



Watch Next and Je Suis Bien Content to settle in the city of Lille

In order to face the increase of its production slate, Paris-based production companies Je Suis Bien Content and Watch Next have mandated La Factorie, sister company of Watch Next, to open a brand-new animation studio in Lille, in the heart of Europe (1h by train from Paris, London and Brussels).

Headed by Anaëlle Hersin, the studio is currently working on the animation and backgrounds of *Nawak* (78 x 7'), a non-dialogue cartoony series produced by Je Suis Bien Content for France Televisions; and will soon start on the animation of *Nate is Late* Season 2 (52 x 11'), produced by Watch Next for France Televisions and Super RTL.

The studio already plans to follow up in Q1 2021, with the making of *Boy, Girl, Etc.* season 2 for Gulli and the BBC.

This new northern extension was made possible by the financial support of region Haut de France, and the Lille European Metropolis – aka LEM – as well as the Pictanovo investment fund for audiovisual production. Professional training in the software used by JSBC and Watch Next is supported by Pole Emploi and AFDASS.

Verbatims

Philippe Alessandri, CEO of Watch Next: « *This new studio reinforces our strategy to master the manufacturing of the programs in order to guarantee artistic quality and cost control* ».

Franck Ekinici et Marc Jousset, co-founders of JSBC: « *With several high-quality animation schools and an attractive living environment for artists, Lille appeared to us as an ideal city to set up a new studio and open up to new talents* ».

About Watch Next



Watch Next is a Paris-based company created by Philippe Alessandri in 2015, which is specialized in the production of international animation series and fictions, such as *Nate is Late* in animation or *Algiers confidential* in fiction. It relies on its subsidiary Kids First for the sale of its animation catalog and on its sister company La Factorie for the making of the programs. Watch Next is also a major shareholder in JSBC. For further information : <http://www.watchnextmedia.com/>

About Je Suis Bien Content



Founded 22 years ago by Franck Ekinci et Marc Jousset, Je Suis Bien Content used to be a service provider in the animation sector (*Persépolis*, *Le jour des Corneilles*, *Sally Bollywood*, *Last Man...*) and has been producing its own films and series for the last 10 years (*April – Best animated Movie Annecy festival 2015*, *Best Bugs for Disney EMEA...*). For more information : <https://jsbc.fr/>

About Pictanovo



Pictanovo, a regional centre of excellence in the audiovisual industry, manages 8 investment funds with an annual budget of €8.66M. For animation, nearly €2.2M is invested each year in writing, development and production of series, short films and feature films. For more information :

<http://www.pictanovo.com/financer-un-projet/>