

## Press Release

May 11, 2020

# LAGARDÈRE STUDIOS AND BOOMERANG TV EMPTY CITIES FILMED FOR THE CAUSE



In the midst of the current epidemic crisis, **Lagardère Studios** in France and its subsidiary Company, **Boomerang TV in Spain** want to immortalize their respective capitals "Paris and Madrid under lockdown" and therefore is keeping a film record of this unprecedented event all of us are going through.

**In France**, on the initiative of Atlantique Productions, this project has become possible thanks to the Paris Police Headquarters, the Paris City hall and TSF group's support.

For two days, a team crossed the streets of Paris using a camera tracking vehicle. They documented a city emptied of its confined inhabitants, without any cars or motor scooters or bikes...

**In Spain**, a Boomerang TV team obtained an authorization from the Madrid City Council and shot artistic images of the empty streets and most emblematic places in the city, totally deserted.

**These rare and striking pictures will form an image bank to which government and cultural institutions will have free access.**

**In addition, Lagardère Studios Distribution will be in charge of any other commercial exploitation with producers, broadcasters or any potential companies interested in this content for commercial exploitation all over the world.**

**All content, organized by locations, will be available on <https://www.lagardere-studiosdistribution.com>**

All revenues coming from the French content exploitation will be donated in favor of L'Assistance publique – Hôpitaux de Paris (AP HP), and in Spain the profits would go to charities linked with health services dedicated to investigate COVID vaccines or charities involved in the fight against the Covid-19.

Through this initiative, Lagardère Studios and Boomerang TV wish to make its contribution to the legacy of the current period thanks to their savoir-faire.

### **French Technical Info :**

Production : Atlantique Productions (Olivier Bibas, Marc Jenny).  
Shooting crew : Nicolas Ploux - Chris Abomnes  
Post Production : Eric Bassof / Laboratory : Le Labo Paris (Didier Dekeyser)

### **Spain Technical info :**

Executive Production : Eduardo Piqeras  
Production : Helena Montesdeoca  
Shooting Crew: Rubén Gonzalez y Silvia Barrios  
Postproduction: Rubén Gonzalez y Silvia Barrios

### **Press Contacts :**

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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 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: Caïn, 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 Boomerang TV :**

Boomerang TV is one of the most important production companies in Spain. Creativity, innovation, and efficient management are the pillars that have helped position Boomerang TV as one of the leading companies in the audiovisual sector.

With over two hours of Fiction produced each day, Boomerang TV is a leading creator of hit international daily dramas like "Acacias 38," which has been on the air for over four years, and the emblematic "Old Bridge Secret," on the air for more than eight years with excellent ratings results. The Fiction division is currently preparing "Ines of My Soul," an ambitious co-production between Boomerang TV, RTVE, and Chilevisión based on the novel by Isabel Allende. The division is also participating together with Atresmedia Studios in creating the adaptation of "La Templanza" for Amazon Prime Video. Among Boomerang TV Ficción's achievements are such titles as the adaptation of the best-seller "The Time in Between"; compelling thrillers like "Plastic Sea" and "Presumed Guilty"; the acclaimed series "A Different View," "Our Guys," and "Merli" (produced by Veranda TV). Boomerang TV drama is present on all the leading platforms and has also been airing for years on major international networks. "Mum Detective" became the first Spanish series to be adapted in the United States—hand-in-hand with Warner for NBC.

Boomerang TV has been producing Entertainment for Spain's most important networks for over 20 years and has an extensive catalog of over 100 productions. Over the last few years, the company has specialized in adapting major international formats such as "The Voice," "The Voice Kids," and "The Voice Senior," the adult version of which has been on the air for six years with the seventh edition currently in preparation. Boomerang TV Entertainment has also produced four seasons of the cooking talent show "Top Chef," and six of the fascinating reality adventure series "Beijing Express." In the area of Entertainment, Boomerang TV has bet on establishing a presence in every television market segment, contributing to its experience and desire to innovate to help create and produce content for platforms, free-to-air, regional, and thematic TV channels including such shows as "Portraits With A Soul," "It Moms," and "Mickey Mouse Squad", among many others.

Boomerang TV also produces in Latin America. Through its branch in Chile, the company has launched programs for major networks in the Andean country and is in charge of technical production for drama series.

Meanwhile, Boomerang TV's digital and special solutions division, BTM Media, is in charge of creating and producing internet content, representing and marketing influencers, and managing YouTube channels.

In May 2015, Lagardère Studios became Boomerang TV's key partner, opening up a wide range of opportunities and further enhancing the company's potential for growth and expansion.

#### **About Lagardère Studios Distribution :**

Headquartered in Paris, *Lagardère Studios Distribution*, which is spearheaded by Emmanuelle Bouilhaguet, is the global distribution arm for leading French production powerhouse Lagardère Studios Group. One of Europe's largest TV programming distributors, *Lagardère Studios Distribution* plays host to a robust catalogue of over 10,000 hours of programming covering a broad range of genres such as fiction, animation, documentaries and feature films. Over the years, the company has also established strong strategic partnerships with both French and global producers and continues to diversify its offerings of premium programming.