



# **PRESS REVIEW**

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## Newen Studios fills copro role

Posted By *Marie-Agnès Bruneau* On 01-04-2016 @ 2:24 pm In News | [Comments Disabled](#)

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French prodco Newen Studios has appointed former consultant Sandra Ouais as head of international drama coproductions and associate producer.



Sandra Ouais

Ouais was already working with Newen Group as an international drama consultant. Her appointment follows TF1's acquisition of Newen, as the broadcaster aims to build up the company as a major international content player.

Reporting to Tanguy de Franclieu, Newen Studios' MD in charge of international business, she will concentrate on finding coproduction projects as well as forging strategic partnerships with international producers and talent, according to the company. She will also work with the group's various drama prodcos.

Before setting up her consultancy business So Consulting five years ago, Ouais was a top executive at pay TV broadcaster Canal+, holding positions such as drama acquisitions chief from 2002 to 2009 and then programmes director for overseas channels until 2011. Prior to joining Canal+, she was acquisitions and schedule director at NBCUniversal channel 13ème Rue.

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## TF1 greenlights Newen project

Posted By *Marie-Agnès Bruneau* On 03-04-2016 @ 10:05 am In News | [Comments Disabled](#)

MIPFORMATS: French commercial broadcaster TF1 has commissioned a pilot of the latest gameshow from Newen, following its purchase of the production group at the turn of the year.



Newen's gameshow On Fire is being piloted by parent TF1

executive, Godfroid was also M6 programmes director for the past eight years. She joined Newen in the wake of the group's acquisition by TF1.

The broadcaster commented at the time the goal was to build Newen into a major international player, although the company will continue to be operated independently from TF1's channels. This news was not welcomed by public broadcaster France Télévisions, for which Newen is a major supplier.

France Télévisions subsequently froze [2] all developments with Newen.

Godfroid did not comment on the France Télévisions issue last night but said her priorities are to maintain Newen's leading position, as well as hiring new talents of different profiles in order to be able to supply all channels.

On Fire is the first example of this strategy, having been developed by format creator

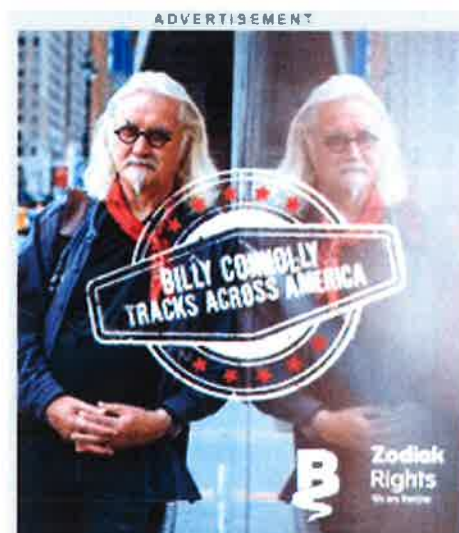
Bibiane Godfroid, who joined the production powerhouse [1] as CEO of content in December, announced the TF1 pilot of On Fire at MipFormats here in Cannes last night. The format has contestants competing for cash but the money they don't win gets burned in front of them.

A former Canal+, France Télévisions and Fremantlemedia France

Aurélien Lipianski and his company Tooco, which has just been acquired <sup>[3]</sup> by Newen. Lipianski is joining the Newen research and development team to develop gameshows and entertainment formats.

<sup>[4]</sup>Godfroid said she intends to push further new developments both in scripted and non-scripted, and the group is dedicating 5% of its revenues to R&D.

In formats, Newen is also looking to reach co-development partnerships with third parties, while in drama the development of more international coproductions like Canal+ series Versailles is on the agenda. Newen Studios recently hired <sup>[5]</sup> former consultant Sandra Ouais as head of international drama coproductions and associate producer.



Newen will also look to diversify itself into international event documentaries, through subsidiary Capa.

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<sup>[1]</sup> joined the production powerhouse: <http://www.c21media.net/newen-appoints-m6-veteran/>

<sup>[2]</sup> subsequently froze: <http://www.c21media.net/france-tv-halts-newen-development/>

<sup>[3]</sup> just been acquired: <http://www.c21media.net/newen-takes-french-format-firm-stake/>

<sup>[4]</sup> Image: <https://www.zodiakrights.com/content/show/970839>

<sup>[5]</sup> recently hired: <http://www.c21media.net/newen-studios-fills-copro-role/>

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# VARIETY

## MipTV: Newen's Fabrice Larue Discusses Strategy, Alliance With TF1 (EXCLUSIVE)

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CANNES— When France's biggest commercial network group TF1 tied the knot with Fabrice Larue's Paris-based indie powerhouse [Newen](#) last November, it made a big splash in the local television landscape, marking for the first-ever alliance between a network and a production entity in Gaul.

