



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

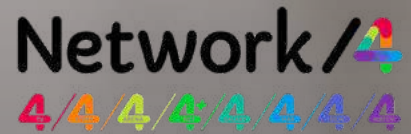
ON PRIMETIME

with an average of

28% MARKET SHARE

(+9pts vs average time slot)





SOLD IN
95 TERRITORIES



QUOTES BUYERS



«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

«Congratulations on the nomination. This work is one of the few series that receives requests from viewers for a next season as soon as the 8 episodes are over. Japanese audiences feel sympathy for the story of justice, friendship, and courage that unfolds in the beautiful and exotic scenery of France.»

Takako Hayashi - NHK Japan

«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!»

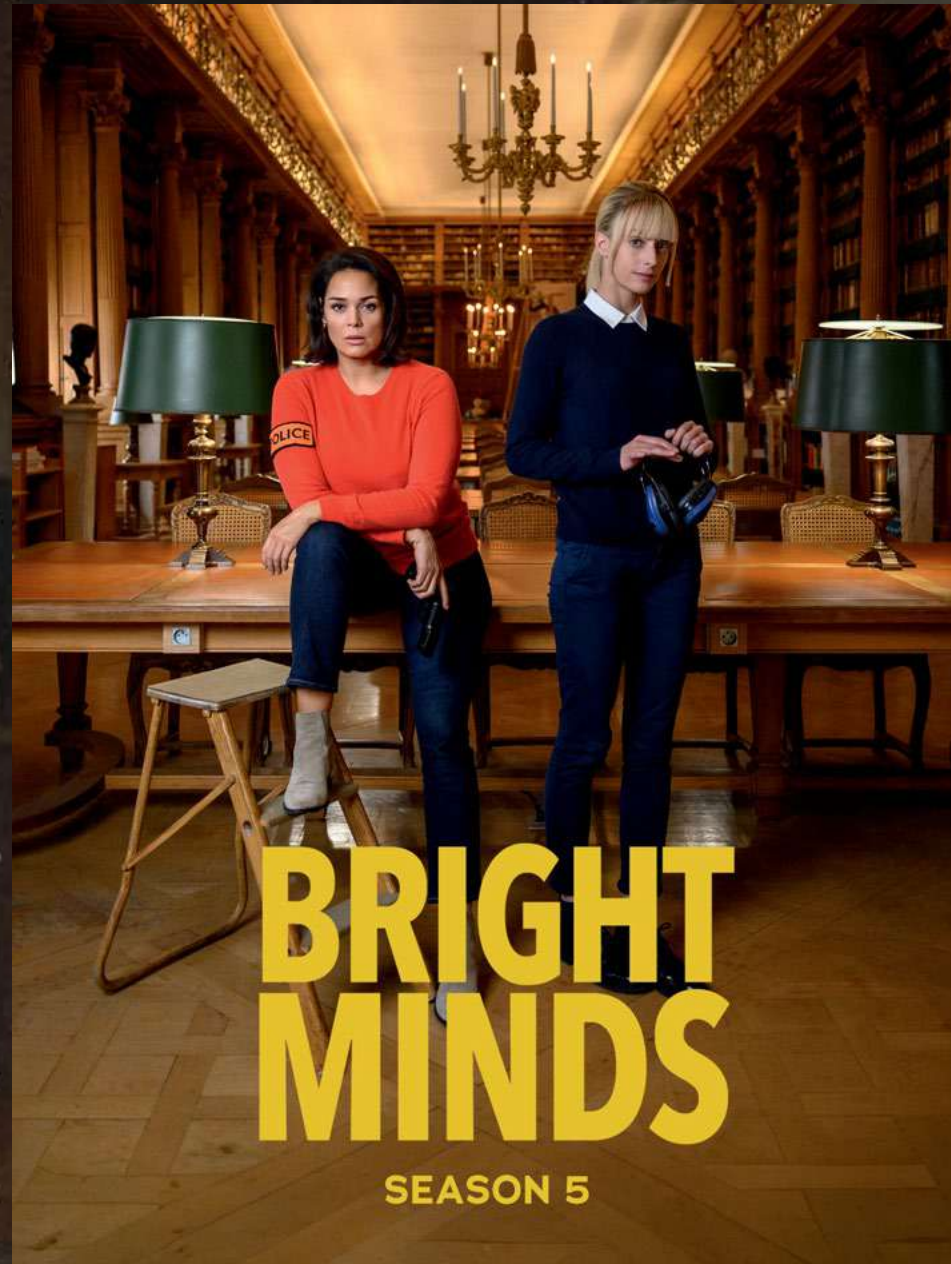
Simon Dupuis - Radio-Canada

«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 compelling not only as a mystery, but also because it centers on Astrid and Raphael to show that humans cannot live alone, and this is precisely why we must coexist, caring for one another and compensating for each other's shortcomings. The global pandemic has taught us just how crucial empathy and mutual support are for coexistence. That's why I intuitively felt this was what Japanese people should watch now and decided to broadcast it. As a result, it received tremendous acclaim from Japanese viewers and brought happiness to many. Furthermore, BRIGHT MINDS's universal themes transcend gender, generation, nationality and others, which is why I believe it is loved by people around the world. Hearing this news made me feel connected to people worldwide through BRIGHT MINDS, filling me with immense joy. We will continue to cherish BRIGHT MINDS and share it with our Japanese viewers. I sincerely congratulate FTD on your award!»

Yukiko Akiyama - Mystery Channel Japan



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



France tv distribution
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

