



# BRIGHT MINDS

france•tvdistribution



# SYNOPSIS

Astrid and Raphaëlle are teaming up again to solve mysterious crimes, but this time they are recruited by the French secret services! The duo will have to face new challenges: tracking a hit man, discovering the Mormons' world, horseracing, meeting the last descendant of an Aztec tribe, criminal affairs in a Buddhist temple and a film set but also dealing with a felon who takes a dangerous form during the full moon...

Our two characters will also have a lot on their plate emotionally and sentimentally wise: How will Astrid stop Tetsuo from going back to Japan forever? How will Raphaëlle handle her new relationship with Nico whilst being pregnant? Above all, both women will have to deal with Lamark's return, Astrid's nemesis, for one ultimate challenge...

**5 SEASONS: 90'+40X52'**

**STARRING LOLA DEWAERE & SARA MORTENSEN**

**PRODUCED BY JLA PRODUCTIONS FOR FRANCE TV**

# RATINGS

France tv

**MOST-WATCHED SERIES**

on France.tv platform in 2024

**OUTSTANDING RATINGS**

**ON PRIMETIME**

with an average of

**28% MARKET SHARE**

(+9pts vs average time slot)





SOLD IN  
95 TERRITORIES



# QUOTES BUYERS

«We are proud to have brought Bright Minds to Italy on the channel Giallo, where it has quickly become one of the most beloved shows among our viewers. Its success lies in the extraordinary duo at the heart of the series: Astrid, an archivist on the autism spectrum with remarkable analytical talent, and Raphaëlle, a charismatic police commander. Their contrasting personalities create a unique chemistry that captivated audiences week after week. With its authentic portrayal of neurodiversity and its perfect blend of gripping police investigations and a deeply human story of empathy, friendship, and personal growth, Bright Minds has won the hearts of our audience and established itself as a standout success on Giallo.»

**Sandro Sgrulloni - WBD Italy**



«Bright Minds is a series that combine good storytelling with charming characters. Stated as a light crime procedural series, Astrid and Raphaëlle, the main characters, make the difference when compared to other series of the same genre. Sara Mortensen's portrayal of an autistic documentalist is authentic and sincere. The tone of the series makes it easy and accessible for our audience. The performance of the series in our channel has been very satisfactory.»

