

Welcome to MIPTV 2011 and to the MEDIA Umbrella Stand

and to issue 01 of three daily Bulletins which you can pick up
at the welcome desk on the lower level of stand H4.35.

For content producers and owners, today's crucial issue is how to maximise the value of this content and the associated rights in the context of a rapidly evolving multiplatform market. In order to equip our participants to keep up with an environment where old models of finance and business are changing, there will be tailor-made workshops on the stand at this MIPTV. In addition, our team of experts has been expanded to incorporate more know-how in cross-media and digital media/TV.

The opportunities to learn more about this new world include an invitation-only breakfast on Monday, April 2, entitled *From Crossmedia to Transmedia*, and a workshop on the *MEDIA Programme's Interactive Scheme* the same day at 2.30 p.m. On Tuesday, April 3 at 11 a.m., there is a chance to learn about how to make the most of rights in a digital context at the *Legal Workshop*.

Find out also at the Welcome Desk about how to arrange *one-on-one sessions* with our cross-media/digital experts. Get answers to questions such as: how can we intelligently integrate the interactive aspects of new media into a linear approach? how do we establish a cross-media budget from a traditional production process? where should we look for funding to develop cross-media projects? how do we identify the skills necessary to develop a cross-media project?

If you are more interested in business development, factuals or documentaries, then set up a meeting with Peter Andermatt, Rod Caird or Yves Jeanneau. Yves Jeanneau, General Commissioner of the Sunny Side of the Doc, will also moderate an invitation-only lunch on Monday, April 2, for *History* buyers, while Peter Andermatt and Franz Mangelberger will be repeating our successful *Tips from our Pitch Doctors* workshop session on Sunday, April 1 at 10.00 a.m.

Contact service@media-stands.eu or ask at the *Welcome Desk* to find out more about how to attend invitation-only events and about optional registration for workshops.

Not to be missed are the *buyers' briefings*. The list is longer than we have ever had before. We are throwing a particular spotlight this time, with expert moderation from Rod Caird, on factual entertainment/lifestyle/format-driven observational documentary – popular programming seen on commercial and public channels throughout the EU, and funded by a mix of broadcasters and distributors. And because it lends itself to formatting, it travels extremely well.

Check the screensavers on the PCs dotted around the stand and the next issues of this Bulletin for any changes to the Programme.

The media-stands.eu team.



Spotlight on cross-media

Interactivity, cross-media, trans-media

There is a proliferation in Europe of public support mechanisms or private initiatives for products designed either to 'travel' from one media to another (cross-media), or to allow them to develop in their own environment, such as consoles or tablets, with no connection with traditional media.

Examples are the MEDIA Programme's Europe-wide Interactive Works scheme, and at a regional level the Walloon Fund, Wallimage, has created its own cross-media scheme. Both schemes are topics for special attention this time – the MEDIA Programme's scheme at an open workshop on Monday afternoon and the Walloon Fund, and the presentation of the expertise it deploys, at an invitation-only breakfast on Monday morning.

The Interactive Works scheme will be presented by the Programme Co-ordinator, Virve Indren. She will have alongside her, offering the viewpoint of a professional, Liz Rosenthal of Power to the Pixel. During its 'labs' Power to Pixel regularly provides an exemplary illustration of the vast number of initiatives coming out of the industry in this field.

MEDIA Programme supports interactive creation

The scheme for Interactive Works aims to encourage greater multi-platform creation and collaboration between the audiovisual sector and developers of games and interactive content. It seeks to promote digital content presenting substantial interactivity, originality, creativity and innovation against existing works with European commercial potential.

It focuses on supporting interactive works specifically developed to complement an audiovisual work (animation, creative documentary or drama). The maximum grant available under development support for Interactive Works is EUR 150,000.

Eligible projects include concept development (up to a first playable application) of digital interactive content complementing an audiovisual project (drama, creative documentary or animation) specifically developed for at least one of the following platforms:

- Internet
- PC
- Console
- Handheld device
- Interactive television.

