

Victoires de la Presse Awards honour best in French media

The 2nd annual Victoires de la Presse Awards, which promote editorial and technological success in French language news media, were presented to 12 media companies from France, Morocco, Senegal and Canada in a ceremony in Lyon, France, on Monday, 17 December 2012



The awards, organised by the World Association of Newspapers and News Publishers (WAN-IFRA) with the support of the Group Progrès/Direct Matin Lyon Plus/leprogres.fr, were presented in a ceremony in one of France's gastronomic landmarks, l'Abbaye Paul Bocuse.

The 12 winners are:

- **Trophy for Marketing Innovation**

L'Express, for L'ExpressVentures, an investment fund to encourage media start-ups.

- **Trophy for Best News Website**

Le Figaro.fr, for the clarity of its website.

- **Trophy for Best Print and Digital Advertising Campaign**

DNA (Dernières Nouvelles d'Alsace)

- **Trophy for Editorial Innovation**

La Dépêche du Midi for its new digital offer, called Premium

- **Trophy for the 'Scoop' or Article of the Year**

L'Economiste in Morocco, for *Abortion in Morocco: A Taboo and Much Hypocrisy*

- **Trophy for Industrial Development**

Nice Matin, which replaced three presses that were in service since 1977

- **Trophy for Best Tablet and Smartphone App**

Science et vie kids 2, for its educational app aimed at 7-12 year olds

- **Trophy for New Title Launch**

- XXI et 6 mois of Laurent Beccaria

- **Trophy for Manager of the Year**

Véronique Faujour, director general of Uni-Editions

- **Special Jury Prize**

GIE ePresse for its digital kiosk, ePresse.fr

- **Trophy for Freedom of the Press**

La Gazette, Senegal, for its renowned investigative reporting

- **Francophone Influence Prize**

Le Presse in Canada, for its continuing work over many years

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