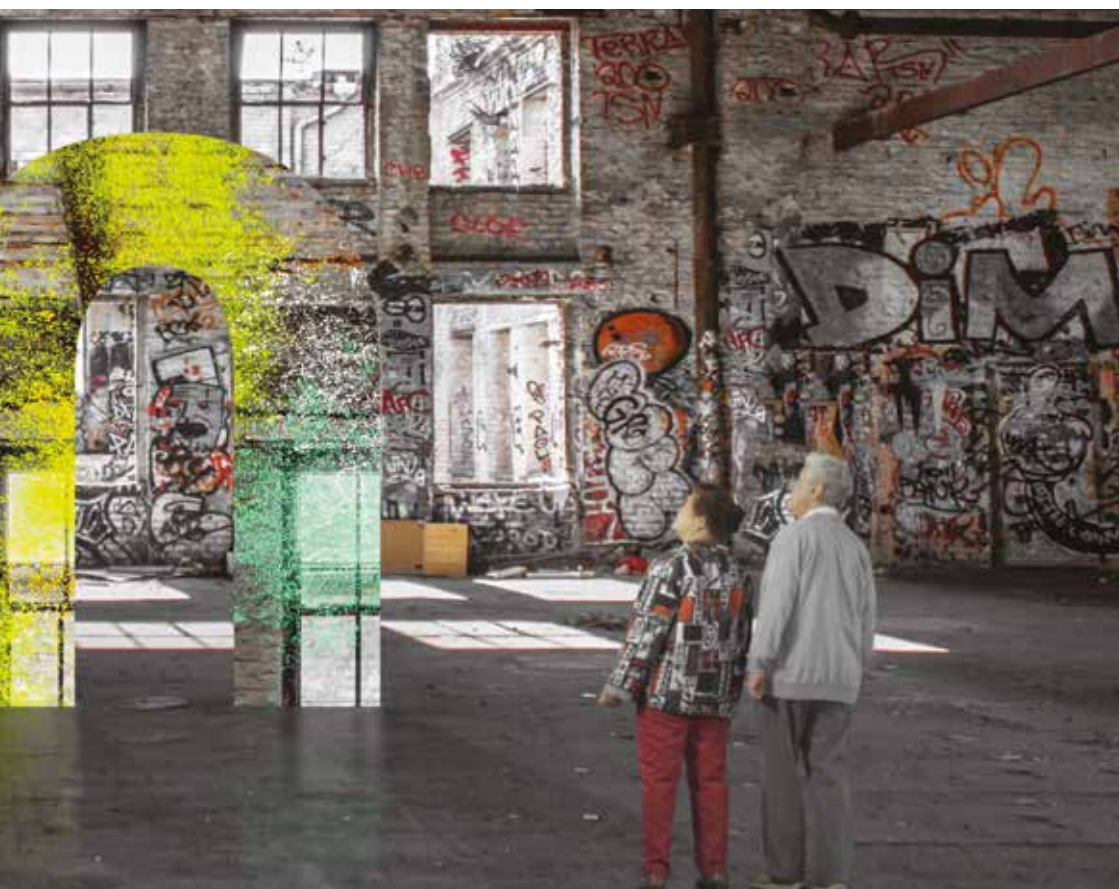
The art world is one of the last field where the curator's role is key. As museums need them to guide the public, select and stage the artwork, our role as an editor is still crucial.

Documentaries about great masters, focuses on new forms of digital art, a daily news magazine, a drawing class for everyone, a short program about art history, an immersive TV show about photography students or street artists battles... with this wide range of content, our mission is to satisfy art lovers while appealing to a large audience.

MISSION

Satisfy art lovers and amateurs,
while appealing to a large audience
through a fun and accessible tone.





CONTENT PROPOSITION

Entertainment, stories and information for anyone
who has ever attended an exhibition (and enjoyed it !).

tone & style

Fun
Accessible
Surprising
Edgy







4 MAJOR THEMES

BEAUX-ARTS

Wander through the most beautiful museums of the world and discover the artists, their lives and the incredible stories behind their masterpieces.

IMAGES

Photography and video art :
learn from the pros.

ART POP

Street art, performances, digital art :
new forms of art in the making.

ARCHI DESIGN

Meet the greatest architects
and the stars of design.

PROGRAMMES



ART NEWS

13' daily

What's happening in the art world ?

Original production - 4K UHD



ART QUIZ

6' daily

Test and develop your artistic culture with Museum's daily game show.

Original production - 4K UHD



SKETCHBOOK

26' daily

Perfect your drawing techniques with 4 artists.

Original production - 4K UHD



TAC AU TAC

26' daily

Let's play with incredible cartoonists.

Original production - 4K UHD



MASTERS AT WORK

52' daily

Renoir, Van Gogh, Monet, Rembrandt... meet the world's most renowned painters.



THE MOST BEAUTIFUL MUSEUMS IN THE WORLD

52' daily

Follow this guide to the must-see museums of the world.