This digital content must present:

- substantial interactivity with a narrative component;
- originality, creativity and innovation against existing works;
- European commercial potential.

MEDIA Programme Interactive Works Scheme – the latest news, with **Virve Indren**, Programme Co-ordinator
MONDAY, APRIL 2, 14.30 > 15.30



In parallel with producing the animation feature film *Beyond Beyond*, Copenhagen Bombay is developing an accompanying digital game. *Beyond Beyond* is being supported by the Interactive Works Scheme. Malene Ivesen of Copenhagen Bombay will present their project at this workshop.



Philippe Reynaert
of Wallimage

**An example of regional support:
Wallimage cross-media**

In addition to investing in feature and fiction co-productions, and in businesses in Wallonia, the Walloon Regional Fund in 2011 created a third support scheme to finance cross-media initiatives.

There are two components: Digital Promotion – to support marketing tools, such as websites, community managers of Facebook pages, applications or advergames (short-lived promotional games), and Digital Extension – for works that will then be developed using other media. Both come under a single ‘cross-media umbrella. Each has an annual budget of EUR 400,000.

**Invitation-only breakfast
From Crossmedia to Transmedia**

hosted by **Philippe Reynaert**
(Wallimage Fund, Belgium)
and **Julie Cruyt** (media-stands.eu expert) MONDAY, APRIL 2

**The “cross-media” ideas laboratory:
Power to the Pixel**

**Interview with Liz Rosenthal, founder of Power to the Pixel
How has crossmedia evolved over the last five years?**

I founded Power to the Pixel in 2007 when the words cross-media and transmedia were barely mentioned in polite media circles.

Today nearly every medium or large-scale organisation has a department that specialises in cross-platform or interactive media, and cross-media and transmedia are today’s buzzwords.

Is there still a lot of ground to be covered?

Yes, developing cross-media properties that successfully engage audiences is still in its infancy. The category is generally still dismissed as marketing, budgets remain tiny, funding mechanisms are sporadic and there are no established business practices for licensing and distributing these kind of projects. Single format linear work is still core to most businesses

However audience culture has certainly evolved. As audiences shift effortlessly from one platform and device to the next, they want their content to do the same. And they’re demanding entertainment that is way more interactive and social than ever before. Every year we notice how industry knowledge and practices lag further behind the audience who has way more control over their media than ever before.



Participants in The Pixel Lab, 2011

Where does Power to the Pixel fit in?

Our aim at Power to the Pixel is to help the film and media industries in their transition in this networked and digital world. We specialise in helping content creators and businesses to create, finance and distribute stories and engage with audiences across multiple platforms and in advising them on innovation strategy.

The company is linked to a unique network of the leading practitioners and innovators who are developing new business and creative opportunities around the world – from the film, broadcast, advertising, interactive, ‘tech’ and publishing worlds. We have an extensive knowledge of international projects that are being developed, and of funders and commissioners investing in new work.

We’re here at MIPTV to make connections and to meet with producers, commissioners and financiers for our two main programmes, which are both supported by the MEDIA Programme:

- The Pixel Lab 2012*, July to October 2012, and
- The Cross-Media Forum, 16-19 October 2012

Liz Rosenthal will take part in the invitation-only **From Crossmedia to Transmedia breakfast** (Monday, April 2) and in the presentation of the **MEDIA Programme’s Interactive Works scheme** (Monday, April 2, 14.30 > 15.30).

**The Pixel Lab is one of four new media courses
part-financed by the MEDIA Programme.**

The others are **Transmedia Next**, which provides immersion in all aspects of transmedia storytelling; the **MBS Multi Platform Business School** course, which has a strong emphasis on identifying cross media value and potential, with a particular focus on games; and **Closing the Gap: Equity Investment for 360° Content** which helps cross-media producers when approaching equity investors.

For details of these and more than fifty other courses in categories such as documentaries and new technologies, animation and management, legal and finance, download **Training & Networks 2012: European Training Programmes Co-financed by MEDIA** at m.media-stands.eu or media-stands.eu/library/media-publications. Or ask for a copy at the Welcome Desk.



