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BLEU **KOBALT**



# EIFFEL TOWER

BUILDING THE IMPOSSIBLE



## The film

**For the 1889 World Exposition in Paris, French engineer Gustave Eiffel attempts the impossible: building the world's highest structure.** 2 years, 2 months and 5 days later, the Eiffel Tower is inaugurated in the heart of Paris. But the Great Iron Lady would never have existed were it not for his previous projects. **From 1850 to 1880, Gustave Eiffel built more than 300 metallic civil works all around the world: viaducts, bridges, train stations, factories, and the structure of the Statue of Liberty – a race for innovation that allowed him to build faster and higher.**

However, only 20 years after its creation, the tower is threatened with demolition. With nowhere to turn, Eiffel sets out on an extraordinary scientific adventure to save his beloved masterpiece...

**This documentary offers a complete immersion in this extraordinary technical and architectural adventure, and traces the rise of a man at the heart of the industrial revolution.**

### GENRE

Science & Technology  
History

### FORMAT

90'/52'

### DIRECTOR

Pascal Cuissot

### BROADCASTER

France 5, Prime time

### PRODUCER

 KOBALT



# Sold in 36 territories



USA  
Canada



Japan



Australia  
New Zealand



Canada



MENA



UK



Denmark



Czech  
Republic



Croatia



Latvia



Cyprus



Korea



Korea



Cyprus



MENA





## Our buyers say

«An excellent feature-length film that is both informative and entertaining, with outstanding storytelling, well-researched content, beautiful illustrations, and broad public appeal. Perfect for marking the 100th anniversary of the great builder's passing on our platforms! Extremely pleased with this pre-buy!»

**Matthieu Mortézaï,**  
CBC/Radio Canada

«SBS was delighted to have prebought Eiffel Tower - Building the Impossible as the centrepiece of our French Focus this year. This engaging and informative film on an iconic French monument was a hit with our audience on its premiere, and like the tower itself we're sure it'll stand the test of time.»

**Krishan Arora,**  
SBS Australia

«This epic film rediscovers and painstakingly analyses Eiffel's architectural creations on global scale, from Europe to Asia and America, uncovering the hidden history of the Eiffel Tower and the secrets of its endless fascination. The detailed and realistic three-dimensional bullet animation and the clear explanation of architectural techniques using wire-frame computer graphics, contribute to the viewer's immersion and understanding of the story. Above all, the stunning visuals of the many architectural works are indescribably beautiful. The program has been well received by Japanese audiences and has already been rebroadcast four times. We are honored to have worked with you on this wonderful project.»

**Kenichi Kakimoto,**  
NHK



# Key selling points

- **ICONIC LANDMARK EXPLORATION:** the story behind one of the world's most famous monument
- **ALIGNMENT WITH HIGH-PROFILE EVENTS:** **Centenary of Gustave Eiffel's passing** and upcoming **2024 Olympic Games** in Paris
- **AN EPIC STORY COMBINING SCIENCE, ENGINEERING PROWESS & HISTORY**
- **SPECTACULAR AND INNOVATIVE VFX AND CGIs**
- **INTERNATIONAL SHOOTINGS** and **EXCLUSIVE ACCESS** to shoot inside the Eiffel tower's structure
- **ACCESS TO RARE AND NEVER-SEEN-BEFORE ARCHIVES**



## A close collaboration between producer and distributor

In this project, **FTD as a distributor joined from the outset, working in close partnership with the producer to shape a documentary that met the unique expectations of diverse broadcasters.** This early collaboration enabled us to craft a tailored version that could be adapted to fit the specific interests and narrative angles preferred by each broadcaster.

**By collaborating closely with France Télévisions / Global Doc, we were able to secure interest from major broadcasters early on, setting the stage for a successful international launch.** This strategic partnership allowed us to leverage each partner's strengths, from content development to global outreach, ensuring the documentary resonated with a diverse, worldwide audience from the very start.

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«Pascal Cuissot's documentary reveals the untold story of the Eiffel Tower, with an immersive journey through Eiffel's greatest works in the world and spectacular CGI scenes. Bleu Kobalt, together with France Télévisions Distribution and France Télévisions is delighted to rally major international networks within the 'Global Doc' initiative, and make this the landmark film on the epic of the Iron Lady.»

