

Endemol takes Screentime Partners formats

MIPCOM NEWS: After the success of Celebrity Farm, Endemol is looking to cement its domination of the reality genre in France by acquiring local rights to UK-based Screentime Partners entire format and programme catalogue.

The 18-month deal adds a slew of British formats to Endemol France's library, including Lion TV's To Catch a Thief, Orion TV's ITV daytime formats Bootsale Treasure Hunt and Trading Treasures, and all those that Screentime Partners reps for Funky Formats.

Screentime Partners also distributes formats from Aussie parent Screentime, Canada's Lone Eagle Entertainment and those inherited from ECM Group, from which the company MBO'd last year.

"We've had our eye on Screentime Partners' product for some time. They have the backing of a great producer in Screentime and their portfolio is really strong and fresh," said Thierry Lachkar, director of creative and international at Endemol France. "We concluded that we need the leverage of a major producer in the French market to help exploit our growing portfolio," added Screentime Partners ceo Chris Bonney.

The deal also sees Endemol France, by far the biggest reality producer in the territory and also biggest division in the Endemol family, representing Screentime Partners' finished programmes to local networks, such as its regular reality clients M6, TF1 and Canal+.

Ed Waller
3 Oct 2004
© C21 Media 2008