Our experts

DIGITAL MEDIA & TV/CROSSMEDIA EXPERTS

Gina Fegan

DIGITAL MEDIA ADVISOR

Gina Fegan is an international specialist in the emerging relationships between traditional media, new technologies and telecommunications. She is a Screen & Digital Media Specialist at UK Trade & Investment and is on the BBC online advisory board. Gina founded www.D-MediaNetwork.com in 2011, a growing community of innovators in film, TV, games, music and digital technology currently with over 4,000 followers.

As Digital Media expert for the media-stands.eu advisory service and a film producer, Gina helps participants focus on cross-media possibilities for their projects, working through the way that social media and new technologies can be used in the development, production and distribution of their content.

Julie Cruyt

DIGITAL TV ADVISOR

Julie Cruyt has worked in the media business for the last 12 years – at everything from programme conception to sales and purchasing on all types of supports, and including marketing, digital platforms and triple play. She currently specialises in the use of kinetic language in the development of animation programmes for the digital television of tomorrow. Julie has a degree in political science and international marketing, a master's in audiovisual law and management and an MBA.

Julie will co-moderate an invitation-only breakfast *From Crossmedia to Transmedia* on Monday, April, 2.

Liz Rosenthal & Tishna Molla

POWER TO THE PIXEL

An early advocate and pioneer of cross-media, digital distribution and filmmaking, Liz is a leading digital film and media expert. She is Founder and CEO of Power the Pixel, a company that supports the film and media industries in their transition to a digital age. Power to the Pixel specialises in advising and training international businesses and content creators to create, finance and distribute stories and engage with audiences across multiple platforms.

Tishna's background spans film, TV, publishing and advertising. She has expertise in content development, rights negotiations, post-production, talent representation and production.

Contact service@media-stands.eu or ask at the Welcome Desk to find out more about how to attend invitation-only events and about optional registration for workshops.

OTHER AREAS OF EXPERTISE

Philippe Reynaert

WALLIMAGE FUND – COPRODUCTION AND CROSSMEDIA

As well as making the Wallimage Crossmedia presentation at the Monday morning breakfast, Philippe will be available to explain to participants on a one-to-one basis the financing opportunities for their projects through the Walloon regional support fund, Wallimage. Wallimage has EUR 5.5 million annually at its disposal which it invests in particular in animation series, TV fiction and documentaries.

Philippe will co-moderate an invitation-only breakfast *From Crossmedia to Transmedia* on Monday, April 2.

Peter Andermatt

BUSINESS DEVELOPMENT ADVISOR

In a very competitive market, innovative financial tools and a good understanding of the market are key for developing, producing and distributing audiovisual products. As Head of Project Development and Business Affairs of a Madrid-based consultancy firm which works internationally, Peter brings the expertise which has got him where he is today to media-stands.eu participants.

Franz Mangelberger

DISTRIBUTION ADVISOR

As distribution expert for media-stands.eu, Franz helps producers arrive at a proper assessment of the value of their assets, ideas or formats in order to draw up the appropriate distribution strategy. He provides an inside view of what TV buyers and international distributors are really looking for. Franz will moderate certain Buyers' briefings.

Peter and Franz will co-moderate: Tips from our pitch doctors

Sunday, April 1, 9.30 > 10.30

Yves Jeanneau

DOCUMENTARY ADVISOR – MARKETS

Yves has over 25 years' experience in French documentary filmmaking and over 100 films to his production credit. He is also the founder and General Commissioner of Sunny Side of the Doc, and of Asian and Latin Side of the Doc. He also created the Sunny Lab, which is dedicated to cross-media training. Yves brings this wide experience and his network of top buyers to the media-stands.eu participants.

Yves will moderate an **invitation-only lunch on History documentaries** on Monday, April 2.

SUNDAY

01-04

LEVEL 05 WORKSHOP ROOM ★

09.30 > 10.00 FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT

doc. & factual

DRG-DIGITAL RIGHTS GROUP**Benjamin NOOT**, Acquisitions Executive

DRG is one of the world's leading independent distributors of content. It adopts a 360° approach to rights exploitation and is constantly seeking innovative ways to maximise the value of its client's content.

