

Banijay France Partners with World AI Film Festival to Champion Creativity & Innovation

-Pioneering event in French Riviera to spotlight new technologies for content creation-

Paris, 10 March 2025: Content powerhouse, Banijay Entertainment, today announces a new partnership between Banijay France and the World AI Film Festival (WAIFF). Taking place on 11-12 April on the Côte d’Azur, the groundbreaking event will bring together industry professionals, producers, creators and technology experts to explore the latest ever-evolving role of AI in storytelling and ways it can support and elevate creativity.

The collaboration underscores Banijay France’s commitment to pushing boundaries and staying ahead of the content landscape. Over the past year, the company has been working with AI-powered platform Genario to advance script development and support the creative journey. Building on this success, the two companies will jointly present the "Best Series Bible" award, providing a platform for screenwriters to showcase original series concepts with clear, strong storytelling. Three finalists will be selected to present their series bibles to the business’ producers and Banijay Entertainment’s wider scripted team, with the possibility of further collaboration and development. Aspiring screenwriters can submit their applications by 19 March [here](#).

Banijay France’s CEO, Alexia Laroche-Joubert, will join the WAIFF festival jury, actively scouting the next generation of creative talent. She will also participate in a roundtable discussion on the intersection between AI and content creation, examining how technology can support and amplify creativity, without compromising originality.

Alexia Laroche-Joubert, CEO, Banijay France says: “Innovation and creativity is at the heart of Banijay France’s DNA, and this partnership with WAIFF aligns perfectly with our vision to champion the responsible and ethical use of AI while nurturing the creative talent of tomorrow. AI is revolutionising the way we create and develop content, offering new tools to help storytellers bring their vision to life.”

David Defendi, CEO Genario says: “AI is a tool for creators – a creative companion which enhances the unique voices of storytellers, rather than diminishing them. At Genario, and with the support of the French Writer’s Association (SACD), we can guarantee our tools safeguard original ideas and copyright. Our collaboration with Banijay France represents a significant step in nurturing the creative voices of tomorrow, blending technology and originality to bring new stories to the screen.”

This latest move aligns with Banijay Entertainment’s broader digital transformation strategy, which has seen it sign a deal with base and AWS to build an industry-first content hub powered by cloud and AI technologies.

Led by CEO, Alexia Laroche-Joubert, Banijay France offers a diverse yet complementary portfolio spanning non-scripted and scripted, making it France’s leader in the content production industry. Comprising 18 labels, Banijay France has an extensive catalogue with over 2,500 hours of non-scripted programming and close to 50 hours of scripted programming, including upcoming dramas Carême for Apple TV+, Montmartre for TF1, and The Family Detective for TF1.

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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 2024, Banijay Group recorded revenue and Adjusted EBITDA of €4,803m and €900m respectively.

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