#AstridEtRaphaëlle #SaraMortensen #LolaDewaele France Télévisions

Afficher la traduction

France tv distribution
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



France tv distribution takes *Bright Minds* on a promotional journey to Japan!

Communiqué du 26 mars 2025 [Voir le communiqué complet sur France tv distribution](#)



LINE-UP FICTION

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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.

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

Astrid et Raphaëlle : la série est un carton au Japon, Diverto a suivi Sara Mortensen et Kengo Saito à la rencontre de leurs fans japonais

Astrid et Raphaëlle est un carton en France, mais aussi... Au Japon ! À l'occasion de la diffusion de la saison 5 sur la chaîne nationale NHK, Sara Mortensen et Kengo Saito ont été invités pour y rencontrer les fans et faire la promotion de la série. Diverto les a suivis pendant une semaine, on vous raconte.

Remain Cheyron Publié le 18 mars 2025 à 12h00 Mis à jour le 18 mars 2025 à 12h07 11 min

Astrid et Raphaëlle : Sara Mortensen et Kengo Saito au Japon pour rencontrer les fans

DIVERTO - France

COSMO estrena Bright Minds T5: Nuevos casos y desafíos

El 2 de diciembre a las 22h, Astrid y Raphaëlle regresan con misterios criminales, conflictos internacionales y giros en sus vidas personales.

21/11/2024

COSMO - Spain

„Astrid i Raphaëlle”. 5. sezon francuskiego serialu na kanale 13 Ulica! Co się wydarzy w nowych odcinkach?

Krzysztof Polański 7 kwietnia 2025, 19:19

TELEMAGAZYN - Poland

“Astrid & Raphaëlle”: Quinta temporada da série policial francesa estreia no STAR Crime

João Gonçalves 12 de Dezembro, 2024

O canal STAR Crime vai estrear esta sexta-feira, dia 13 de dezembro, pelas 22:00h, a quinta temporada de “Astrid & Raphaëlle”, uma série policial francesa de sucesso, que traz de volta as duas investigadoras para uma nova rodada de investigações emocionantes!

