



Paris, April 27th 2016

Zive (Altice Group) acquires from Wild Bunch TV first window rights to the event series *Medici: Masters of Florence*

Few months after its launch, Zive (Altice Group), the new SVOD service from SFR Play, fulfils its ambitions for TV series by acquiring exclusive SVOD rights, for France, Luxembourg and French-speaking Belgium, of the first season of *Medici: Masters of Florence*.

The series *Medici: Masters of Florence*, the event show of the recent MIP TV, narrates the rise of the Medici Family in the flamboyant city of Florence during the Renaissance. Created by Frank Spotnitz (*The Man in the High Castle*) and Nicholas Meyer, this series features Dustin Hoffman (*Rain Man*) and Richard Madden (*Game of Thrones*) and is directed by Sergio Mimica-Gezzan (*The Pillars of the Earth*). It is produced by Lux Vide and Big Light Productions. Frank Spotnitz (*The X-Files*), Luca and Matilde Bernabei (*Coco Chanel*) serve as executive producers.

The first season will be broadcasted by RAI in Italy by the end of the year. Other international broadcasters will be announced soon by Wild Bunch. Furthermore, the second season has already been commissioned by RAI.

This acquisition is a first step in the strategy of the platform Zive, which will offer to its subscribers new and exclusive TV series, while supporting French and European talents to create original series.

This transaction reinforces Wild Bunch in its strategy of expanding in the field of prestigious TV fiction, as witnessed by the creation of its coproduction and TV distribution subsidiary: Wild Bunch TV.

This first agreement induces Wild Bunch and Zive to plan to continue their collaboration, including on the future original creations initiated by the video on demand service Zive.



Launched at the end of 2015, the SVOD platform Zive is a subsidiary of Altice Group and available on SFR BOX

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Created in 2015, **Wild Bunch TV** is to initiate TV series, to provide coproduction and financing services, and, finally, to distribute and commercialize them worldwide. Subsidiary of Wild Bunch, Wild Bunch TV relies on its pan-European network and is in line with the growth and development strategy of the group.

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