



M6 picks up Armoza's "With This Ring"



2 days ago by [Kevin Ritchie](#)



French channel M6 has picked up Tel Aviv-based Armoza Formats' marital crisis format *With This Ring*, which will air under the local title *Pour le meilleur et pour le pire meilleur*.

It will be produced Newen-owned Telfrance subsidiary Prod 360 and hosted by model Adriana Karembeu. Created by Buzz Productions, *With This Ring* airs on Channel 10 in Israel.

Each episode focuses on three different couples facing some sort of damaging marital crisis, such as infidelity or in-law drama, who are urged to work through their issues by show host Galit Gutman (pictured above), an Israeli actress and model. Concurrently, Gutman visits a therapist to share her opinions on each situation and reveal how they have impacted her own marriage.

The third season of the series aired this past summer in Israel.

"Integral to this format is that it reveals the hidden heartaches and passions that we can all relate to, whether in our own relationships, our parents', or the people around us," Armoza Formats CEO Avi Armoza said in a statement. "We all share so many of the same fears and experiences. *With this Ring* finally allows our emotions out from behind closed doors."

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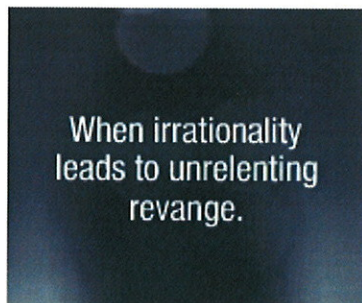
Armoza Formats' Marriage Show Adapted for France

By Joanna Padovano

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TEL AVIV: *With this Ring*, a marital format from Armoza Formats, is set to debut on M6 in France this season.



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Hosted by supermodel Adriana Karembeu, *With this Ring (Pour le meilleur et pour le pire meilleur)* revolves around different couples who are experiencing a crisis in their marriage. It was produced for M6 by TelFrance's Prod 360, an affiliate of Newen.

The format was created and produced by Buzz Productions. It currently airs on Channel 10 in Israel, where it is hosted by supermodel Galit Gutman.

Newen's Alexandra Crucq, head of development, and Charlotte Toledano Detaille, international consultant, commented: "This format was the very first one we acquired from Armoza under the Newen banner and it went straight to commission on M6. We immediately fell in love with it and had no doubt it would land with a major broadcaster. This program has a very sensitive approach to couples' issues."

Avi Armoza, the CEO of Armoza Formats, which distributes the format rights globally, added: "We're thrilled to see *With this Ring* go on air in France. It's a powerful and emotional format that will allow viewers a fascinating peek into the very private married lives on French couples. Integral to this format is that it reveals the hidden heartaches and passions that we can all relate to, whether in our own relationships, our parents', or the people around us. We all share so many of the same fears and experiences—*With this Ring* finally allows our emotions out from behind closed doors."