THE HIDDEN LIVES OF MASTERPIECES

52' daily

Everything you always wanted to know about the great masterpieces.



LITTLE SKETCHES

3' daily

Want to learn how to draw in just 3 minutes ?

Original production - 4K UHD

PROGRAMMES



WHEN I GROW UP, I WANT
TO BE A PHOTOGRAPHER

26' weekly

The daily lives of a group of students
in photography.

[Original production - 4K UHD](#)



THE DECISIVE MOMENT

15' weekly

Renowned photographers focus on
three of their most iconic shots.

[Original production - 4K UHD](#)



WE ARE ARTISTS
NOT VANDALS

52' monthly

The real life of street artists.

[Original production - 4K UHD](#)



ART LIVE

monthly

The live creation of a piece of art.

[Original production - 4K UHD](#)



TRAVELERS

26' monthly

Museum's one of a kind arty city guide.

[Original production - 4K UHD](#)



DIGITAL REVOLUTION

26' monthly

Mysteries around digital art unveiled.

[Original production - 4K UHD](#)



PHOTO CONTEST

52' monthly

Who will take the best photo ?

[Original production - 4K UHD](#)



ART CONTEST

52' monthly

An artists' competition :
1 subject / 1 hour / 1 winner.

[Original production - 4K UHD](#)

SPECIAL EVENTS

In order to make the most out of the week-ends, Museum will break its grid on Saturdays and Sundays for special events such as iconic exhibitions, festivals, tributes to artists, focus on an art city...





GRID

MONDAY

TUESDAY

WEDNESDAY

8



9



10



11



12



13



14



15



16



17



18



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22



23

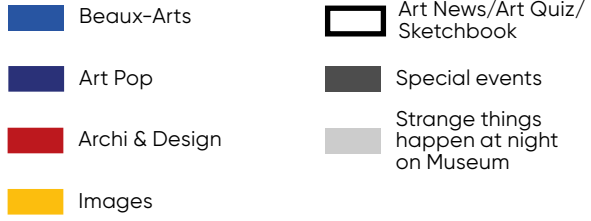


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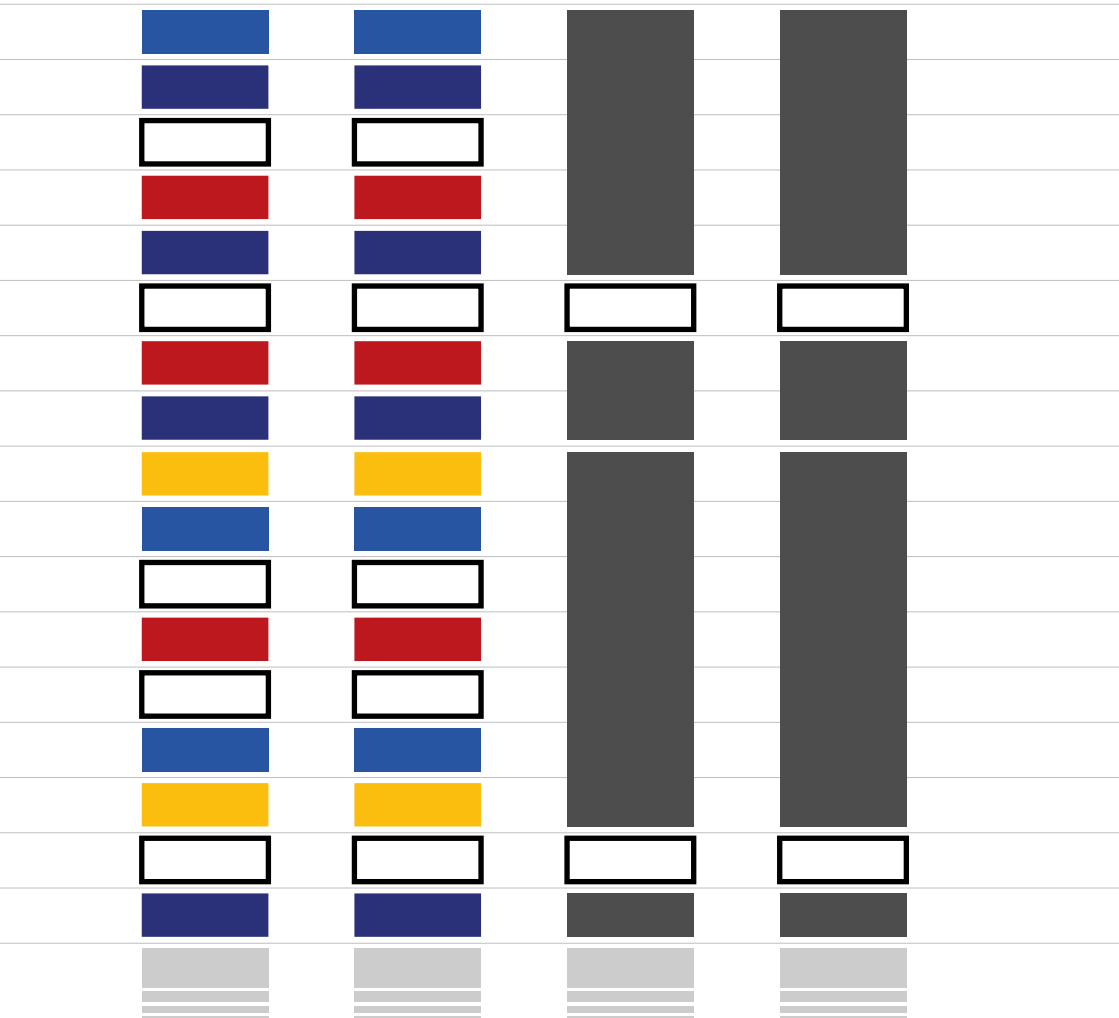


