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Jonathan Ross takes stake in French film channel

Former Film 2010 frontman to become a presenter, producer, creative director and shareholder at Cinémoi

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Jonathan Ross has recently signed an exclusive development deal with Big Brother producer Endemol UK. Photograph: BBC/Hot Sauce/Hot Sauce

Less than a year after he [left BBC1's Film 2010 Jonathan Ross](#) is to go back to the movies as a presenter and producer with [French film channel Cinémoi](#).

Ross will also become the channel's creative director and a shareholder in the company, which broadcasts in the UK on Sky and Virgin Media.

The former Radio 2 presenter, who [recently signed an exclusive development deal with Big Brother producer Endemol UK](#), said: "French cinema isn't just for intellectuals and film buffs – it really can be enjoyed by everyone.

"As well as the timeless classics, there are some amazing films coming out of France at the moment, some real blockbusters that give Hollywood a run for its money. If you crave something a bit different from your Saturday night movie, then Cinémoi is a really good alternative."

Cinémoi, which was launched last year by entertainment entrepreneur Olly Bengough, said Ross would become "fully involved in programming ideas and execution for the channel", including interviews with top actors and directors and a daily highlights show from next year's Cannes film festival.

The subscription channel, currently free to air on Virgin Media until 31 January next year, shows films in French with English subtitles.

But Ross is not about to present *Vendredi Soir Avec Jonathan Ross* or *Film Vingt Onze* – all its original programming is in English.

Bengough said: "We are thrilled to have Jonathan on board and are excited to be working with someone who shares our passion for film and great quality programming, and who believes in our independent ethos.

"We really want Cinémoi to be known as one of the most credible and important film channels here in the UK and we know that Jonathan shares our commitment to making this happen."