

Nat Geo People acquires “4 Babies a Second”



November 14, 2014 by [Nick Krewen](#)



Nat Geo People has bought global broadcast rights, excluding France and North America, for observational documentary series *4 Babies a Second*.

Coproduced by Paris-based indie Pernel Media and French FIC channel Voyage, and distributed by Zodiac Rights, *4 Babies a Second* follows the premise that four babies are born every second across the four continents.

The 10 x 60-minute documentary series captures how economics, legislation, religion and culture contribute to the birth experience, telling those tales through the eyes of staff in four maternity wards in France, India, California and Senegal.

“*4 Babies a Second* is a milestone for Pernel Media,” said the company’s president, and series exec producer Samuel Kissous, in a statement. “It demonstrates our ability to produce an ambitious international factual series to the highest quality standards.”

The Nat Geo People sale marks Pernel Media’s biggest original international program sale to date. The series was acquired for an undisclosed amount by Nat Geo People’s senior VP of programming and strategic development Jules Oldroyd.

Air dates for Turkey, Germany, Italy, Denmark and Southeast Asia have yet to be confirmed, however Nat Geo People Australia is slated to be the first territory to broadcast the series on Sunday, November 23.

Tags: [4 Babies A Second](#), [FIC channel Voyage](#), [Jules Oldroyd](#), [Pernel Media](#), [Samuel Kissous](#), [Zodiac Rights](#)