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Fremantle checks into Imagina's Hotel

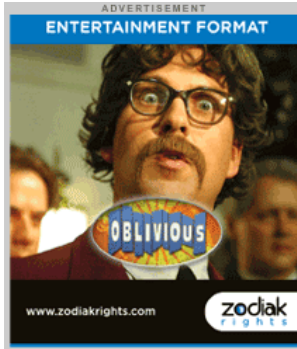
MIPTV: Spanish reality format Hotel Stories is set to go global, after X Factor and Idols producer **FremantleMedia** picked up worldwide rights.

A deal struck here in Cannes between **Imagina International** Sales and RTL Group's global production arm gives the latter global rights to produce local versions of the show.

Spain's Globomedia devised and produces the format for broadcaster La Sexta. It is a formatted fly-on-the-wall series that offers a snapshot into the lives of hotel workers and guests.

The deal extends an existing pact between FremantleMedia and Imagina covering the format's rights in Northern and Southern Europe. Imagina and Globomedia are both sister companies to La Sexta.

Ed Waller
7 Apr 2011
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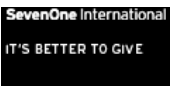
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