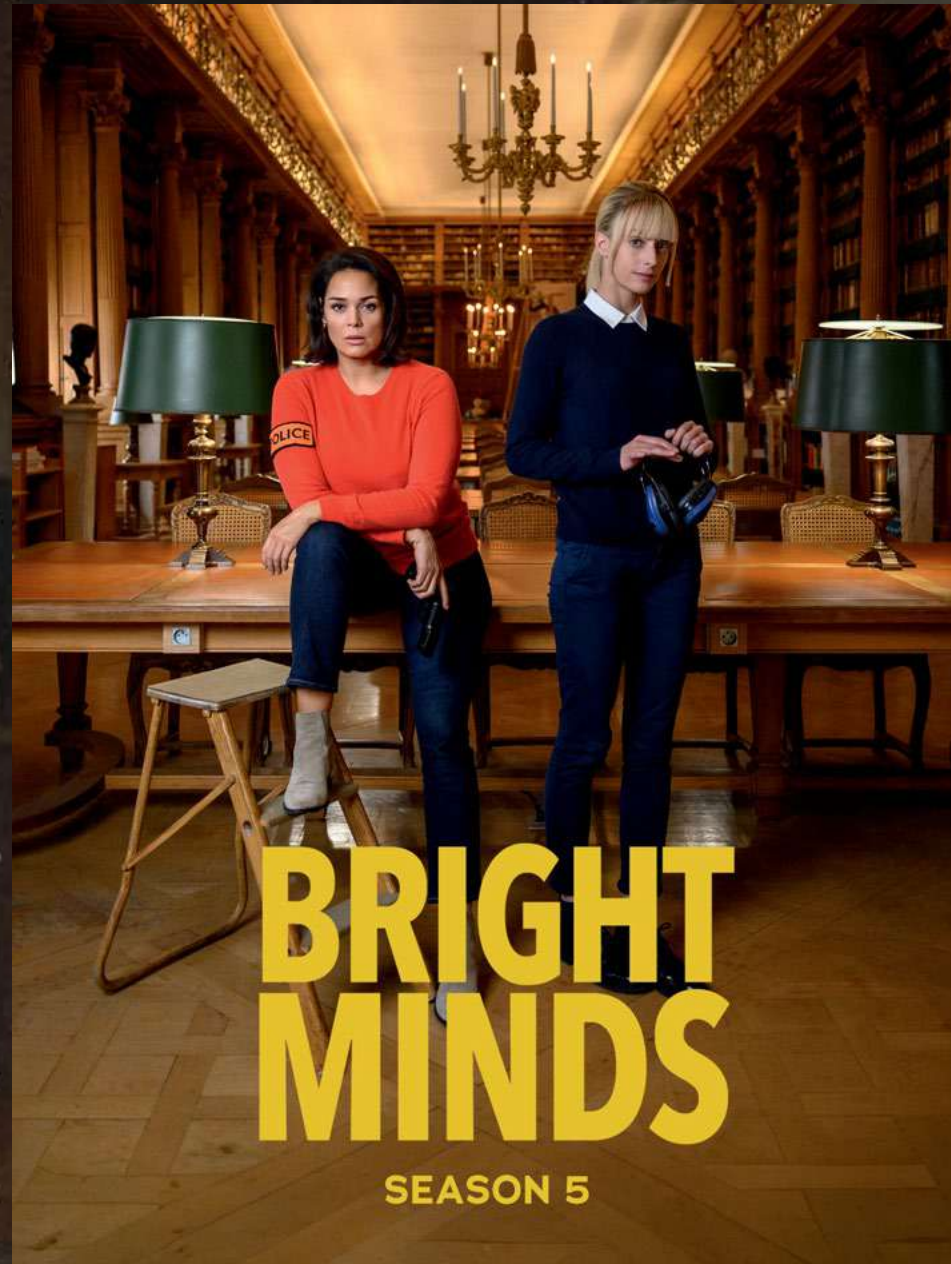
**Mikel Usoz - COSMO Spain**

«AMI-télé is delighted with the success of the series Astrid et Raphaëlle! Offering a high-quality French production to our audience is a source of pride. This series is a valuable addition to our programming, which showcases individuals with disabilities.»

**Lise-Anne Gagné - AMI-télé Canada**

«Radio-Canada is proud to contribute to the international spread of the tv series Bright Minds since its first season. It was primarily scheduled on our SVOD platform Tou. TV, but its growing success led the program to national television. The first five seasons were broadcasted continuously in access primetime during summer 2025 with a growing audience all along. Long live these singular and endearing characters!»

**Simon Dupuis - Radio-Canada**



# SALES & MARKETING STRATEGY

While Bright Minds enjoys **strong brand recognition** among our core buyers, our goal is to **secure sales for new seasons and penetrate fresh markets**. To achieve this, we've been promoting Bright Minds in every **international market** we've entered, ensuring the **brand remains prominent**.

For the highly anticipated fifth season, we've created a **new key visual** and a **special teaser** that celebrates the success of previous seasons.

**TEASER**

# LAUNCH EVENTS



## MIPCOM 2024 (Cannes)

Global launch of Bright Minds S5, featured in our brand-new line-up.

## Asia TV Forum 2024 (Singapore)

Showcased the series, riding on its success in Japan.

## RDV Unifrance 2025 (Paris)

New episodes presented in the screening room.

## London Screenings 2025 (London)

Private screening with presentation of the series and some exclusive fotages.

## Series Mania 2025 (Lille)

Introduced the series to potential format buyers with a tailored presentation.