Ranking as the third biggest French production banner after Zodiak/Banijay and Lagardere, Newen has been delivering some of France's most successful drama series, such as "Braquo" and "Versailles" for Canal Plus and hit daily soap "Plus belle la vie" as well as the long-running, female-driven cop show "Candice Renoir," both for public broadcaster France Televisions. Its subsidiaries include Telfrance, Capa and 17 Juin Productions.

In an interview with *Variety*, Fabrice Larue, the CEO and chairman of Newen Group, and his right-hand man Tanguy de Franclieu, CEO of Newen Studios, explained how their partnership with TF1 (which now owns 70% of Newen) will allow both companies to raise their international profiles and expand their global outreach.

The alliance between Newen and TF1 rubbed France Televisions the wrong way — reportedly leading to the cancellation of most ongoing commissions, notably documentary series and skeins, with the exception of "Plus belle la vie." Meanwhile, the consolidation was applauded by then culture minister Fleur Pellerin, who noted that the agreement would allow for the flourishing of a new French media giant.

Larue said Newen explored options in the U.K. before signing with TF1, and eventually decided to join forces with TF1 because it allows Newen to retain a high level of autonomy as well as maintain its own strong brand and DNA, which he predicts would have possibly been diluted if the company had integrated a British media giant.

Integrating TF1 also means that Newen is first and foremost looking to develop content out of France, working with local talent, helmers and showrunners and export this content overseas, Larue pointed out.

With TF1's backing, Larue targets to get Newen into the top 10 of the biggest production companies in Europe, along with Shine Endemol, FremantleMedia, ITV Studios, among others.

For Newen, which independently financed the 30 million Euros "Versailles" — one of the priciest series ever made in France — allying with TF1 was crucial to access bigger budgets and gain equity on the series it produces, explained Larue, who is so well connected in France that he managed to get France President Francois Hollande to attend the cocktail reception celebrating the launch of the series at the Chateau de Versailles last fall.

Another major axis of development envisioned by Larue is the ramping up of third-party acquisitions and international co-productions. With shingles like Studiocanal aggressively investing in drama acquisition and co-productions, Newen needed financial muscle to measure up. Newen has also just tapped former consultant Sandra Ouais as director of international co-production. She'll be in charge of selecting projects and negotiating strategic partnerships with international producers and talent.

The alliance with Newen is also meant to benefit TF1, which is a market leader in France with an audience averaging 20% (a score unmatched by other European networks) but is absent outside of its home market and is lagging behind in terms of IP. Newen can allow

TF1 to position itself on content, diversify and be involved in international distribution independently from the group's channels.

Going forward, De Franclieu said Newen was looking to produce one of two series with a similar scope as "Versailles" per year. Like "Versailles," Newen's English-language shows will be developed out of France.

On its development slate, Newen boasts "Geneva," an upscale drama project written by Nikolaj Scherfig and Morten Dragsted. Season two of "Versailles" is currently shooting for Canal Plus.

Addressing antitrust concerns over the acquisition of Newen by TF1, Larue said the companies would work together on a case-by-case, as Newen plans on continuing to work with other French channels. Newen has so far mostly worked with Canal Plus on edgy fare such as "Braquo" and "Versailles" or France Televisions with "Candice Renoir" and "Plus belle la vie." Larue pointed out Newen recently delivered two TV movies "Flic, tout simplement" and "Après moi le bonheur," which aired on TF1 and earned solid ratings.

# Netflix visits Versailles



Versailles focuses on the reign of Louis XIV

MIPTV: Netflix has picked up the second-window US streaming rights to Canal+'s English-language drama Versailles from distributor Zodiak Rights.

Coproduced by Zodiak Fiction, Newen's Capa Drama and Incendo, the show is set in 1667 and focuses on King Louis XIV during a defining period in French history.

It launched on Canal+ last year and has previously been sold to BBC2 in the UK and Sky Germany, as well as NC+ in Poland and BTV Media Group in Bulgaria.

Filming has begun on a second 10×60' season after the first launched in France to 1.07 million viewers and a 3.9% share, the best performance from an original drama on Canal+ since 2013.

Versailles will first premiere in the US on [Ovation TV](#) on October 6. C More has [taken rights](#) in Sweden, Denmark, Norway and Finland, while Zodiak – the distribution arm of the Banijay Group – previously sealed deals with RTBF for French-speaking Belgium and VRT for Flemish-speaking Belgium, where it will air on Eén.

Simon Mirren (Without a Trace, Criminal Minds), David Wolstencroft (Spooks), Claude Chelli (Braquo) and Anne Thomopoulos (Rome, The Tudors) all executive produced the series.



[Andrew Dickens](#) 06-04-2016 ©C21Media

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