



Canadian and French media producers strengthen partnerships and open new paths for transatlantic content

TORONTO, March 25, 2025 — France’s Union Syndicale de la Production Audiovisuelle (USPA) and the Canadian Media Producers Association (CMPA) today announced their joint delegation of producers from France and Canada, participating in a dedicated mission to explore coproduction opportunities for drama and documentary projects.

The delegation will first travel to Series Mania in Lille, France, and then head to Paris, where participants will meet with potential collaborators, as well as commissioners, studio execs, and other industry leaders, equipping themselves with the tools for future partnerships. The initiative aims to strengthen bilateral connections between French and Canadian producers, with a focus on the development of new English-language television series across genres.

In addition to bringing together experienced producers from Canada and France to strengthen bilateral content collaboration, the CMPA and USPA will discuss the ongoing shared challenges faced by the independent production sectors in their respective countries.

“USPA is thrilled with the ongoing international cooperation fostered by its partnership with CMPA in Canada. In the current international context, it is necessary to strengthen the links between our two countries, both operationally and politically,” said Amanda Borghino, Deputy General Delegate of the USPA. “We look forward to continuing this collaboration and shaping together new paths for transatlantic content.”

“France has long been a valued production partner for Canada, and we are thrilled to collaborate with USPA on this initiative,” said Reynolds Mastin, President and CEO of the CMPA. “Today, our two countries are leading global efforts to ensure foreign streaming services respect the right of national governments to require equitable contributions to domestic production, and opportunities for local producers to hold and exploit their own intellectual property. This is critical to the success of local independent production sectors, and to safeguarding individual countries’ national cultural sovereignty.”

Participants from France:

- Iris Bucher, Quad Drama (USPA President)
- Thomas Anargyros, Mediawan Studio France (USPA Vice President)
- Isabelle Degeorges, Gaumont Televisions France (USPA Vice President)
- Patricia Boutinard Rouelle, Nilaya Productions (USPA Vice President)
- Odile McDonald, Wildcats Productions (USPA Drama college VP)
- Arnaud de Crémiers, Jour Premier
- Sophie Deloche, Asharté&Cie
- Nicolas Deprost, What’s up productions
- Fabrice Estève, Yuzu Production
- Emmanuel François, Brother Films
- Corine Janin, Bleu Kobalt
- Betty Johnson, Hababo Studios
- Amélie Juan, Morgane Production
- Jean-Marie Laronze, Monde et media TV
- Gini Lorin, Scriptline
- Tatiana Maksimenko, Hamak (Effervescence group)

Participants from Canada:

- Amos Adetuyi, Circle Blue Entertainment

- Alfons Adetuyi, Inner City Films
- Kerry Appleyard, Lionsgate Canada
- Eli Campbell, Peacock Alley Entertainment
- Annette Clarke, Ruby Line Productions
- Lauren Corber, LoCo Motion Pictures
- David Cormican, Fun Republic Pictures
- Malachi Ellis, Area V5 Pictures
- Sibel Guvenc, Kybele Films Inc.
- Frederick Kroetsch, Catapult Pictures
- Michelle Morris, Lily Pictures
- Michael Souther, Amaze Films
- Steven Thibault, Screen Siren Pictures

The initiative is presented in collaboration with Telefilm Canada, the Canada Media Fund, CanExport for Associations (Global Affairs), the French Embassy in Canada and the Canadian Embassy in France.

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ABOUT USPA

Union Syndicale de la Production Audiovisuelle (USPA) is a trade Union that brings together and defends the collective interests of over 200 audiovisual production companies. Since the emergence of independent production in the mid-60s, the USPA has been a long-standing interlocutor with public authorities in the defense of French audiovisual creation, helping to build and preserve a strong, diverse and ambitious French audiovisual industry, whose productions shine on the international scene. USPA is also a founder and member of CEPI, which brings together European organizations defending independent audiovisual production.

ABOUT THE CMPA

The Canadian Media Producers Association is the national advocacy organization for independent producers, representing hundreds of companies engaged in the

development, production, and distribution of English-language content made for television, cinema, and digital media channels. For more than 75 years, the CMPA has worked to promote the continued success of the Canadian production sector and to ensure a bright future for the diverse content made by our members for both domestic and international audiences. cmpa.ca

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