

## Genetic takes care of Newen format

MIPCOM NEWS: US production company Genetic Entertainment has option a reality format from France's Newen Group.

Genetic has gone for Partez Tranquille On s'Occupe de Tout (literally Leave Confident We'll Take Care of Everything), which was developed by Newen subsidiary Be Aware and launched on France 2 this summer.

The show, in which celebrities take over the workloads of busy people, did not work out in France but Newen remains confident in the property, said research and development head Alexandra Crucq. With today's increased competition, viewing figures do not always indicate a show's potential, and a format sometimes needs time to be fine-tuned, he added.

On the acquisitions front, the group has picked up French rights to Israel-based Armoza's With This Ring, which goes into the homes of couples facing marital problems.

Both moves highlight Newen's current push into formats.

In separate news, the group's chairman and CEO Fabrice Larue yesterday revealed in Cannes that more companies could soon join its international formats exchange, Newen Network, which already includes Spanish producer Globomedia.

He said that talks are underway in Germany, Scandinavia, the Netherlands and the UK. The group hopes to bring together other large European indies, which would each having first-look rights to each other's formats.

In Cannes, Newen is also launching its new gameshow format called Harry, co-developed for a year with French indie Big Noise.

Newen is the holding company for French prodco Telfrance and its subsidiaries Be Aware and Capa, which were acquired by Fabrice Larue's investment fund FLCP. Newen Distribution, headed by Laetitia Recayte, is in charge of international sales.

Newen set up its R&D arm a year ago as part of a continuing formats drive, tasking it to work with its production companies as well as third parties like Big Noise.

The Harry format involves contestants putting together words out of groups of letters, and combines strategy and luck. It was conceived as a daily or weekly 40-minute show.

Harry has already attracted interest from some of the companies Newen Network is talking to, said Crucq. One could take out an option for Germany, and another is looking at the UK, US and Canada.

Newen Network has already gone operational, with Globomedia having optioned Be Aware's quiz format La Chance En Plus.

Newen recently launched Done Deal Productions, under former Canal+ exec Alexandre Drubigny, in a bid to develop more original non-scripted programming.