MODERATOR: Rod CAIRD, media-stands.eu expert**10.00 > 11.00 WORKSHOP Tips from our Pitch Doctors**

A chance for participants to rehearse the pitches they will make during the buyers' briefings. Our consultants, Peter Andermatt and Franz Mangelberger, provide advice on how to best appeal to the target buyer audience.

11.00 > 11.30 ARD/NDR

doc. & factual

Dirk NEUHOFF, Head of Documentary Department

NDR is a German public TV broadcaster, which provides a regional TV channel called NDR Fernsehen. It is part of the ARD network – a partnership between nine regional stations providing programmes nationwide.

NDR is well known for its drama documentaries and documentaries about history, social issues and current affairs. NDR has coproduced programmes with broadcasters like BBC, NHNZ, TV2 Danmark and ARTE.

11.30 > 12.00 AL JAZEERA/AL JAZEERA DOCUMENTARY CHANNEL

doc. & factual

Ahmed Manfouz NOUH, Channel Manager

Al Jazeera Documentary Channel is an Arabic language documentary channel and a branch of the Al Jazeera network. It is the first of its kind in the Arab world. It is dedicated to international documentary production, focusing on and exploring a wide range of contemporary topics. It offers a wide range of high-quality documentaries and features on culture, science, environment, history, travel, politics and the arts.

12.00 > 12.30 AL JAZEERA/AL JAZEERA ENGLISH

doc. & factual

Jackie MURPHY, Acquisitions programming

Al Jazeera English is an international 24-hour English-language news and current affairs channel, with strategically placed broadcast centres in Doha, London and Washington DC. With a global network of 70 news bureaus, Al Jazeera has a reputation for fearless reporting at the heart of the story. Al Jazeera's international footprint continues to grow, reaching more than 260 million households on six continents and in more than 130 countries.

14.00 > 14.30 VRT/CANVAS

doc. & factual

Jan KONINGS, Junior Current Affairs Buyer

Canvas is a Belgian television channel and part of the public broadcasting network of Belgium's Flemish Community, Vlaamse Radio en Televisieomroep (the Flemish Radio and Television Network). It is an informative and cultural channel with a strong documentary profile. Launched in December 1997, it is part of VRT's second network (VRT2), which also carries the Ketnet channel as well as occasional sports programming under the Sporza brand.

14.30 > 15.00 FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT

doc. & factual

AETN ALL ASIA NETWORKS**Ms Michele SCHOFIELD**, Senior Vice President - Programming & Marketing**Ms Angie YONG**, Acquisition Manager

AETN All Asia Networks Pte. Ltd. is a joint venture between A&E Television Networks and Malaysia's pay-TV provider Astro through its subsidiary Astro All Asia Entertainment Networks Limited. AETN All Asia Networks currently operates History, History HD, Crime & Investigation Network, and The Biography Channel in the Asia region, from headquarters in Singapore with operations in Kuala Lumpur, Malaysia, as well.

MODERATOR: Rod CAIRD, media-stands.eu expert

01-04

15.00 > 15.30

RTP

doc. & factual

Helene TORRES, Head of Drama and Documentaries



RTP is a state-owned public service broadcaster, financed by advertising and by state subsidies. RTP has two national channels RTP1 and RTP2 that are transmitted by terrestrial network. RTP1's programming is intended to establish a broad appeal across all audience segments. RTP2 is targeted at minorities and discerning audiences.

15.30 > 16.00

RAI CINEMA

doc. & factual

anim. & youth

fiction

Luca MACCIOCCA, Acquisitions - Product Evaluation



Rai Cinema is a Rai Group Company. It offers its creative, productive and financial contribution to independent producers intending to implement cinematographic projects. With a view to ensuring maximum visibility for its own titles, Rai Cinema operates in the film distribution and home video sector through a subsidiary company, 01 Distribution.

