

Press release

Cannes, October 16th, 2018

A SUCCESSFUL PARTNERSHIP



909 Productions (A Lagardère Studios' company) and RMC Découverte partnered with Discovery to adapt Naked and Afraid in France.

The very first adaptation of the US format worldwide made great ratings on RMC Découverte's prime time slot. After 6 weeks of broadcast, **over 8 million people have watched the show.**

Over this first season, the series reached an average of 512 000 viewers and 2.4% market share. **An increase of 43% compared to the average of the slot last season.**

Frédéric JOLY, 909 Productions' CEO: « I am very happy about this collaboration with Discovery and RMC. NAKED AND AFRAID is an amazing and strong format and I believe we succeeded in adapting the format in respect to its basics but also RMC's expectations ».

Saevar LEMKE, Vice President International Program Sales EMEA & APAC: « This is the first international adaptation of NAKED AND AFRAID and we could not be more pleased with the outcome of our partnership with 909 Productions and RMC Découverte. The rating success is the result of the great work, expertise and care that has gone into the adaptation of this wonderful format ».

Guenaëlle TROLY, RMC Découverte, RMC Story CEO: « Our excellent collaboration with 909 Productions and Discovery has contributed to the success of the French adaptation "Retour à l'Instinct Primaire". This program has unquestionably found its public on our channel and fits perfectly with RMC Découverte's editorial policy ».

Naked and Afraid, is originally produced by Renegade 83 for Discovery Channel and distributed by Discovery International.

The Show is a Survival series. In each episode a new pair of strangers find themselves stranded in some of the world's harshest environments with no food, no water, no tools... and no clothes. As their extreme survival skills are put to the test for 21 days, each couple must battle the elements, each other, and their own inner weakness to triumph over the terrain and their predicament.

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About 909 Productions :

Founded in 2001 and headed by Frédéric Joly, 909 productions develops its activity through two main departments: Factual Television, Corporate Video and Digital Content.

1. TELEVISION

Working together with major broadcasting groups (M6, NRJ, Canal +, TF1, France Télévisions, Lagardère Active, Disney...) **909 productions** has produced shows that include: *Safari Go // Gulli, La Revanche des Ex, Brigade, Elle était une fois, Il était une fois l'électricité, Las Vegas Academy // W9, Les Immersions d'Olivia // Voyage, L'Oeil d'Ayem // JuneTV, Les Gulli Buzz Awards // Gulli, Les Gulliz // Gulli, L'Île des vérités // NRJ12, Génération Mannequin // NRJ12, Tendances Ô // France Ô, Green Trip // UshuaïaTV, Disney ProXD // DisneyXD*

Documentary: *Bête d'Acier – le train d'Hitler, Sport d'hiver, au cœur de la plus station d'Europe, En Quête d'Aventures // France Ô – UshuaïaTV, Dans les Couloirs du Bal des Vampires // TF6, Caïds Story // Planète+*

Fiction: *Si Près de Chez Vous // France 3*

2. CORPORATE/DIGITAL

A tailored service dedicated to bringing all the skill and expertise of broadcast production to address the needs of businesses and institutions.

Clients: JLL, EDF, Danone, McDonald's, Sanofi, Doctissimo, EADS, Orange, Vinci, Universal, Accor, Thales...

About Lagardère Studios:

Created in 2008, **Lagardère Studios** (a Lagardère Active company) incorporates all the audiovisual production and distribution activities of the Lagardère Group.

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

Its 35 companies and labels produce and distribute the best in audiovisual creative content:

For French productions: 909 Productions, Ango, Carson Prod, DEMD Prod, Electron Libre Productions, GMT, IdFictions, Image & Compagnie, Imagissime, Maximal Productions, Merlin Productions, Réservoir Prod, Save Ferris Studios, LED, Tempora.prod...

For international productions: Atlantique Productions, Kelija, Telmondis, Grupo Boomerang TV et BLive in Spain, Aito Media Group in Finland and Keewu in Africa.

For distribution: Lagardère Studios Distribution, Diffa, Editions Musicales François 1er, Telmondis Distribution, The Box.

Our hit series and programs include:

In France: Cain, Clem, Joséphine Ange Gardien, Nos Chers Voisins, Jour Polaire, Tandem, On va s'aimer un peu, beaucoup..., Ad Vitam, Philharmonia, Mafiosa, Borgia, C dans l'air, Le Grand Show, Safari Go, Ça commence aujourd'hui, C'est mon choix, Naked and Afraid, Recherche appartement ou maison, Le Concert de Paris, Maison à vendre, and Entre Ciel et Terre, ...

In Spain: Acacias 38, El Secreto Del Puente Viejo, Mar de plástico, La Voz, Los Misterios De Laura, Top Chef, ...

In Finland: The Night Patrol, Letter to My Baby, Gladiatori, The Redneck Auction, Haapasalo and Friends, ...

In Netherland: Teen mom: celebrity support, Full house, House rules, With open arms, Meet the van Rossems, Worst Driver, ...

In Africa: C'est la vie, Top Radio, Area Daddy, Sakho & Mangane...

About Discovery :

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is the global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; and digital-first and social content from Group Nine Media. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit www.corporate.discovery.com and follow @DiscoveryIncTV across social platforms.

About RMC Découverte :

Launched in December 2012, RMC Découverte is the first French channel 100% dedicated to Factual Entertainment documentaries. With a new genre of programs focused on knowledge and entertainment, RMC Découverte has become an original and innovative channel. The TV channel continues in its dynamics and invests in the original production of RMC Découverte programs. Every year, the channel invests in more than 250 hours of original productions. RMC Découverte develops entertaining documentaries and new formats in its preferred themes: survival, challenge, authenticity, nature, adventure.

On the 2017-2018 season, 2.2% share of French viewers watched RMC Découverte. The channel is in the top 5 of French DTT channels. In 5 seasons, RMC Découverte has significantly increased its audience with a progression of 175%.

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