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### Globomedia joins Newen's formats network

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Globomedia, has joined the recently-created formats distribution network created by French media company Newen.

Newen, the umbrella brand for French producers Telfrance, Be Aware and Capa, has started to add international companies to its formats exchange group.

The French company wants to build a network of seven or eight independent producers in Europe, with each of the partners having the right to shop the other's formats in their native territory.

Globomedia is one of Spain's largest producers and part of Spanish media group Imagina. It specializes in drama and entertainment shows and its credits include scripted series *El Internado* (*The Boarding School*, which was remade in France by *Marathon*). Imagina has its own distribution arm, Imagina International.

"In an extremely competitive international market, this alliance with a major French production group will help us strengthen our position as one of the main International formats producer and distributor," Daniel Ecijas and Jose Huertas Le Douarec, respectively CEO of Grupo Globomedia and Managing director of Imagina International Sales said in a joint statement.

Fabrice Larue's investment fund FL Capital Partners bought Telfrance and in 2008. "With Newen Network, the partners share access to each other's best formats," he said. "These preferential agreements also allow multiple opportunities internationally. We welcome this partnership with Imagina group, the first-ranked TV producer in Spain."



Daniel Ecijas and Fabrice Larue

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