

French productions: Trendsetters in a global market

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for



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Key figures about French new launches



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NoTa
NEW ON THE AIR

Fiction and factual are leading genres, also in France



New TV serial programme launched in France in 2016

341

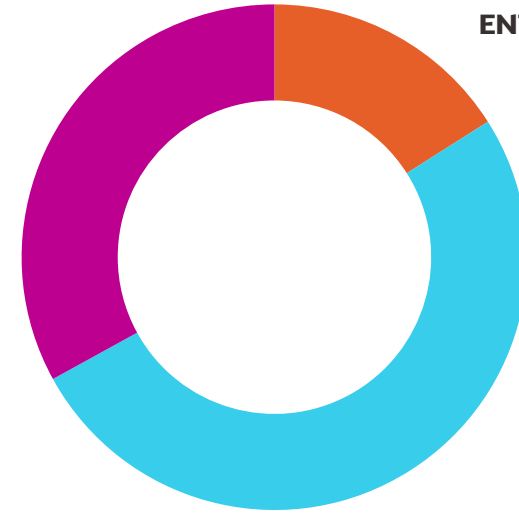
new TV programmes
launched in 2016

55%

local creations*



FICTION
33%



ENTERTAINMENT
16%

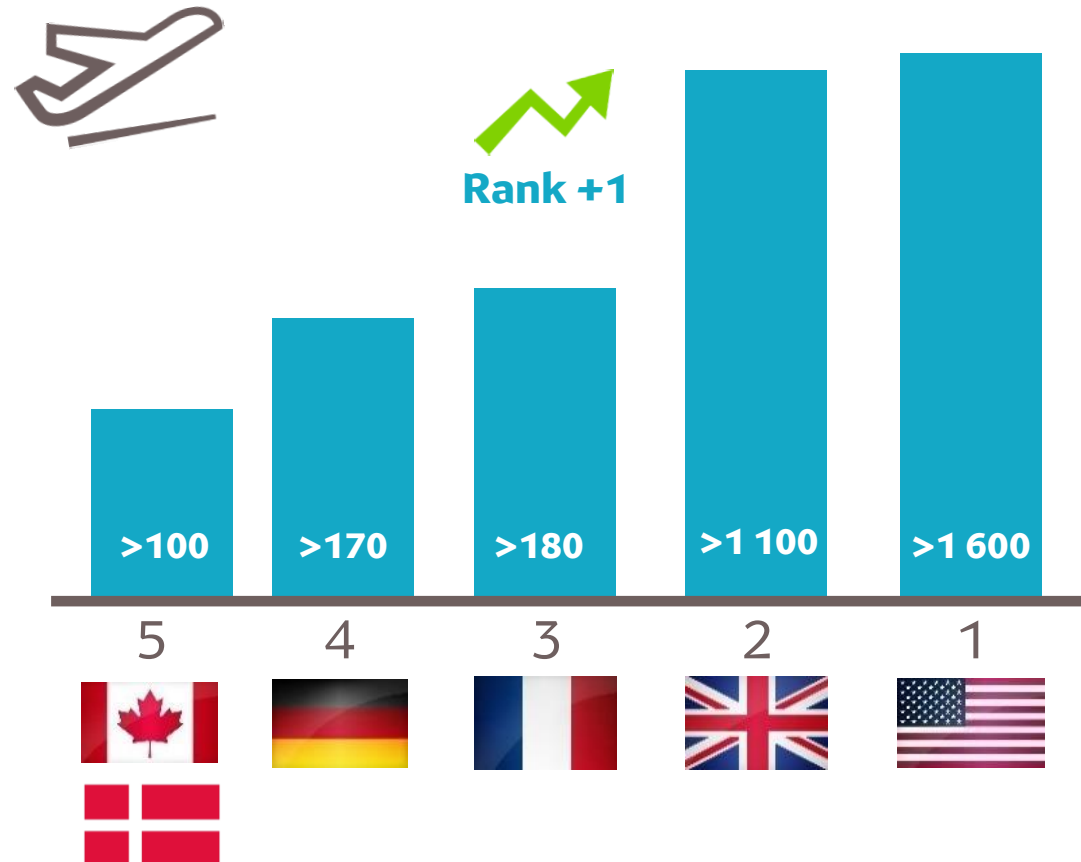


FACTUAL
51%

▶ *Local adaptations and original concepts including co-productions
▶ January 1st 2016 – January 1st 2017, on 27 online and TV channels
▶ Among 3 genres (fiction, factual, entertainment), excluding one-off
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France consolidates its position among Top exporters