# PRESS STRATEGY



Communiqué du 26 mars 2025



LINE-UP FICTION  
france•tv distribution

Lancement des ventes internationales de la saison 6 de la série *Astrid et Raphaëlle*

France tv distribution est très heureuse d'annoncer l'acquisition de la saison 6 de la série **ASTRID ET RAPHAËLLE**.

Les ventes internationales de ce programme produit par **JLA Productions** ont été lancées au **Series Mania Forum** qui se tient actuellement à Lille.

Un succès mondial

Ce lancement intervient après un parcours remarquable de la série, qui a su conquérir **137 pays à travers le monde**, consolidant ainsi sa place parmi les productions les plus suivies à l'international. *Astrid et Raphaëlle* s'est en effet imposée comme un véritable phénomène mondial, avec une audience fidèle et croissante.

En France, la diffusion de la saison 5, qui s'est conclue en décembre dernier sur **France 2**, affiche un bilan exceptionnel : la série a fédéré en moyenne 6,2 millions de téléspectateurs pour 28,9 % de PDA. Par ailleurs, la série est la plus consommée sur la plateforme france.tv en 2024 (hors fiction day-time), avec un cumul de 13,8 millions de vidéos vues !

La saison 5 est déjà disponible en DVD et le **coffret DVD des saisons 1 à 5** sera disponible à partir du **11 avril 2025**.

Voyage promotionnel au Japon



Autre temps fort de cette dynamique internationale : le voyage promotionnel exceptionnel organisé par **France tv distribution**, à l'occasion de la diffusion de la saison 5 de *Astrid et Raphaëlle* sur **NHK et Mystery Channel** au Japon. Les deux acteurs principaux, **Sara Mortensen** et **Kengo Saito**, accompagnés de l'équipe créative de la série, ont eu l'opportunité de rencontrer la presse locale, ainsi que leurs nombreux fans japonais.

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22 892 abonnés  
1 an(s) · 🌐

[RATINGS]

Explosive ratings for the return of **#BrightMinds** last Friday on France 2! The first 2 episodes of season 5 were the evening's clear leader, attracting +5.3M viewers and 29.6% of audience rate.

Prod: JLA Groupe  
International sales: France tv distribution

#AstridEtRaphaelle #SaraMortensen #LolaDewaere France Télévisions

Afficher la traduction

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22 892 abonnés  
7 mois · 🌐

[INTERNATIONAL SALES]

Take a look at some images from the exceptional promotional trip organized by France TV Distribution, NHK and Mystery Channel for the broadcast of **BRIGHT MINDS** season 5 in Japan! 🇯🇵

The two actors, Sara Mortensen and Kengo Saito, accompanied by the series' creative team, had the opportunity to meet the local press as well as their many Japanese fans.

Original title: **ASTRID ET RAPHAËLLE**  
Production: **JLA Groupe**  
International sales: France tv distribution

Afficher la traduction



Press releases announcing the acquisition of Season 5 and the series' numerous international sales

International B2B press coverage

Press conference abroad promoting the new season

Showcase highlighting the keys to the series' success, attended by the showrunner

Talent interviews conducted by international B2C journalists and broadcasters

Fan meet-and-greet events

France tv distribution social media posts (e.g., announcing the Season 5 acquisition, French ratings, international sales, and talent interviews)

