

**PRESS RELEASE**  
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**Are young people turning their backs on Quebec television, or does television simply no longer speak to them?**

**Mounir Kaddouri kicks off *ON FILME*, the NFB's YouTube-based documentary initiative**



(Image provided by the NFB)

May 7, 2026 – Montreal – National Film Board of Canada (NFB)

Now streaming on YouTube, [Après moi le déluge](#) by Mounir Kaddouri (a.k.a. Maire de Laval) tackles a hot topic: the **growing gap between the Quebec television industry and young audiences**, examined through **four distinct but complementary formats**. Produced by the [National Film Board of Canada \(NFB\)](#), *Après moi le déluge* also marks the launch of [ON FILME](#), a **documentary initiative** developed specifically for YouTube. Its goal? To spark meaningful dialogue around this **timely issue** and **engage audiences on the platforms they use every day**. This first, English-subtitled work in the series will also be available on [nfb.ca](#) and all [NFB apps](#) at a later date.

**About the four formats — *Après moi le déluge***

Television, youth and crisis

**[Moyen métrage](#)** (33 min)

Through interviews with students at Montmorency CÉGEP and members of the culture industry, this film examines the generation gap, how society is depicted on screen, flaws in the ratings system, and content-creation and marketing processes.

**[Coup d'œil](#)** (3 min)

Driven by the desire to make the younger generation's voices heard, Mounir explains why he embarked on this project and invites the audience on a journey shaped by their stories, hopes and realities.

**[Au foyer](#)** (60 min)

In this video podcast, Mounir interviews Catalina Briceño (professor and head of the UQAM School of Media) and Karine Dubois (producer and founder of Picbois Productions) about key stages of the crisis in media since the emergence of the Internet. He also examines flaws in Quebec's cultural landscape and outlines the systemic changes needed for its survival.

## [Gros plan](#) (7 min)

As someone directly impacted by this subject, Beckybeckboo, a Quebec content creator with roots in Haiti, reflects on the role of her podcast, *Woke or Whateva*, in Quebec's media landscape, the representation of youth in the media and the meaning of the word "diversity."

### **About the filmmaker**

Mounir Kaddouri, a.k.a. Maire de Laval, is a YouTuber and documentarian. Since 2019, he's been making his mark online thanks to his candid and humorous takes on Quebec politics, popular culture and public figures. Mounir has made a name for himself with his popular YouTube channel, his award-winning podcasts (*Faits divers*, *Café Snake*), his series *Assemblée* (on the 2022 Quebec provincial elections) and his documentary report *Les nouveaux souverainistes* (2025, Urbania).

### **About the ON FILME initiative**

**ON FILME** is the **National Film Board's documentary initiative** for [YouTube](#), where the NFB has maintained its own channel for 20 years. Created for the platform's conversational ecosystem, this new initiative sets out to **engage audiences in discussion** and encourage the building of a **space for sharing and experimenting**.

The NFB invited three influential personalities from Quebec's digital landscape—Mounir Kaddouri (a.k.a. Maire de Laval), Anne-Lovely Etienne and Simon Coutu—to **find a new perspective on a contemporary issue close to their hearts**. Each artist has the opportunity to contribute their creativity and unique viewpoint to current public discourse.

All four formats of Anne-Lovely Etienne's work will be launched in June, followed by Simon Coutu's in late August.

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### **Related links**

Press Kit: [mediaspace.nfb.ca/epk/apres-moi-le-deluge](https://mediaspace.nfb.ca/epk/apres-moi-le-deluge)

Clip: [vimeo.com/1188089999/4d25295136?share=copy&fl=sv&fe=cj](https://vimeo.com/1188089999/4d25295136?share=copy&fl=sv&fe=cj)

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