Top by volume of exported new formats launched worldwide in 2016 (finished or adaptations, excluding one-off)



Volume of exportation among new serial programmes launched in 2016

2

Worldwide trends and French innovation



Eurodata TV
WORLDWIDE

NoTa
NEW ON THE AIR

French creation is at the forefront of this renewal and breaks the rules

Cannabis

Déc.
2016



Distributor: Lagardère Studios
Distribution
Country of production: France
Arte

Guyane/Ouro

Jan.
2017



Distributor: Newen Distribution
Country of production: France
Canal+

The Frozen Dead

Jan.
2017



Distributor: Gaumont Télévision
Country of production: France
M6

Ratings

Share vs slot
Target
Nb. of episodes

X 2.2

15-34

6 eps.

860 000+

4+

8 eps.

+20%

4+

6 eps.

France innovates with the new generation

Almost adults

July
2017



Production companies: Mixicom / Partizan
Country of production: France
TF1

Ratings

Share vs slot
Target
Nb. of episodes

4.5 M

Ind. 4+
for the 1^{ere}

Heroines

Feb.
2017



Production companies: Elzevir Films / Arte France
Country of production: France
Arte

X 2

Ind. 4+
3 eps.

The morning

Feb.
2017



Distributor: Banijay Rights
Country of production: France
CStar

+15%

15-34
for the 1^{ere}

French factual shows go further into social matters thanks to complete immersions

How I became invisible

Mar.
2016



Distributor: Lukarn
Country of production: France
France 4

+59%

15-34
1 ep.

Cash investigation: Panama papers

Apr.
2016



Distributor: Java Films
Country of production: France
France 2

+42%

15-34
1 ep.

Alone at home

Apr.
2016



Production companies: Med&co /
France Télévisions
Country of production: France
France 4

+33%

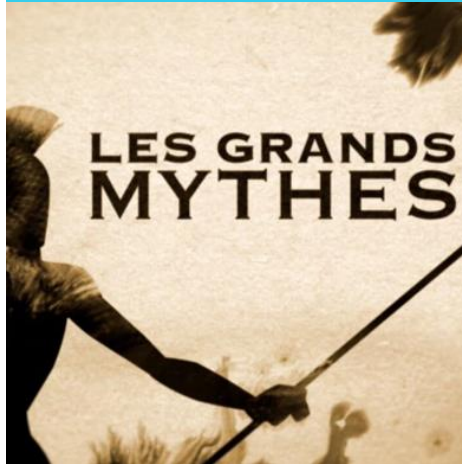
15-34
4 eps.

Ratings
Share vs slot
Target
Nb. of episodes

France also innovates and modernises documentaries broaching past, actuality and future

The Great Myths

Oct.
2016



Distributor: Arte Sales
Country of production: France
Arte

Intox

Sept.
2016



Distributor: Balanga
Country of production: France
France 5

Dream the Future

Feb.
2016



Distributor: About Premium Content
Country of production: France
Planète+

Ratings

Share vs slot
Target
Nb. of episodes

x4

15-34
20 eps.

+20%

15-34
3 eps.

French children's content offers a fresh look at the past and history

Rolling with the Ronks

Sep.
2016



Production company: Xilam Animation
Country of production: France
France 3

Ratings

Share vs slot
Target
Nb. of episodes



+21%
4-14
36 eps.

Memories of Nanette

Jan.
2017



Production company: 2 Minutes
Country of production: France
M6

+50%
4-14
90 eps.

My Knight And Me

Sept.
2016



Production company: TeamTO
Country of production: France
Canal+



3

French success stories!

