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THE WORLD'S ENTERTAINMENT CONTENT MARKET

News - Wednesday 18 October 2007

## CMJ unveils a smart new business model

QUEBEC's CMJ Productions is in Cannes to discuss new business models with its partners, as it moves into its second year as part of the Attraction stable. According to CMJ's Judith Beauchemin, this has changed the company's focus: "We're doing more docu-

reality, finding amazing characters – that's what the US broadcasters are looking for," she said. "This is a bit different from what CMJ did before, we're adjusting ourselves to the market."

Beauchemin has been president since May, which has let founder John Kuyk take a step back to think about how CMJ structures

its deals. For now, this thinking is staying under wraps. "I'm trying to create a new business model that better fits today's realities," he said. "Everything is focusing on this market."

Attraction's president, Richard Speer assessed the CMJ acquisition and put his weight behind Beauchemin and Kuyk. "Historically we've been producing in French and we've been selling formats, but now we're putting our efforts into producing in English. CMJ was part of that, and we really like where that's going. It's opened up so many horizons," he said. "Now, we need to reconsider all of the business models and find smarter ways to make content happen."

Attraction also announced at MIPCOM a strategic alliance with Canada's Bristow Global Media, with three fiction projects already under way.



CMJ's John Kuyk (left) and Judith Beauchemin, with Attraction's Richard Speer