

# VARIETY

## **Newen, Big Nose team on gameshow**

### **Pair woo broadcasters in U.S., France, Germany**

CANNES -- French companies Newen and Big Nose have teamed up to develop "Harry," a word game mixing strategy and chance.

Newen is shopping the format at Mipcom and has launched a viral marketing campaign to promote the 40-minute daily show aimed at primetime.

"Harry" breaks down words in sequences and requires five players to put them in order and find their meanings as quickly as possible. The faster players are, the more money they can earn.

Newen head of development Alexandra Crucq said the company was in discussions with French, German, British, American and Canadian broadcasters interested in the format.

Created by Fabrice Larue, the Newen media group comprises three companies: Herve Chabalier's Capa; Sebastien Cauet's Be Aware; and Telfrance, the shingle behind French hit "Life's So Sweet."

Earlier this year, Larue launched the Newen Network, a group of Euro TV producers, including Spanish TV producer Globomedia, who get first-look options to acquire each other's formats.

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