16.00 > 16.30

**FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT
RTL GROUP / RTL ASIA**

formats

fiction

Jennifer BATTY, Channel Strategist



RTL is a well established pan-European broadcaster which has recently launched a new venture in India and has other plans for Asia generally. RTL Group and Reliance Broadcast Network Limited have signed a joint venture agreement to launch thematic television channels in India. This marks RTL Group's entry into the burgeoning Asian television market. The joint venture channels focusing on the reality and action genres, will address a clear void in international entertainment programming that currently exists in India.

MODERATOR: Rod CAIRD, media-stands.eu expert

16.30 > 17.00

NHK

doc. & factual

Sakura ONO, Executive Producer, International Program Development



NHK (Japan Broadcasting Corporation) is Japan's sole public broadcaster. Funded entirely by licence fees from Japanese households, it has a reputation for impartial, high-quality programming. Through its channels, NHK reaches about 50 million households. Besides being a broadcaster, NHK produces all-HD programmes in a wide range of genres, including news, documentaries, talk shows, children's and educational programmes, music, entertainment, drama and animation. NHK offers most of its programmes internationally through its affiliate NEP (NHK Enterprises, Inc.)

17.00 > 17.30

JANSON MEDIA

doc. & factual

fiction

Stephen JANSON, CEO



Established in 1989, Janson Media is an independent media company based in the United States, specialising in film, television and video production and distribution. The company has licensed content to virtually every country in the world, and its clients include nearly every major broadcaster or media company, and a wide range of home-entertainment labels, distributors and new media platforms.

17.00 > 19:00

HAPPY HOUR

MONDAY

02-04

LEVEL 05 WORKSHOP ROOM ★

MEDIA Programme supports interactive creation

The MEDIA Programme's scheme for Interactive Works aims to encourage greater multiplatform creation and collaboration between the audiovisual sector and developers of games and interactive content. Find out more at this afternoon's workshop. And choose today from nine different buyer briefings.

08.00 > 09.00 **BREAKFAST**

From Crossmedia to Transmedia
(by invitation only)

hosted by **Philippe REYNAERT** (Wallimage film fund)
and **Julie CRUYT** (media-stands.eu expert)

GUESTS: **Liz ROSENTHAL**, Power to the Pixel
Alexandre Michelin, General Manager MSN Europe
Middle East and Africa

09.30 > 10.00 **FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT ZODIAK RIGHTS**

doc. & factual

fiction

formats

Jane MILLICHIP, Managing Director

Zodiak Rights is the international rights business of Zodiak Media. The division specialises in worldwide television and home entertainment distribution, and all aspects of licensing, with highly experienced sales teams in London and Paris. Zodiak Rights (London) covers drama, entertainment and factual programming, and the business is a mix of finished programming and format distribution. With an active catalogue of around 10,000 hours, ZRL represents both Zodiak Media programming and formats, and a substantial catalogue of third-party independent programming from around the world.

MODERATOR: **Rod CAIRD**, media-stands.eu expert

10.00 > 10.30 **LIC CHINA**

doc. & factual

Leland LING, CEO



LIC China, established in 1994, has now become a strong and solid corporation with nine companies in four cities: Beijing, Shanghai, Hong Kong and Sydney. LIC China produces, syndicates and distributes both in domestic and international marketplaces. Over the last 16 years, LIC has launched five daily documentary time slots across around 300 channels in China. Not only has LIC established itself as the largest importer and distributor of quality documentaries in China, but it also produces original documentaries as well as undertaking the re-versioning of a large number of high quality programmes.

11.00 > 11.30 **BEYOND DISTRIBUTION**

doc. & factual

anim. & youth

fiction

Cherry YEANDLE, Acquisitions Assistant



Beyond Distribution is an experienced and successful distribution company which, since its inception in 1984, has built an international reputation for distributing programmes that appeal to audiences throughout the world. It is also known for its sales, accounting and servicing support, for effective promotion and marketing of programmes and, most importantly, for achieving high prices and high sales volumes.

