



## Alexia Laroche-Joubert Upped to Chief Executive Officer, Banijay France

-Former Adventure Line Productions CEO takes reins of 15-label-strong French holding-

**Paris, 4 July 2023:** Media and entertainment powerhouse, Banijay, today confirms the promotion of Alexia Laroche-Joubert to Chief Executive Officer, Banijay France. Taking full oversight of the French portfolio, which comprises 15 labels spanning non-scripted and scripted, she will be tasked with evolving and diversifying the pipeline, attracting new talent, identifying new areas for growth, and driving collaboration with the wider group internationally to maximise on exploitation opportunities. The appointment takes effect from 1 September 2023.

Laroche-Joubert takes on the post after a significant tenure with Banijay, where, since 2016, she has served as Chief Executive Officer for Adventure Line Productions (ALP), and recently launched scripted label, Screen Line Productions.

Recognised as one of the 100 Women of Culture for 2022, Laroche-Joubert is credited for huge stints executive producing TF1's *Koh Lanta (Survivor)*, on-air for 20+ years; and France 2's *Fort Boyard* which has enjoyed a 30+-year run to date, and for reshaping beauty contest event, *Miss France*, leading it to the top three most watched non-scripted shows in France.

A creative visionary, Laroche-Joubert has had a multi-faceted career, both as a leading producer on titles like M6's *Loft Story (Big Brother)*, TF1's *Star Academy* and *Secret Story*, and W9's *Les Ch'tis* and *Les Marseillais*, and on-screen, in a multitude of roles such as a juror for *Popstars* in France. Prior to Banijay, she spent 10+ years in the Canal+ group and became Editor-in-Chief at TF1. Before that, she was Director of Programmes at Endemol France under Stéphane Courbit's leadership. Now she will be entrusted with building on Banijay France's success to date, reporting to Banijay's Chief Executive Officer, Marco Bassetti, having worked with the group's Chairman, Stéphane Courbit, for 25+ years.

**Marco Bassetti, CEO, Banijay:** "Alexia has been a leading force for us in France for a number of years, and with entrepreneurialism and creative spirit at her core, she is the perfect profile to lead our French operations from here-on-in. Hugely respected, strategic and with a brilliant repertoire of credits, we have no doubt her experience and knowledge will be invaluable in driving the business to new heights, as we look to further diversify and enhance the offering."

**Alexia Laroche-Joubert, CEO, Banijay France:** "From start-ups, to well-established labels like ALP, I have led a career underpinned by entrepreneurialism and at Banijay, I've found a home where I can continue to indulge my creative passions. Stepping up to lead Banijay France was the logical next step, and I am proud to be taking on this challenge. We have an incredibly strong production offering and I look forward to collaborating with the MDs and their teams to drive diversification, further format exploitation, cross-company collaboration and importantly, attract new talent. I will forever be thankful for Stéphane and Marco's support over the years and for now handing me the reins, and am hugely appreciative to François de Brugada, who leaves the business as the country's number one producer."

**-Ends-**

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**About Banijay**

Media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, and a multi-genre catalogue boasting over 160,000 hours of original standout programming.

A collective of creative entrepreneurs, the group represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others. Imagining and delivering high-quality multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, launched in 2008, operates under the direction of Chief Executive Officer, Marco Bassetti.

**About Banijay France**

Banijay France operates through fifteen production companies: for non-scripted – Adventure Line Productions, Air Productions, Banijay Productions France, DMLS TV, Endemol, France, H2O Productions, KM Production and Tooco, and for scripted – Banijay Studio France, Shine Fiction, Fiction'Air, Marathon Studio, Terence Films, Montmartre Films and Screen Line. Producing a diversity of content for all French channels and platforms, its portfolio comprises both original creations and the adaptation of international formats. The country's leading producer, it entertains more than 38 million people every week.