

Press Release

Paris – December 4th, 2024

Sparknews Launches New Screens of Tomorrow Tool with Banijay Entertainment

*Pair partnering on unscripted iteration of industry guide dedicated
to fostering inclusivity and sustainability on-screen*

Sparknews and Banijay Entertainment unveiled the upcoming launch of an all-new global guide to support unscripted producers in building environmental and social narratives into their storytelling. Following the successful launch of the Screens of Tomorrow initiative for writers, producers and broadcasters in the scripted field, the largest European studio has come onboard to fund and support the development and roll-out of a complementary version. The new offering will go live in January 2025.

Originally crafted by Sparknews and a broad spectrum of TV and film professionals, the Screens of Tomorrow guides are dedicated to supporting the integration of inclusive and sustainable issues into fiction. Rather than standing as a measurement-gear industry accreditation, the offerings comprise thought-provoking questions and a resource centre, and, without right or wrong answers, serves to support creativity, as opposed to hindering or restraining it. With the sole purpose of bringing responsible content to screens, the open-source toolkits (writing, production & directing, broadcasting & distribution) have raised collective awareness and inspired action within the global industry.

Alma Gavazzi, Screens of Tomorrow Program Manager & Sandy Arzur, Managing Director at

Sparknews comment: “The cultural and creative industries can have a hugely positive impact on society by spreading impactful narratives and pursuing inclusivity and sustainability goals. By questioning stereotypes and going beyond them, creative teams elaborate complex characters, original narrative arcs and society models run by contemporary issues, adding real value to the story and surprising the audience. Today, the Screens of Tomorrow guide is integrated into our partners' eco-responsibility charters (Mediawan, Canal +) and author contracts (Newen Studios), a sign of the industry's strong commitment ... that we are now proud to extend toward unscripted production content thanks to Banijay Entertainment's support!”

Lucas Green, Chief Content Officer, Operations & Edouard Minc, Director of ESG, Banijay

Entertainment comment: “ESG is already a vital element of Banijay Entertainment's overarching global strategy. Continuing to accelerate our efforts in championing positive change both on and off-screen, the group remains committed to exploring new avenues

through which it can support its employees, partners, and the broader industry in bringing inspiring and progressive content to the world. In Screens of Tomorrow, Sparknews has created a unique offering, and we are proud to act as partner in delivering a new iteration for the broader unscripted production market.”

The latest version of the Screens of Tomorrow guide has been curated in partnership with Banijay Entertainment’s central unscripted content department, Creative Networks, and the media and entertainment powerhouse’s dedicated ESG team. As the leading producer and distributor of top superbrands *Big Brother*, *MasterChef*, *Survivor* and *Deal or No Deal*, the business has already carried out significant, and successful testing of the impending guide with a number of its key labels.

Screens of Tomorrow’s previous guides were supported by CNC, le Ministère de la Culture, Marché du film IMPACT du Festival de Cannes, le Venice Production Bridge, Canal + group, Vivendi, Audiens, TF1, France TV, arte, Studiocanal, Newen Studios, Mediawan, Ecoprod, Flying Secoya, A better prod, Echo Studio, Haut & Court, Pathé, éléazar productions, the Walt Disney Compagny France, Telfrance group, Alors, Nord-Ouest, Promesse(s), Colette, Ubisoft, La guilde européenne des scénaristes, la Cité Européenne des Scénaristes, La fémis, atelier ludiwisburg paris, TorinoFilmLab, Ace Producers, The European Producers Club, Albert, EFAD, Green Screen, Cineuropa, Climate Spring, CUT Cinema Uni pour la Transition, Cinécolab, Festival Atmosphère, Film Paris Region, Impact Social Club, Paris International Film Festival, Get the moon, Sparknews.

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About Banijay Group

Banijay Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group’s activities include content production & distribution (through Banijay Entertainment, the

largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).