

Press Release

October 18th, 2018

LAGARDERE STUDIOS AND HUAWEI: AN EXCLUSIVE INITIATIVE



LAGARDÈRE STUDIOS and **HUAWEI** are launching an unprecedented initiative for the brand's 6 million users in France and its territories.

LAGARDÈRE STUDIOS and **HUAWEI**, two major players in their respective fields, are offering an exclusive first peek at footage from the series **PHILHARMONIA**, after downloading its official wallpaper using the HUAWEI "THEMES" app. The package was launched at MIPCOM 2018 (Cannes 15-18 October), the biggest global market for entertainment content.

This first step with global giant HUAWEI will undoubtedly pave the way for further creative initiatives and reflects a growing ambition among Lagardère Studios producers to boost their programs' presence on the web and mobile phones.

PHILHARMONIA, the highly anticipated series produced by Rose Brandford Griffith at **Merlin Productions** (a Lagardère Studios company) and distributed by **Lagardère Studios Distribution**, has already received acclaim in Biarritz (TVFI) and La Rochelle (Festival de la Fiction TV). The series will air on France 2 in early 2019.

Philharmonia follows the journey to hell and back into the light of an exceptionally gifted conductor with music in her veins and a diabolical reputation. Hired against the advice of the directors and musicians, Héléne Barizet has one season to prove her worth and save the orchestra. The maestra turns to Selena Rivière, a young violin prodigy, to help her but what insight can Héléne hand down when all she wants is to break with the past?

PHILHARMONIA

A 6 x 52' FRANCE TÉLÉVISIONS series

Production: MERLIN PRODUCTIONS (Rose Brandford Griffith)

Co-production: FRANCE TÉLÉVISIONS (FRANCE 2)

Director: Louis Choquette

Writers: Marine Gacem, Clara Bourreau

Series creator: Marine Gacem

Music: Eduardo Noya Schreus, Etienne Perruchon

With Marie-Sophie Ferdane, Lina El Arabi, Tomer Sisley, Laurent Bateau, François Vincentelli, Jacques Weber, Charlie Bruneau, Tom Novembre, Olivier Chantreau, Guillaume Dolmans, Véronique Jannot, Audran Cattin, Marie Vincent, François Bureloup

Distribution: Lagardère Studios Distribution

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About Merlin Productions:

Created in 2000 and headed by Rose Brandford Griffith since 2015, Merlin Productions produces primetime domestic dramas and develops International Coproductions. After eight successful seasons of the family drama CLEM for TF1 (season 9 in prep), Merlin broadened its specter of development by producing the prestige miniseries PHILHARMONIA (6x52') for France 2. With many projects in development for national broadcast channels and platforms, Merlin develops further its strategy: embrace and support contemporary and future upcoming talents, explore new genres, produce innovative and premium shows for domestic and international markets.

Produced in 2017-2018 :

- PHILHARMONIA (6 X 52' - France 2) with Marie Sophie Ferdane, Lina El Arabi, Tomer Sisley, François Vincentelli and Laurent Bateau
- ON VA S'AIMER aka FAMILY AFFAIRS (8 X 52' - Saison 2 - France 2 – Fontaram Productions) with Catherine Marchal, Ophélie Kolb and Charlotte des Georges
- CLEM (10 X 52' – Saison 8 – TF1) with Victoria Abril, Lucie Lucas et Philippe Lellouche

About Lagardère Studios Distribution:

Lagardère Studios Distribution – the distribution arm of Lagardère Studios, managed by Emmanuelle Bouilhaguet – is one of Europe's largest distributors of television programs. The catalogue of 8,400 hours spans every genre: drama (Beau Sejour, Cannabis, Transfer, Transporter – The Series, Trepalium, Hard, Dear Neighbours); documentary (Age of Tanks, Morning Glory, Women at War, The Explorers); animation ('Sonic Boom', 'Mini-Wolf', 'Xiaolin Chronicles'); feature films ('Cyrano de Bergerac', 'Le Hussard sur le Toit').

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 Français 1er, Telmondis Distribution, The Box.

Our hit series and programs include:

In France : Caïn, 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 Huawei Consumer BG :

Huawei's products and services are available in more than 170 countries, and are used by a third of the world's population. Fourteen R&D centers have been set up in the United States, Germany, Sweden, Russia, India and China. Huawei Consumer BG is one of Huawei's three business units and covers smartphones, PC and tablets, wearables and mobile services, etc. Huawei's global network is built on almost 30 years of expertise in the telecom industry and is dedicated to delivering the latest technological advances to consumers around the world.