Utilising the expertise of experienced sales and acquisitions teams, Beyond works collaboratively with producers, advising on elements which will increase the sales potential of their projects, and providing feedback and information about the international marketplace.

11.30 > 12.00 **Yle**

doc. & factual

Nina TUOMINEN, Acquisition Executive



The Finnish Broadcasting Company is Finland's national public service broadcasting company. It is 99.9% state owned. In 2011 Yle's share of daily television viewing was 44%. Yle plays a major role in producing and presenting programmes dealing with national arts, educational programmes and children's programmes. It also covers special and minority groups. Yle operates four national television channels: YLE TV1; Yle TV2; Yle Teema; Yle FST. There is also an Yle HD.

12.00 > 12.30 CZECH TELEVISION

doc. & factual
anim. & youth
fiction



Vaclav KVASNICKA, Head of Programs Acquisitions
CT-Česká Televize (Czech Television) is the national public broadcaster of the Czech Republic. It operates two nationwide channels – ČT1 and ČT2, Czech Television Teletext and Teletext Express, the ČT website www.czech-tv.cz, ČT24 and ČT4 SPORT. It has a 25% market share. ČT1 is a general purpose channel, showing family-oriented television, Czech movies, children's programming, news and a few documentaries (like BBC One). ČT2 broadcasts documentaries, concerts, operas, theatre dramas, discussions and culture-oriented programmes. This channel also frequently shows foreign films in their original versions with Czech subtitles (like BBC Two).

12.30 > 14.00 LUNCH

with **YVES JEANNEAU** of **Sunny Side of the Doc** (by invitation only)
An opportunity to present documentary projects which have a focus on history and are registered with the Advisory Service to buyers who have a special interest in this field.

14.30 > 15.30 MEDIA Programme Interactive Works Scheme – the latest news

Virve Indren, MEDIA Programme – Programme coordinator, Support for Independent Producers
Liz Rosenthal, Power to the Pixel
The scheme for Interactive Works aims to encourage greater multiplatform creation and collaboration between the audiovisual sector and developers of games and interactive content. It seeks to promote digital content presenting substantial interactivity, originality, creativity and innovation against existing works with European commercial potential.

15.30 > 16.00 BSKYB/SKY 3D

doc. & factual
fiction



John CASSY, Director of Sky 3D
BskyB is the biggest pay-TV broadcaster in the UK and Ireland, and today entertains over 10 million homes. Sky invests over GBP2 billion annually in diverse content, including sports, film, news, entertainment and arts. Sky 3D is a world leader in 3D television, which is available to Sky World HD customers at no extra cost (3D TV required). Sky 3D, launched on Oct 1st 2010, is on air 16 hours a day, showing the most recent films, the biggest sports events live and the best factual, music and entertainment from the best pay-TV brands.

16.00 > 16.30 FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT A+E NETWORKS/A+E UK

doc. & factual



Adam MACDONALD, VP of Programming
A+E Networks UK, a joint venture of A+E Networks and BSkyB, is a leading broadcaster representing a portfolio of high-quality, groundbreaking factual channels including HISTORY™, HISTORY™HD, Crime & Investigation Network® and Crime & Investigation Network® HD,BIO®, BIO® HD and MILITARY HISTORY®. A+E Networks UK launched in November 1995 and operates channels in 27 countries across the UK, Scandinavia, the Benelux, Central & Eastern Europe, Sub-Saharan Africa and the Middle East, and is available in more than 60 million homes and in 14 languages.
MODERATOR: Rod CAIRD, media-stands.eu expert

16.30 > 17.00 TV 2 NORWAY

anim. & youth
doc. & factual



Dennis Alme DE VISSCHER, Acquisition Executive
TV 2 is the largest commercial television station in Norway. It is owned by TV 2 Gruppen, Norway's largest commercial media company. TV 2 is the main channel (almost 20 years old, the 'mother' channel.). It has several sister channels: TV Zebra; TV 2 HD, TV 2 Nyhetskanalen, TV 2 Filmkanalen, TV 2 Sport, TV 2 Science Fiction, TV 2 Barclays Premier League, TV 2 Bliss, TV 2 Sumo.

