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## ATV hurries off with Harry

Turkish broadcaster ATV has become the first channel to order a series based on Newen Distribution's French gameshow Harry.

The format was developed by Paris-based production and distribution group Newen with French indie prodco Big Nose. The Turkish version will be produced in-house at ATV and is set to air later this year.

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

Newen Distribution handles international sales for the format and talks are currently underway in other major territories, including Italy, Germany and the US, the group added.

Although the gameshow does not yet air in France, a "major broadcaster" that Newen has worked with before is soon to be announced, according to Charlotte Toledano Detaille, head of acquisitions.

Newen productions already on French TV include daytime quiz How Well Do You Know Your Country? for France 3, The Apprentis Shaolin for TF6 and Angels of Reality: Club Hawaii on DTT channel NRJ12.

Meanwhile, the French outfit is in the process of creating a [format alliance](#) across Europe, similar to that of Sweden's Sparks Network, in which members are able to exchange formats.

So far, the network has production affiliates in France (Telfrance, Capa and Be Aware), Spain (Globomedia), Benelux (TéVé Media Group) and Germany (Bavaria Film).



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### GENRES:

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