



Press release – 9 June 2015

CREATION OF A NEW AUDIOVISUAL GROUP IN BELGIUM EVERLASTING GROUP

Brussels, 9 June 2015 - Xavier Debatty, CEO of Everlasting Prod, is pleased to announce, via the acquisition of Boris Portnoy's company KNTV, the creation of one of the largest audiovisual groups in Belgium: EVERLASTING GROUP.

Everlasting Group: an international and ambitious company

In response to the ever-growing competition and to build on its leading position, the new group can count on the assets of two of Belgium's most important producers: Everlasting Prod and KNTV. Their history, expertise and relations of trust with the different channels, as well as their specificities and synergies, will place this new content-producing group in a strong position within the sector, in Belgium and abroad.

Supported in its aim of becoming one of Europe's key players not only by its key clients but also by major personalities from the sector in France and internationally, Everlasting Group has directly decided to join forces with Terminal 9 Studios, run by Claude Lacaze, former vice-president of Endemol France, thus creating TERMINAL E in order to coproduce formats for the international market.

The two entities: Everlasting Prod and KNTV: two important and complementary companies

An audiovisual production company founded in 2002 by Xavier Debatty, Everlasting Prod's main activity is the creation, development and production of turnkey content. With over 300 hours of programmes produced each year, Everlasting offers, through its brands, numerous broadcast feeds but also highly diverse productions ranging from entertainment, game shows and information and social magazines to reality TV shows, special reports and event-based programmes. Everlasting Prod produces content for French broadcasters such as M6, NRJ 12 and D8.

An audiovisual production company launched in 1982 by Boris Portnoy, KNTV is perhaps best known for being behind the show "Just Kidding", broadcast in one hundred or so countries. But it's also an influential player on Belgium's francophone audiovisual landscape, having created strong brands that have been fixtures in the daily lives of Belgian TV viewers for over a decade.

Everlasting Group: a consolidated market with numerous strong points

Through this consolidation of Everlasting Prod and KNTV, the new group will be able to rely on a programme catalogue as diverse as it is impressive.

Its new portfolio includes the likes of “Images à l’appui”, “Vu à la télé” (Goggle Box), “Septante et Un”, “Indices”, “Enquêtes”, “Un dîner presque parfait”, “Pour le meilleur et pour le pire”, “Clé sur porte”, “Docteur Rafto”, for RTL-TVI, “Expedition Pairi Daiza” for RTL TVI and VTM (“Expeditie Pairi Daiza”) and the 2012-2013 bilingual advertising campaign for the Delhaize group.

But also “Cela n’arrive pas qu’aux autres” for RTBF, “Retour au pensionnat”, “Les rois du camping”, “Un gîte pas comme les autres”, “Ma maison est la plus originale”, for M6, “Wouf” for NRJ12 (France) and soon for D8 the game show from Armoza “Still Standing” and the internationally popular “Joking Around” pranks.

The new group and its functioning

Everlasting Prod and KNTV will both be continuing their activities under their own respective brands, although the two companies are now owned and controlled by EVERLASTING GROUP, headed by Xavier Debatty (CEO). Boris Portnoy, meanwhile, remains active within the new group as an adviser at the strategic and development level.

The day-to-day operational management is entrusted to Michel De Smet, who joined Everlasting in early 2015 as managing director. Active in the audiovisual field for over 20 years, Michel was previously production director at RTBF.

Manu Goessens, a long-standing collaborator and close ally of Xavier Debatty for over 15 years, will be in charge of programme direction at group level, with special responsibility for content and artistic design.