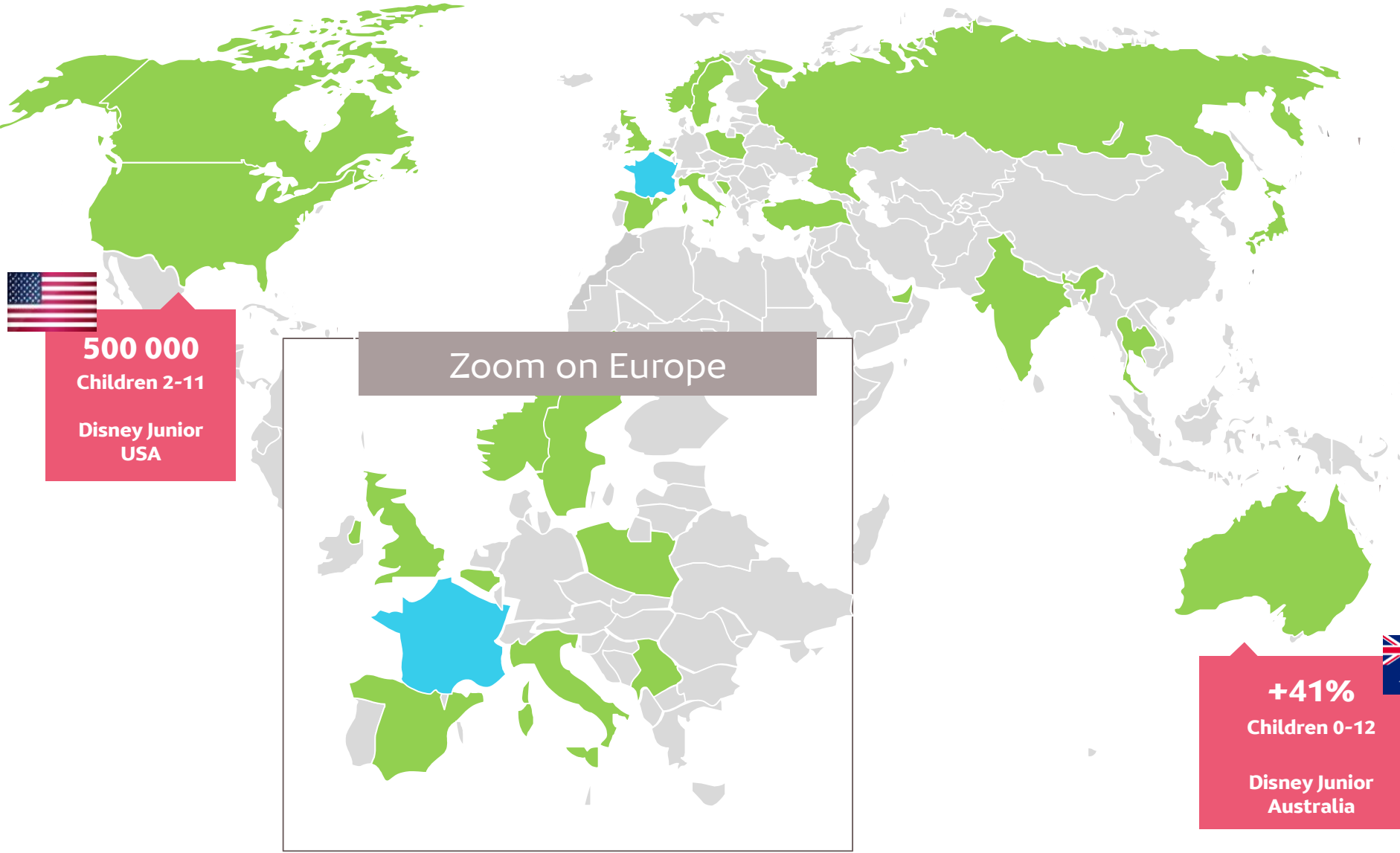


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NoTa
NEW ON THE AIR


Mölang

Jan.
2016




500 000
Children 2-11
Disney Junior
USA

Zoom on Europe


+41%
Children 0-12
Disney Junior
Australia



Producer/ Distributor: Millimages
Country of production: France

Thank you!

Frédéric Vaulpré

Eurodata TV Worldwide Vice President



for

