

Newen spreads format alliance

MIPTV: France's **Newen** Network has grown its fledgling format distribution alliance with the addition of production affiliates in Germany and Benelux.

Nine-month-old **Newen** has teamed up with T V  Media Group, which has prodcos in Belgium and the Netherlands, as well as with Bavaria Film of Munich.

Set up 20 years ago by Hans Dekker, T V  Media Group is best known for its Psychic Challenge gameshow format and the firm has adapted Nordic format 71 Degrees North for the Benelux market.

Bavaria, meanwhile, comprises some 30 subsidiaries, including formats house First Entertainment, and is best known for its Nature's Best Inventions and How Germany...? formats.

Explaining his move to join the format alliance, Dekker said: "**Newen** Network offers its members the opportunity to benefit from the creativity of major players in the highly competitive European audiovisual market."

Tobias Gerlach, Bavaria board member and CEO of First Entertainment, added that **Newen** members "share each other's creativity, expertise and strength while preserving their independence. This is a positive situation for both partners."

Newen allows its members to exchange formats, similar to Swedish outfit Sparks Network, and already has production affiliates in France (TelFrance, Capa and Be Aware) and last year signed up one in Spain (Globomedia).

Newen chairman Fabrice Larue and MD of international Tanguy de Franclieu said in a statement: "This is a milestone in the development the Network **Newen**. This agreement will allow us to better meet the demand for successful formats from broadcasters in France and Europe."

The **Newen** duo pointed to a recent Spanish commission to prove the value of such a format alliance. Public broadcaster TVE1 has greenlit a local version of Be Aware's France 3 format How Well Do You Know France? via Globomedia.



Ed Waller
02-04-2012
 C21Media





Newen's new members focus on creativity at first meeting

THE NEWLY expanded Newen Network held its first ever meeting as a four-member group at the beginning of MIPTV. As a result the pan-European independent umbrella group, which unites Globomedia of Spain, TeVe Media group of the Netherlands and Germany's Bavaria Film with French production group Newen, now has a range of new projects in the pipeline.

"There are already several productions that have come out of our relationship including Globomedia placing the Be Aware Group's How Well Do You Know Your Country? for-

mat with TVE1," Tanguy de Franclieu, managing director international at Newen, said. "And Newen has taken and adapted a format from Bavaria Film which is currently the subject of advanced negotiations with a French broadcaster."

At the heart of this indie powerhouse is a proven record in creating and adapting formats, and creativity in scripted shows. "All four members have excellent track records in both national and international trade," de Franclieu said. "One of the main ideas behind the Newen Network is to build on that through a first-look agreement on formats, scripted co-productions and also bundled

acquisitions which will enable us to compete with the established multi-national independents."

"But the basis of all four members is in creation, and we aim to boost that by strategic commercial collaboration, including co-financing pilots," de Franclieu said.

"We are also, of course, looking to expand the group further and I am currently negotiating with a major Scandinavian company, and one in the UK. I have already spent the last two years bringing the network to the point it is now, and negotiations for such close collaboration are never quick, but I hope that at least one of the two will be part of the group before the end of the year."

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Posted: Mon., Apr. 2, 2012, 12:00am PT

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Bavaria Film, TeVe link into Newen Network

Group offers first-look options to each others' formats

By ELSA KESLASSY

CANNES -- Germany's Bavaria Film and Dutch shingle TeVe Media Group have joined Newen Network, a group of European TV producers who get first-look options to each others' formats.

The Network, launched by French media entrepreneur Fabrice Larue over a year ago, comprises Newen -- Larue's umbrella org for producers Capa, Sebastien Cauet's Be Aware and Telfrance -- as well as sales arm, Newen Distribution, formerly known as Audiovisual 2001. Spanish independent TV producer Globomedia has been a member since last May.

The network gives companies the opportunity to sell and acquire formats, as well as co-develop original programs whether they are formats or scripted TV. "We're open to any kind of collaborations," said Larue.

Globomedia has already acquired the French format "Connaissez-vous bien la France ?" (How Well Do You Know France?) via Newen Network and has pre-sold its Spanish adaptation, "Conoces Espana?," to Spain's pubcaster TVE1.

The daytime show, produced by Be Aware, features contestants who take a cultural quiz to determine how well they know their country.

"Conoces Espana?" is currently being produced by Globomedia and Telefonica. It will be hosted by Ramon Garcia.

The arrival of TeVe and Bavaria Film into the network reflects the company's solid track record.

"We are very selective: we only acquire formats that we're confident we can sell to broadcasters," explained Larue. "We've been able to turn 20% to 30% of the formats we develop into shows that are then acquired by TV networks."

One of the company's latest game shows, "Harry," produced by Be Aware, was acquired by Spain's Bing Bang and Endemol.

TeVe's most popular formats include "Psychic Challenges" and "Who's the One for Froukje."

Bavaria Film, which merged its world sales divisions with Telepool to form Global Screen last September, is best known for high profile pics, as well as TV formats such as "Nature's Best Inventions."

At the MipTV mart-in-Cannes, Newen-Distribution is shopping two formats in development, "Chantons au bout du monde" and "A Song at World's End," as well as two formats that have been ratings hits in France, "Le plus grand fan" and "Les maternelles."

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