

Press Release

LAGARDÈRE STUDIOS AND WATTPAD ANNOUNCE EXCLUSIVE FRENCH-LANGUAGE PARTNERSHIP

Lagardère Studios will be the first French producer to work with Wattpad, and will have first-look rights to adapt French-language content on the platform.

Paris - April 29th, 2019 - Lagardère Studios and Wattpad, the global multiplatform company for original stories, have announced a first-of-its-kind French-language partnership to bring Wattpad stories to screens. Lagardère Studios will gain exclusive first-look rights for all French-language content uploaded to the platform to produce projects for TV, film, and digital adaptations.

Projects for the partnership will be selected by combining Lagardère Studios' guidelines with Wattpad's Story DNA Machine Learning technology, which the company uses to identify stand-out stories among the half a billion uploads that have been shared on the platform. As the first company involved in the partnership, DEMD will benefit from a priority window.

Christophe Thoral – President & CEO of Lagardère Studios: “The success of Lagardère Studios comes from the richness, quality and originality of content produced for all audiences. This collaboration with Wattpad is a wonderful opportunity and provides our fiction producers in France with a new source of creation”.

Aron Levitz, Head of Wattpad Studios: “Innovative entertainment companies all over the world understand that data and technology can bring new insights to the development process and help find exciting new voices. Lagardère Studios sees the enormous opportunity of tapping into Wattpad's global French-language communities and bringing their stories to screens everywhere. We're thrilled to work with them to create opportunities for French writers everywhere.”

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About Lagardère Studios:

Lagardère Studios is a key player in the creation, production, distribution and management of audiovisual content in Europe and Africa. Its 28 companies and labels produce and distribute the best in audiovisual creative content:

For French productions: 909 Productions, Ango, Atlantique Productions, Carson Prod, DEMD Prod, Electron Libre Productions, GMT, IdFictions, Image & Compagnie, Imagissime, Kelija, Maximal Productions, Merlin Productions, Réservoir Prod, Save Ferris Studios, LED, Telmondis, Tempora.prod, ...

For international productions: Boomerang TV, Boomerang Chile, BLive and Nova Veranda in Spain, Aito Media Group in Finland, Skyhigh TV in Netherlands and Keewu in Africa.

For distribution: Lagardère Studios Distribution, Diffa, Editions Musicales François 1er, Telmondis Distribution, The Box.

Our hit series and programs include:

In France : Caïn, Clem, Joséphine Ange Gardien, Philharmonia, Ad Vitam, Eden, Nos Chers Voisins, Jour Polaire, Tandem, Mafiosa, Borgia, C dans l'air, Le Grand Show, Safari Go, Ça commence aujourd'hui, C'est mon choix, Naked and Afraid, Recherche appartement ou maison, Le Concert de Paris, Maison à vendre, Entre Ciel et Terre, ...

In Spain: La otra Mirada, Acacias 38, El Secreto Del Puente Viejo, Mar de plastico, La Voz, Los Misterios De Laura, Top Chef, ...

In Finland: Pirjo, The night patrol, Letter to my baby, The Redneck Auction, Haapasalo and Friends, ...

In Netherlands: Teen mom: celebrity support, Full house, House rules, With open arms, Meet the van Rossems, Worst Driver, ...

In Africa: C'est la vie, Top Radio, Area Daddy, Sakho et Mangane...

About Wattpad:

Wattpad's vision is to entertain and connect the world through stories. Using the power of community and technology, the global multiplatform entertainment company is unleashing the full potential of stories to the world -- in any format. Wattpad's flagship app is the world's leading social storytelling platform, home to a community of more than 70 million people who spend over 22 billion minutes a month engaged in original stories. Wattpad's Story DNA Machine Learning technology allows the company to understand and discover stories among the more than 565 million uploads that have been shared on the platform. Wattpad Studios and Wattpad Books are transforming entertainment and publishing, using data-backed insights to turn Wattpad stories into books, films, TV shows, and digital projects. Wattpad Brand Partnerships offers a full suite of advertising products to help brands build deep engagement with Millennial and Gen Z consumers. Tap by Wattpad, the company's second storytelling product, offers immersive interactive entertainment experiences in over a dozen languages. The company is proudly based in Toronto, Canada.

About DEMD Productions:

DEMD Productions, established in 1987, produces about 30 hours of fiction a year. Run by Sébastien Pavard, the company mainly focuses on series that prominently feature recurrent heroes. Among them, Josephine Ange Gardien, Caïn and Tandem, three of the most popular French series. DEMD is also developing projects for digital.

Major productions of DEMD Productions include:

Series and mini-series: Josephine Ange Gardien, Caïn, Tandem, 1788,5, Nestor Burma, Sauveur Giordano, Cellule identité, Merci les enfants vont bien!, Le Bleu de l'océan, Le Proc, Commissariat Bastille, Commandant Nerval, Le J.A.P., Flics de choc.

TV films: Ma femme ma fille 2 bébés, Merci patron, Un bébé pour mes 40 ans, Drôle de famille, Tout le monde descend, Le gendre idéal 1 & Le gendre idéal 2, Cartouche le brigand Magnifique.

Documentaries: Megalopolis Europeennes, Sirocco, Haute-Savoie 1944