

FRANCOISE GUYONNET APPOINTED CEO COPYRIGHTS GROUP AND EVP KIDS' BRANDS STUDIOCANAL



Françoise Guyonnet © Augustin Detienne / CANAL+

Paris / London, October 5th, 2023 – STUDIOCANAL: Françoise Guyonnet has been appointed CEO Copyrights Group and EVP Kids' Brands. A confident move for the studio who wishes to accelerate growth in children's IP and following the recent announcement of MIFFY at BLE. Guyonnet has held the position of Director of TV Series at STUDIOCANAL since 2017. She will take up her new role in early 2024 and will continue to report to STUDIOCANAL CEO and CANAL+ Group Deputy CEO Anna Marsh.

Copyrights Group, owned by Vivendi, which STUDIOCANAL has been responsible for developing since 2022, is an international intellectual property management agency (brands, licences, derivative products). By taking over as CEO, Françoise Guyonnet will be responsible for accelerating its growth, as well as diversifying its income, the STUDIOCANAL Paddington franchise being the most iconic IP with three animated series now produced, BAFTA nominated Paddington films 1 & 2 which boast \$500 million in cumulative global box office revenue with the highly anticipated PADDINGTON IN PERU coming to cinemas worldwide in 2024. STUDIOCANAL produced the beloved Platinum Jubilee video with Her Majesty The Queen and Paddington enjoying a spot of tea which generated over 100 million views worldwide and immeasurable press coverage.

Furthermore, STUDIOCANAL has successfully distributed kids' series such as *Sammy*, *Esther's Notebook* and *The Adventures of Paddington* all around the world, as well as films such as *Shaun the Sheep*, *Ernest & Célestine* and *Around the world in 80 days*. The arrival of Françoise Guyonnet as EVP Kids' Brands aims to strengthen the group's activity in this space where, in addition to Paddington other ambitious developments are currently in play including *Pippi Longstocking*, *Miffy* and the *Woodwalkers* franchises.

STUDIOCANAL CEO Anna Marsh comments: *"I would like to acknowledge the work carried out by Françoise Guyonnet who, in her 7 years at the helm of STUDIOCANAL's TV Series activity has accomplished monumental work in a period of extreme industry upheaval. STUDIOCANAL'S TV business has grown extensively since its inception and now boasts a network of 14 television production companies, in 9 major markets. Françoise has deftly contributed to the success of kids' content throughout her career and her deep knowledge in this field, coupled with her experience in television production, will ensure that our ambitions are in very capable hands."*

Katheryn Needham, who has done an excellent job over the past year as the Interim CEO for Copyrights, will return to STUDIOCANAL in early 2024 as Françoise moves formally into her new role.

* * *

Françoise Guyonnet has been Executive Managing Director TV Series at STUDIOCANAL since 2017. Guyonnet leads STUDIOCANAL's efforts to develop and create a wealth of high-end scripted series through its growing roster of European production companies and third-party partners in France, UK, Germany, Poland, Spain, and Denmark. Namely STUDIOCANAL ORIGINAL, 2e BUREAU, RED PRODUCTION COMPANY, URBAN MYTH FILMS, SUNNYMARCH TV, BIRDIE PICTURES, STRONG FILM & TELEVISION, STUDIOCANAL Series, LAILAPS FILMS, OPUS TV, BAMBÚ PRODUCCIONES & SAM Productions.

Having joined STUDIOCANAL in 2006, Françoise has held a number of senior positions within the company including EVP Business and Marketing Development and Head of TV, Home Entertainment and New Media for France. A graduate of Sciences Po Paris, Françoise began her career at A.C. Nielsen as marketing consultant before joining Warner Music France in 1992 as marketing manager. She moved to France Televisions Distribution in 1997, where she became Head of Publishing.

From 2024, Françoise Guyonnet will hold the position of CEO Copyrights Group and EVP Kids' Brands STUDIOCANAL.

CORPORATE COMMUNICATIONS

Elvire Charbonnel

elvire.charbonnel@canalplus.com