

Le Rendez-Vous, by TV France International - Biarritz 2018

French TV exports on the rise

This morning at *Le Rendez-Vous* in Biarritz, Eurodata TV Worldwide presented a study into French content production conducted for TV France International. The major insight : French productions, mainly nature documentaries and crime series, are attractive globally, meeting worldwide expectations.

Focus on the dynamism of French exportations

Though France is this year again the 3rd exporting country behind the United States and the United Kingdom, it is the only one in the top three to progress : + 18% vs last year*.

Among French exports, 55% are factual programmes, 36% fictions and 9% entertainment. France remains in the season 2017-2018 the leading exporter of non-English language television series programming.

Belgium, Portugal and Italy are the countries which broadcast the most French programmes; Australia and Canada are the first non-European countries on the ranking.

A good selection of topics is a key to success

The choice of topics in line with the expectations of a global audience plays a major role in the success of French programmes abroad. **“The solid production and distribution in France built know-how across the years”**, stated Avril Blondelot, head of Content Insight at Eurodata TV Worldwide.

Thrillers such as *Nox* (Gaumont Distribution / StudioCanal), *The Accident* (Banijay Rights) and *Mother is Wrong* (france.tv Distribution) are dominated by strong family issues and tough backgrounds; they offer a broad scripted spectrum and fit with worldwide hot topics. Outstanding personalities who fight for their rights (*Proud – Scarlett / 13 Productions*), their lives (*Missions – AB International*) or their position (*Philharmonia – Lagardère Studios*) are conquering a changing world and attract a younger audience.

Missions tells how an expedition on Mars is transformed into a rescue mission to save a competitor’s ship and crew. The series addresses the future of our species and planet, drawing unexpected parallels between Mars and the Earth, by means of a powerful and unusual ecological allegory. Presented in world premiere at MipDrama Screenings in Cannes and distributed by AB International Distribution, the series has notably immediately been bought by the UK.

The personal life of celebrities especially men and women with a strong political role continues to catch the eye of the public. Right now, France is benefitting from a dynamic driven by its presidential couple that fascinates the French and international audience. *The france.tv Distribution* documentary *Brigitte Macron, a French saga*, questions the first lady’s primary role in Emmanuel Macron’s rise.

French animation productions get to create strong children series around popular subjects such as magic. Mixing learning and magic, *Sadie Sparks* (Cyber Group Studios) tells the story of a girl and its 700 hundred years old magic bunny and shows kids the pleasure of reaching excellence.

* Based on finished series or adaptations, launched in 48 territories and around 550 channels, excluding one-offs and co-productions.

Dream The Future, a French success story

Some exported French formats achieve global success quickly. A great example for 2017 is *Dream the Future (About Premium Content)* : in Spain and Czech Republic, on a 4-week average, *Dream the Future* enabled its broadcasters to gain respectively 40% and 67% of audience share!

Dream the Future already benefits from an extensive distribution coverage: it has been sold to more than 50 channels and platforms overseas.

“This study underlines the innovative and ambitious strategies of French producers which create significant appeal outside of our borders. By adding the commercial dynamism and the innovative marketing of our distributors, we have here the few components of the international success of our programs”, says Hervé Michel, president of TV France International.

Avril Blondelot adds: **“French productions are beefed up by its strongest creative talents and opened up to all sources of inspirations.”**

About Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide analyses and distributes data from television audience measurement companies around the world, based on its partnership agreements. Today, Eurodata TV Worldwide's database contains more than 5,500 channels in more than 100 territories and provides exhaustive daily programme information covering content, production, international distribution and audience levels for targeted programmes, all data emanating directly from the relevant authorised institute based in each country. These results are exploited in a range of services that aid decision-making by audiovisual professionals worldwide: producers, distributors, broadcasters, rights managers, sponsors, etc.

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About Le Rendez-Vous (TV France International)

Le Rendez-Vous is the French TV screenings organized by TV France International. The 24th edition take place in Biarritz, September 9-13, 2018.

It is an opportunity for the 130 French exporters (members of TV France International) to introduce their latest slate of programs (series, TV movies, animation, factual...) to 260+ international acquisition executives from 60+ countries. The event targets television channels and other media: platforms, DVD, VOD, SVOD, IPTV, etc.

The event has two main assets: (1) a digital video library allowing buyers to watch 1,100+ programs of the very best and latest French television production, and (2) meetings with French distributors and producers of programs in fully-equipped professional meeting spaces.

<http://rdvb Biarritz.com> / www.screenopsis.com

About the study

The study was realised using the NoTa (New On The Air) database which lists all new recurring programmes across more than 550 channels in 45+ countries for factual, fiction and entertainment genres.

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