CINEVISA O - Portugal

Astrid e Raphaëlle 5 ci sarà

Quando esce Astrid e Raphaëlle 5

Trama di Astrid e Raphaëlle 5

TVSERIAL - Italy

アストリッドとラファエル 文書係の事件録 シーズン5 (2024年製作のドラマ)

公開日: 2025年11月24日 / 製作国・地域: フランス・ベルギー・スウェーデン / 再生時間: 44分

★★★★☆ 4.0

監督: ショウアノベリ / 脚本: アレクサンドル・セボン, ローラン・グロタン

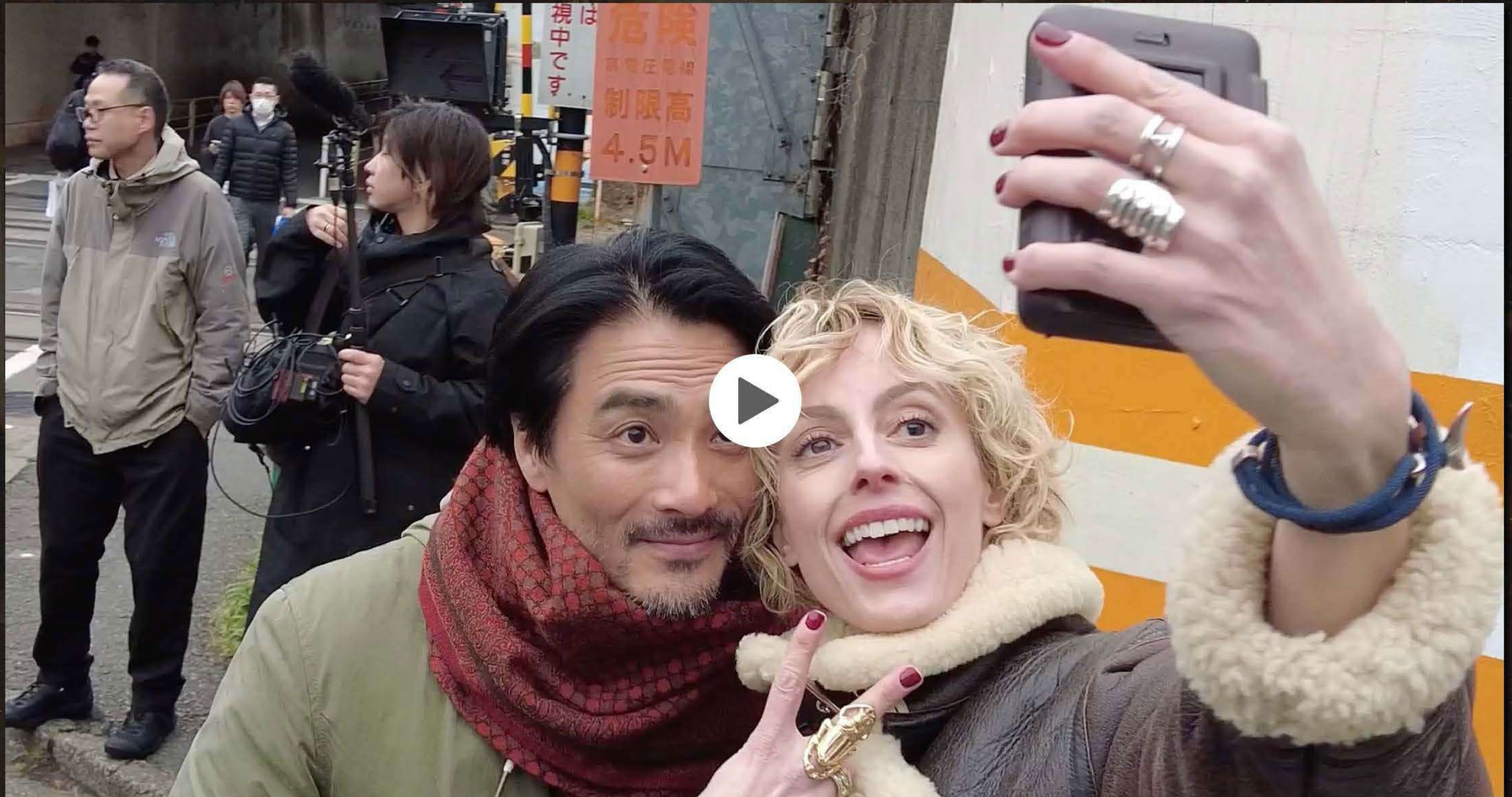
出演者: サラ・モーテンセン, ローラ・ラウール, クリスティン・コック, ジョアン・ド・カステル, ブノワ・ラマル