17.00 > 17.30 RTV SLOVENIJA

anim. & youth
doc. & factual
fiction



Majda GANTAR, Editor & Buyer Documentaries & Education - Head of Foreign Docs Dept
RTV - Radiotelevizija Slovenija (Radio-Television of Slovenia) is the national public broadcaster of Slovenia. It is based in Ljubljana, with regional broadcasting centres in Maribor for the Hungarian minority and in Koper for the Italian minority. RTV Slovenija operates three national channels (TV Slovenija 1; TV Slovenija 2; TV Slovenija 3) and two regional television services (TV Koper and TV Maribor).

17.00 > 19:00 HAPPY HOUR

TUESDAY

03-04

LEVEL 05 WORKSHOP ROOM ★

Continuing our spotlight on cross-media

At Tuesday morning's workshop, our IP expert, Michel Gyory, will discuss rights issues in the digital era, continuing our spotlight on cross-media at this MIPTV. There is still a diverse range of buyer briefings to choose from today and tomorrow - sixteen in total, offering opportunities around the globe.

09.00 > 09.30 SUPER RTL

anim. & youth

Karen MITREGA, Head of Editorial Daytime



SUPER RTL is a private German television network operated by RTL Disney Fernsehen GmbH & Co. KG, the market leader on the children's TV market. The shareholders are Walt Disney Company 50% and RTL Group 50%. SUPER RTL airs children's programmes from 06.00-20.15. Target audience: children 3-13 years old; 6-9 years old. TOGGOLINO is the preschool branding, targeting those 3-5 years old; it is also the name of the morning slot; TOGGGO is the brand for those 6-13 years old.

09.30 > 10.00 FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT ALL3MEDIA INTERNATIONAL

doc. & factual

Louise PEDERSEN, Managing Director



ALL3MEDIA International is one of the UK's leading independent distributors with a catalogue spanning formats, factual and drama programming. The company works closely with the independent production industry to develop, finance and distribute internationally appealing programmes. It now distributes programmes from more than 70 different production companies from across the UK, Europe, Australia and NZ.

MODERATOR: Rod CAIRD, media-stands.eu expert

10.00 > 10.30 RTS

anim. & youth

Izabella RIEBEN, Acquisition Youth Programs



RTS - Radio Télévision Suisse is a Swiss public broadcasting organisation, part of the multimedia group of Swiss National Television, SRG SSR idée suisse. It was created on 1 January 2010 by a merger of Radio Suisse Romande and Télévision Suisse Romande. RTS has two channels: RTS un et RTS deux (documentary, culture and sport programmes).

10.30 > 11.00 SVT

doc. & factual

Mikael OSTERBY, Programme Acquisitions Head of Factual



Sveriges Television is a national broadcaster based in Sweden, funded by a compulsory fee paid by all television owners. SVT channels include: SVT1 (the first of all Swedish TV channels), SVT2 (a channel with slightly narrower programming, with an emphasis on culture, current affairs and documentaries), SVtB (a children's channel) and Kunskapskanalen (Knowledge).

11.00 > 12.00 LEGAL WORKSHOP with Michel GYORY Contracts in the film and audiovisual industry

A specialist in the film industry and an international lawyer, Michel Gyory, will give participants guidelines on how to deal with film and audiovisual industry rights contracts.

12.00 > 12.30 CHELLOMEDIA/CHELLO MULTICANAL/ ODISEA – ODISSEIA

doc. & factual

Gimena ARENSBURG,

Programming Director of Odisea Channel



Chello Multicanal is an independent distributor of thematic television channels which are designed and produced for Spain and Portugal, and more recently for Angola, Mozambique and Cape Verde. They are considering some strategic distribution alliances in Latin America. Chello Multicanal currently operates 18 thematic channels, amongst which are Odisea, Natura and Canal de Historia, documentary channels that broadcast 24 hours a day. They operate with acquisitions, commissions and in-house productions.

