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You are completely free to promote news about a work or an artist. Television channels actually benefit from the instant information exception, called “exception d’actualité” (link to FAQ) which dispenses them from requesting permission and paying reproduction royalties if the work reproduced is the subject of a current event (e.g.: announcement and report on an exhibition, opening, etc.).

In practice :

Adagp has signed agreements with nearly all French television channels with the exception of Canal + and news channels. So all you have to do is declare your uses to us so we can inform you of any special conditions that apply to the use of certain works  
for Canal +, news channels and web TVs, the first two works are exempt from royalties.

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