**Patrice Gellé,  
Producer**

«France Télévisions are proud to be associated with « Eiffel Tower, building the impossible » which shows this iconic monument in a completely new light. It's an ambitious project for our Science Grand Format slot, with an original visual style, and which shows how truly modern Eiffel's work is. This film is being made as part of the Global Doc programme, which brings together major international broadcasters.»

**Caroline Behar,  
Head of International Coproductions and Acquisitions (Factuals Unit) at France tv**



# Sales & Marketing Strategy

## phase 1

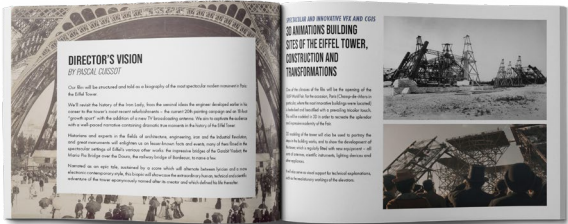
### Presales during WORLD CONGRESS OF SCIENCE & FACTUAL PRODUCERS

Our journey to bring *Eiffel Tower: Building the Impossible* to life began at the 2022 World Congress of Science and Factual Producers, where we presented the project to **leading international broadcasters like PBS in the US, NHK in Japan, and SBS in Australia**. To capture their interest, we crafted a compelling marketing pitch that underscored the documentary's unique appeal, ambitious scope, and fresh perspective on one of the world's most iconic landmarks. **Our pitch included a polished presentation, a teaser featuring interviews with the first key speakers, and a comprehensive script that showcased the documentary's depth and direction.**

A key selling point was the alignment with the centenary of Gustave Eiffel's passing and the upcoming 2024 Olympic Games in Paris. **This timing provided an exceptional opportunity for broadcasters to feature the documentary as part of their special programming around these global events.**

[trailer](#)

[presentation](#)



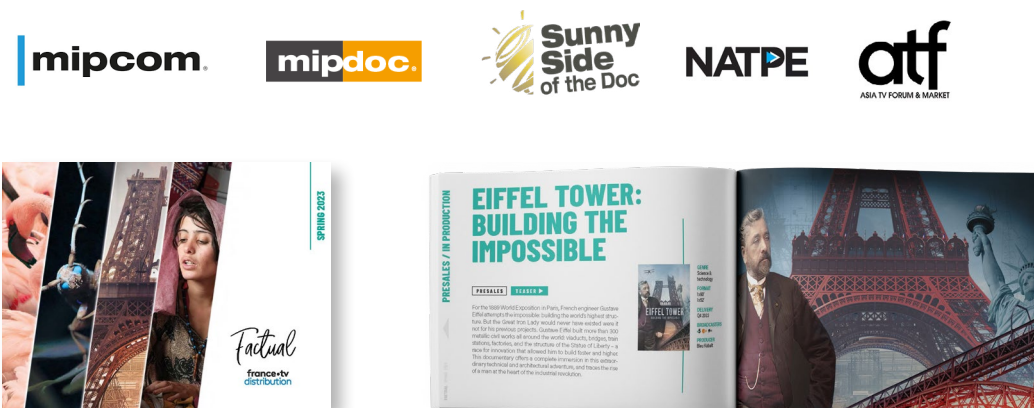
# Sales & Marketing Strategy

## phase 2

### International sales

In the next phase, we shared a rough cut of *Eiffel Tower: Building the Impossible*, which sparked interest from **additional prestigious broadcasters like BBC, Radio Canada, Asharq, and DR**. This approach allowed these networks to experience the documentary's captivating narrative firsthand, making it an easy choice for their programming lineups.

To amplify our sales efforts, we showcased the documentary at major industry markets, including **MIPCOM, MIPDOC, Sunny Side of the Doc, NATPE, and ATF**. This continuous presence at key events kept the project in the spotlight, generating sustained interest and expanding our broadcaster partnerships.





# Press strategy

## Press release

Exclusive announcement of the acquisition in *Variety* and *Le Film français* followed by a press release for international trade press



## Press junket during



To further boost audience reach in countries where the documentary had been acquired, we organized an exclusive press junket at RDV Unifrance in Paris in 2024. International journalists from UK, Australia, Israel, Spain and Croatia had the opportunity to interview both the producer and director, creating engaging media coverage that elevated anticipation and excitement for the film's release.

# Contacts



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