# INTERNATIONAL PRESS



DIVERTO - France



COSMO - Spain



TELEMAGAZYN - Poland



CINEVISA O - Portugal



TVSERIAL - Italy

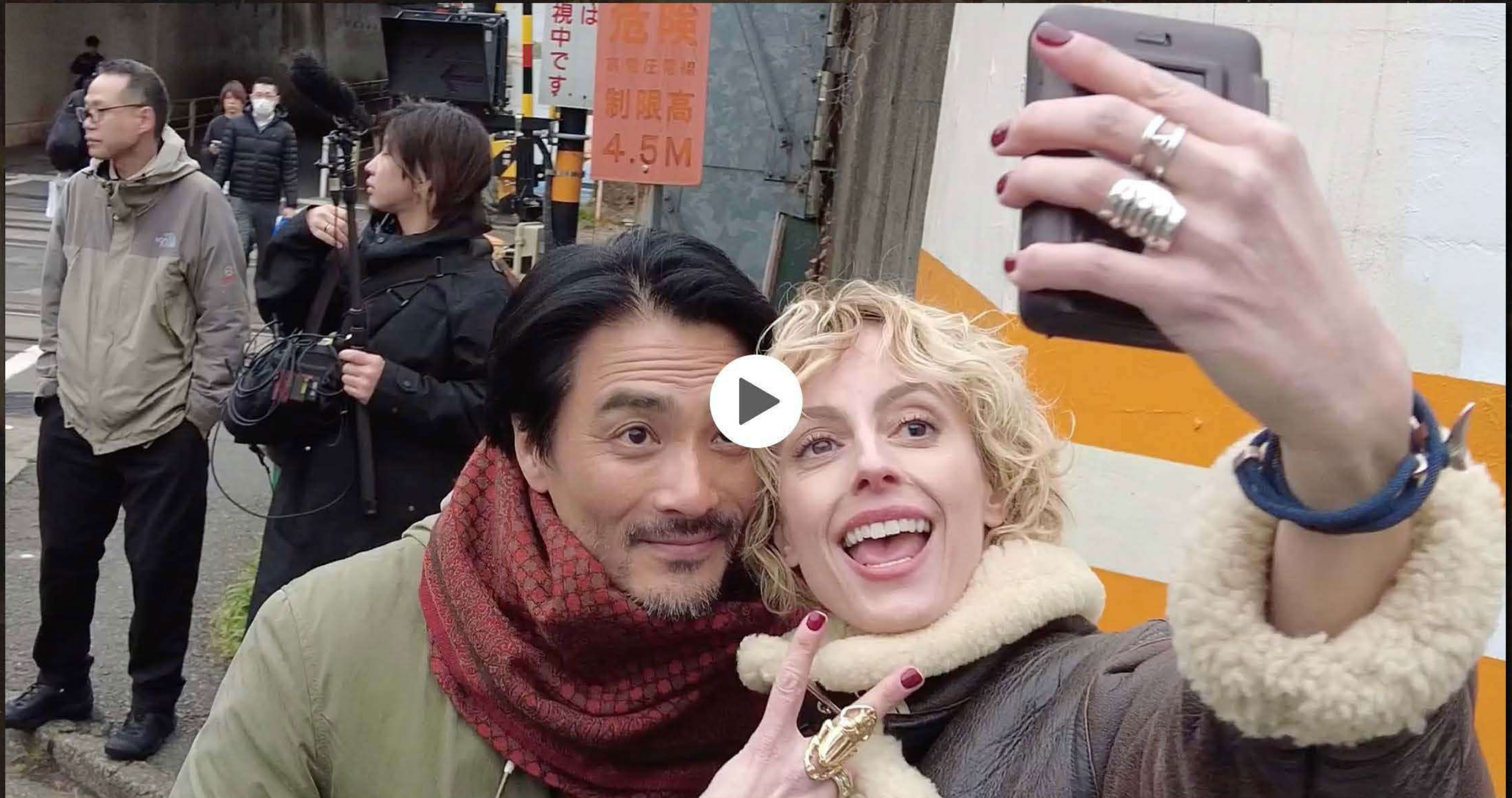


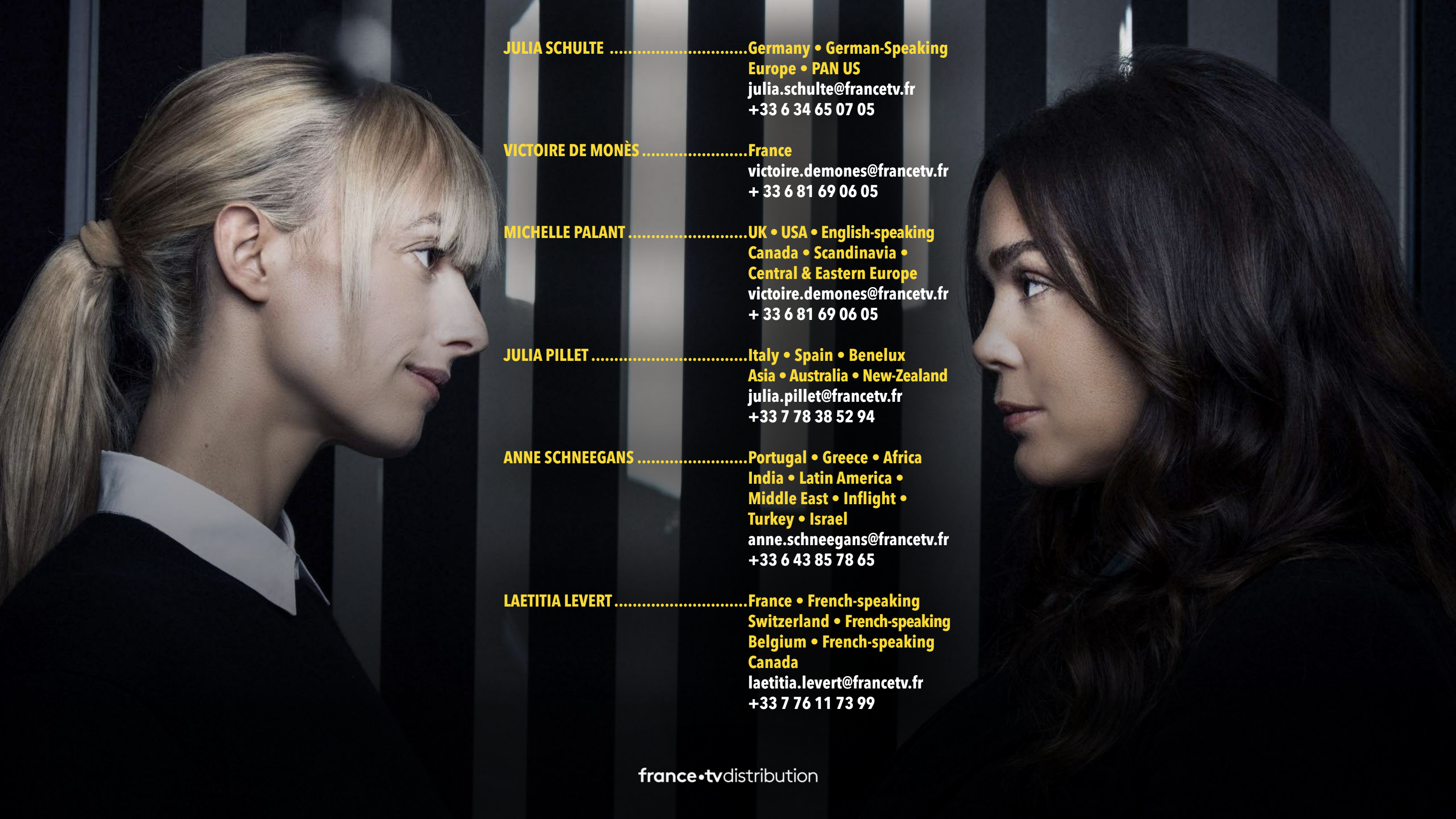
FILMARKS - Japan

# A HIT IN JAPAN

Japan couldn't wait for Bright Minds S5! To celebrate and meet the demands of fans, NHK and Mystery Channel organized special events: Sara Mortensen and Kengo Saito were there to meet their fans, sign autographs on merch and DVDs, and answer everyone's burning questions during a press conference.







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