



# WINDROSE COMPANY PROFILE

## A WORLDWIDE DISTRIBUTION COMPANY

Windrose is an independent French-German distribution company, founded by Pauline Mazenod. It distributes high quality documentaries and live performances all over the world for general public. Windrose participates to the main exhibitors of the sector (stand at MIPTV, MIPCOM, etc. - exhaustive list on [www.windrose.fr](http://www.windrose.fr) under "events").

## A NICHE EDITORIAL LINE

Windrose works on niches and aims at giving room to content-oriented programmes that wouldn't otherwise be available for a broad audience. Its line-up is composed of exigent and entertaining films, following the motto of its founder: "Even a Nobel Prize is tired in the evening". Its editorial line is centered on arts & culture (including music, dance, cinema, fine arts, etc.), social issues & current affairs (politics, economy, CSR, sport, etc.), science & history, discovery & ethnology.

## QUALITY DRIVES THE ACQUISITION POLICY

Windrose's line-up contains about 350 programs. Lots of them received awards in prestigious festivals including FIPA, the Golden Prague Film Festival, FIFA etc. "Roth on Roth" was for example presented in the HORIZONS section of the 30th International Film on Art Festival in Montreal (FIFA) edition and was selected by Jerusalem Film Festival. They got directed by renowned directors such as Jérôme Prieur or Philippe Béziat and produced by high profile production companies such as CinéTévé.

Windrose works also at looking for international coproductions and pre-buys for ambitious & high budget projects such as "Waterloo" by Hugues Lanneau (1,200 000 EUR, broadcasters: RTBF, ARTE, VRT, SVT, Ceska TV, TVC) or "Deadly depths" by Bob Coen & Eric Nadler (800 000 EUR, broadcasters: ARTE France, SF, RTS, LRT, LTV, CyBC, SNRT, CESKA, TV3, RT6P, TLT, RTBF, NRK, Estonian TV, La1, TG4, RTVSLO, ERT, SVT, DW).

## CLIENTS LEADING THE MEDIA LANDSCAPE

Its clients are worldwide based. They are the TV stations leading the international TV market, such as NHK in Japan, Al-Jazeera in the Middle East, the Swedish public Channel SVT, Ceska TV in Czech Republic, RTBF in Belgium, Chello multicanal in Spain, TV Kultura in Russia, the Canadian Téléquébec, TV Cultura in Brazil or CFI in Africa. Windrose also sells to DVD editors especially in Japan, VOD platforms, institutions (schools, museums etc.) and to airplane companies.

## WINDROSE'S FOUNDER

Pauline Mazenod is the founder and CEO of Windrose. Holder of degrees in political science, music, international cultural management and business administration, she has more than 15 years international experience in the cultural, audiovisual and film sector.

**Contact : [pmazenod@windrose.fr](mailto:pmazenod@windrose.fr) Website : [www.windrose.fr](http://www.windrose.fr)**