

## Press Release

March 30<sup>th</sup>, 2020

# LAGARDÈRE STUDIOS TEAMS ENGAGED AGAINST COVID-19 ALL OVER EUROPE

To help viewers understand the current epidemic and maintain the social link, the teams at Lagardere Studios across Europe have pulled together to produce the following programs :

**In Finland, Aito Media** in cooperation with Aku's Factory proposes a weekly entertainment program "[We're all here](#)" every Friday and Saturday evening from **March 20-21**. The greatest local artists perform live, while viewers at home interact with projected live photos on the screen or via video calls. Therefore, viewers are "virtually" with their favourite celebrities, and reveal three preferred actions they do at home. Broadcast on Yle TV2 and FVOD service Arena.

**In France, "C Dans l'air"** produced by Maximal, underlines its role by delivering concise and clear information on the current sanitary crisis. **A daily program** aired on France 5 and hosted by Caroline Roux, Axel de Tarlé and the greatest experts on the subject.

**Also in France, Reservoir Prod** co-produced with DMLS TV "[Ensemble Avec Nos Soignants](#)", a 185-minute live primetime broadcasted on **March 24** on France 2 and TV5 Monde. This solidarity and appeal for donation program, was structured on celebrities and anonymous testimonials, all on video from their home. An exceptional event produced with the support of Radio France, TV5 Monde, in association with France Télévisions and the Fondation de France.

Finally, in **the Netherlands, SkyhighTV** launched on **March 25** a daily 15-minute program "[notalone.N](#)" where the host receives two guests on video from his living room transformed into a studio. Together, they review the positive information of the day. The goal is to ensure the link between the various online self-help platforms. Since its first broadcast, the show has already enabled over 100 self-help initiatives. Broadcast on NPO1.

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**maximal.**

**RÉSERVOIR** PROD

**SKYHIGH** TV

#### **About Aito Media:**

Aito Media Group is one of the fastest growing Nordic production companies.

Since 2003 Aito Media has created more than 50 series, documentaries and formats. Shows have been on air in more than 40 countries. Aito Media Group produces more than 200 hours of programming each year for different broadcasters. Aito Media is part of Lagardère Studios, which distributes Aito Media formats and programs.

#### **About Lagardère Studios:**

Lagardère Studios is a key player in the creation, production, distribution and management of audiovisual content, in Europe and Africa.

Its 25 companies and labels produce and distribute the best in audiovisual creative content:

- For French productions: 909 Productions, Ango Productions, Atlantique Productions, Cameron's, DEMD Prod, Electron Libre Productions, GMT, IdFictions, Imagissime, Maximal Productions, Merlin Productions, Réservoir Prod, Save Ferris Studios, Resolution, Telmondis.

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

- For distribution: Lagardère Studios Distribution, Les Editions Musicales François 1er, Telmondis Distribution.

Our hit series and programs include:

In France: Cain, Clem, Joséphine Ange Gardien, Philharmonia, Nos Chers Voisins, Tandem, Borgia, C dans l'air, Ça commence aujourd'hui, C'est mon choix, Retour à l'instinct primaire,

Constructions sauvages, Recherche appartement ou maison, Le concert de Paris, Maison à vendre, Meurtres à Tahiti, Hierro, Il a déjà tes yeux, The Eddy...

In Spain: Acacias 38, El Secreto Del Puente Viejo, La Voz, La otra Mirada, La Templanza, Inès of my soul, 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, The nation's best sand sculptor...

- In Africa: C'est la vie, Shuga, Sakho et Mangane...

#### **About Maximal:**

Led by Bruno Gaston, Maximal Productions produces reports and documentaries as well as news and information programs.

Maximal Productions generates over 400 hours of programs annually, usually in the information field: C dans l'air, C à dire and documentaries.

#### **About Réservoir Prod:**

Headed by Guillaume Wannerooy, Reservoir Prod produces lifestyle magazines for all broadcasters, for either original creations or foreign size adaptation. Generators of audience, its magazines combine information, emotion and entertainment and regularly imposed themselves as cult French media brands:

Ça commence aujourd'hui (France 2), Maison à vendre (M6), C'est mon choix (Chérie 25), Recherche appartement ou maison (M6), Chéri, épouse-moi maintenant (TF1), Redesign (M6), Familles extraordinaires (6ter), 3 tendances pour 1 déco (Elle Girl TV), Clap (réseaux sociaux).

And also: Ça se discute, Toute une histoire, Vis ma vie, Star à domicile, Jour après jour...

Since its founding in 1994 by Jean-Luc Delarue, the company has produced over 10,000 hours of programming.

In February 2014, Lagardère Studios and the management team of Reservoir Prod acquired together the entire share capital of the company.

#### **About SkyhighTV:**

Skyhigh TV is one of the biggest production companies in the Netherlands, which produces more than 40 TV programs a year for both public and commercial broadcasters. Skyhigh TV is part of Lagardère Studios.

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**Lagardère**  
STUDIOS