THURSDAY

FRIDAY

SATURDAY

SUNDAY



AWARDS

Best TV concept

Grand Prix Stratégies

Media Changers Awards 2018

Best TV visual identity

Club des Directeurs Artistiques 2017

DISTRIBUTION

Museum France (french)

Museum Russia / Ukraine (russian)

Museum International (english)



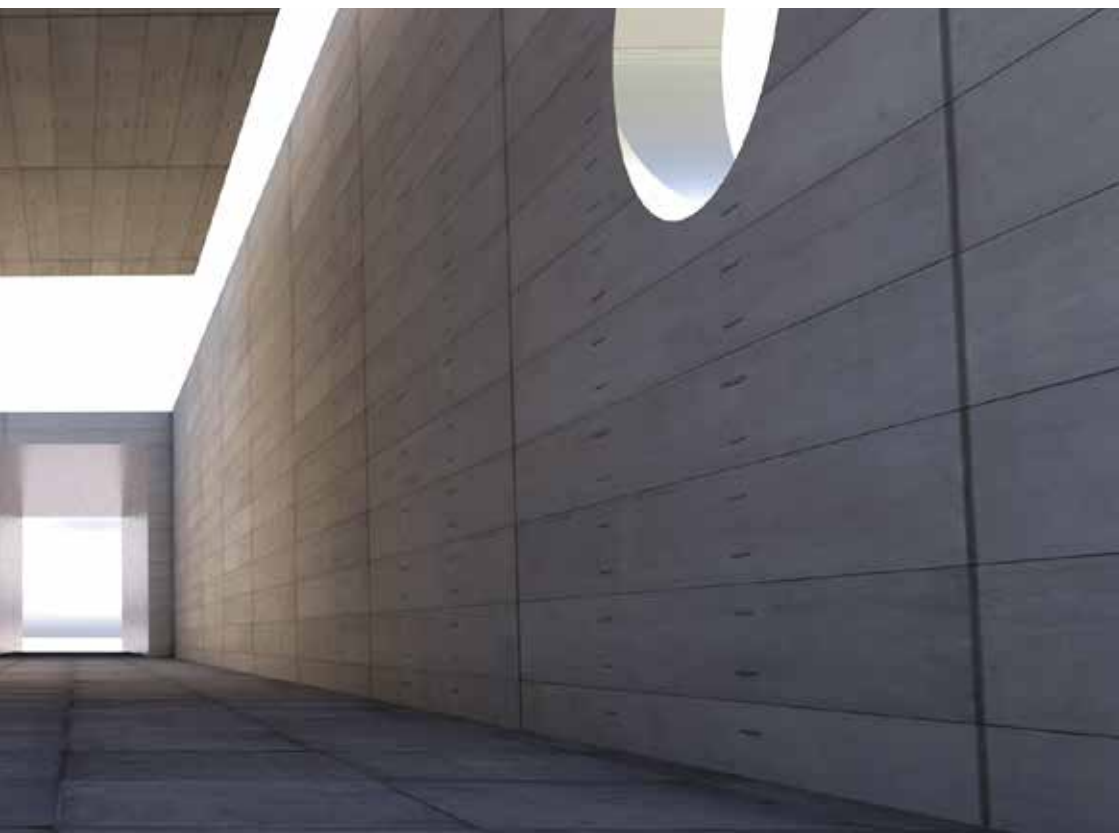


ECOSYSTEM

Museum Digital
Museum Productions
Club Museum
Museum Travels
Museum Publishing
Museum Events
Museum Academy

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PARTNERS

Musée d'Orsay
Musée Jacquemart-André
Musée Picasso
Musée national des Arts asiatiques Guimet
Fondation Custodia
Maison du Japon
MAC VAL
Musée des Beaux Arts de Rouen
MAMC+ Saint Etienne Métropole
La Piscine de Roubaix
La Cité de l'Automobile
MAC Lyon
Musée des Confluences
Carrières de Lumières
La Cité du vin
CAPC
Art Paris Art Fair
Paris Gallery Week-end
Drawing Now Art Fair
Fotofever
Design Fair Paris
Photaumnales
Art Up !
Festival Photo La Gacilly
...



[museumtv.art](https://www.museumtv.art)