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Broadcast

French indie Pernel recruiting after UK launch

1 October, 2015



French producer Pernel Media is recruiting a London-based development chief after becoming the first French indie to launch a British operation.

The company, which is on the brink of winning its first UK commission from Channel 5, wants to grow its international footprint and recently became a member of trade body Pact.

Pernel, run by former M6 commissioner Sam Kissous, is looking to hire a head of development to create projects for the UK and US markets.

The indie is seeking an executive with expertise in factual entertainment formats and lifestyle shows, as well as science and history.

Pernel's move comes after a number of international producers, largely from the US, established production arms in the UK. US indie Half Yard Productions made the move to produce a series for

Channel 4 loosely based on its hit TLC format Say Yes To The Dress, while Pawn Stars producer Leftfield Entertainment and Storage Hunters indie T Group are also actively seeking UK orders.

Pernel Media was set up in 2009 and is best known for producing French versions of UK formats such as The Undateables, Dinner Date and The Great British Menu.

The indie has recently won a number of international commissions, including 4 Babies A Second, which follows the daily life of maternity wards around the world, for National Geographic Channels International, and Harry Eastwood-fronted cooking format Baking Bad for Fox International Channels.

Pernel is also on the verge of winning a factual commission from C5. It is understood to be in final negotiations with the Viacom-owned broadcaster.

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