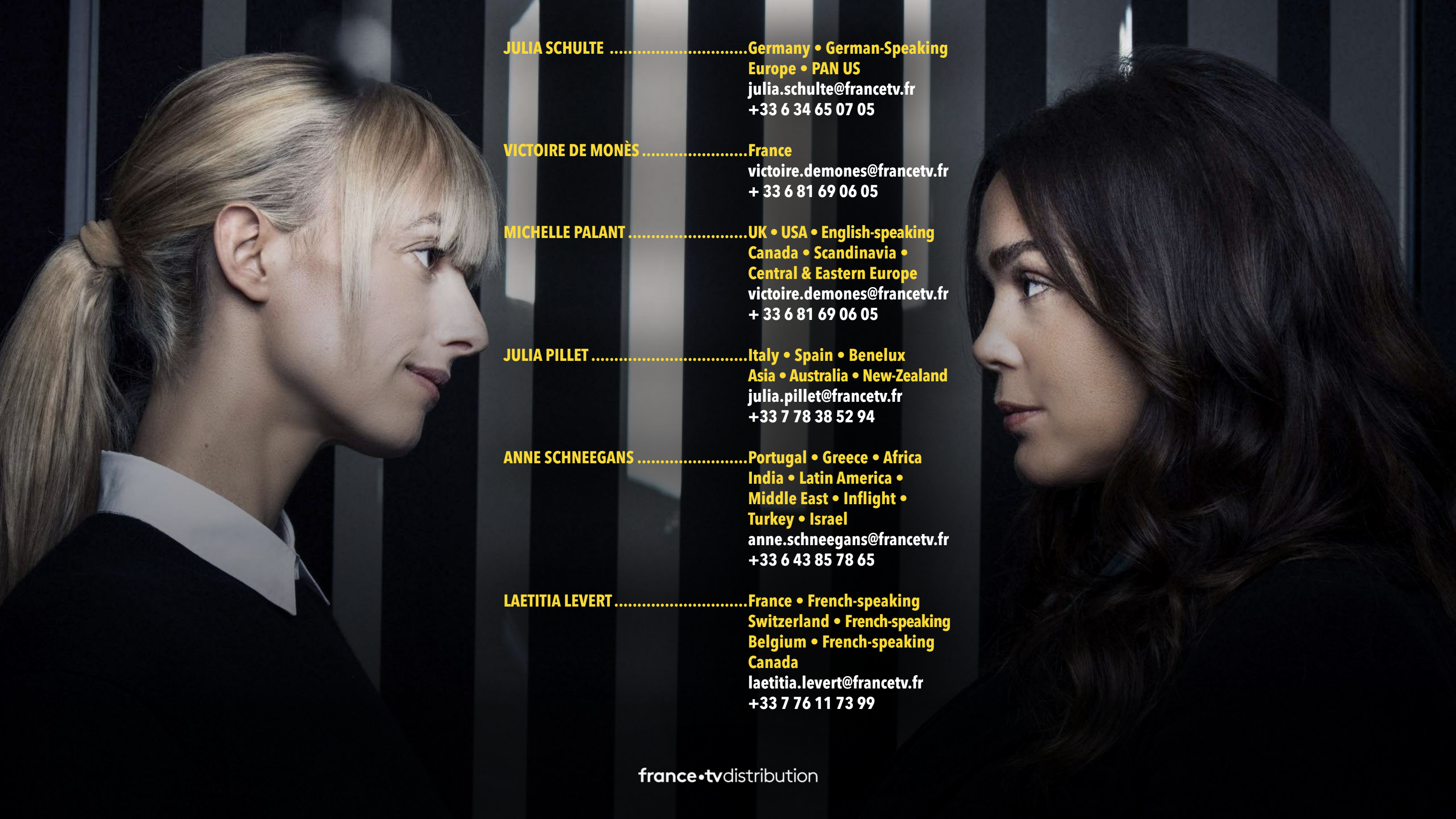
FILMARKS - Japan

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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