14.00 > 14.30 YES/DBS SATELLITE SERVICES LTD

doc. & factual

Osnat EDEN-FRAIMAN,

Acquisitions Manager - Documentaries



yes (D.B.S. Satellite Services Ltd.) is Israel's sole satellite television provider. It broadcasts more than 200 different television stations from around the world and Israeli channels. Part of the platform's website offers full-length documentaries.

14.30 > 15.00

EBS

Mia KWON, Acquisitions Executive

doc. & factual
anim. & youth
fiction



Korea Educational Broadcasting System (EBS) is a public multi-platform media organisation whose mission is mainly focused on education and knowledge for Koreans. EBS's main terrestrial channel and three satellite channels are must-carry, which means they are on every cable, satellite and IPTV service covering South Korean territory. They reach more than 12 million households. In addition, EBS has been dedicating itself to leading in future media, such as internet and mobile. EBS's website has more than 10 million registered subscribers and recently began its mobile services through iPhone in South Korea

15.00 > 15.30

RAI/RAI 1

Lorenzo PINNA, Commissioning Editor SuperQuark

doc. & factual

Rai 1 is the primary television station of the three principal channels operated by Rai, the national public service broadcaster. It is a generalist channel, mainly focused on shows, movies and public service.

15.30 > 16.00

NRK/NRKSuper

Elin RAUSTOL, Head of Acquisitions

doc. & factual



NRK Super is a Norwegian TV channel for children and run by the Norwegian Broadcasting Corporation (NRK). The TV channel was launched in 2007 and is broadcast on the digital terrestrial network, on the same frequency as NRK3, from 06.30 to 07.30. NRK Super also has a web community.

16.00 > 16.30

FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT SPIEGEL TV

doc. & factual



Elvira LIND, Head of Acquisitions and Sales

SPIEGEL TV is a subsidiary of German print magazine *Der SPIEGEL*. SPTV is a production and distribution company with fixed broadcast windows on various German private TV stations. Since 2009 SPTV has together with Autentic GmbH operated the Pay-TV history channel *Spiegel Geschichte* on Sky Germany and since 2011 the Pay-TV knowledge channel, *Spiegel TV Wissen*.

MODERATOR: Rod CAIRD, media-stands.eu expert

16.30 > 17.00

BBC/CBEEBIES

anim. & youth



Jackie EDWARDS, Executive Producer - CBeebies Animation & Acquisition

CBeebies is the UK's most watched channel for the under-sixes. Half the target audience tune in every week (parents and carers with children aged 0-3 and four- to six-year-olds in digital homes) with 57% saying it is one of their favourite channels. The CBeebies website last year averaged over 890k unique users.

17.00 > 19:00

HAPPY HOUR

WEDNESDAY

04-04

LEVEL 05 WORKSHOP ROOM ★

09.30 > 10.00 FOCUS ON FACTUAL SCRIPTED ENTERTAINMENT

doc. & factual

ABC**Alison BAKER**, Acquisition Manager

ABC Television Australia delivers commercial-free, nationally available, free-to-air screen content via a multiplatform, multi-channel network. ABC Television is the destination of choice for viewers and users seeking quality and diversity in screen content, in particular engaging audiences across a wide variety of genres.

MODERATOR: Rod CAIRD, media-stands.eu expert**10.00 > 10.30 ARD und ZDF/Ki.KA - Der KinderKanal**

anim. & youth

Stefan PFAEFFLE, Deputy Head of Fiction,

Acquisition & Co-production



KiKA is the children's channel of ARD und ZDF in Germany, covering Germany and German-speaking Europe by cable, satellite and terrestrial means, all analogue and digital. KiKA is exclusively dedicated to children, currently broadcasts 15 hours daily from 06.00-21.00 and is commercial-free. KiKA's market share of the 3-13 age group has increased continuously since the channel's inception (January 2012: 21%). The programming ranges from programmes for pre-schoolers to kids 6-9 years, and up to pre-teens.

10.30 > 11.00 SBS

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Jane ROSCOE, Network Programmer

The Special Broadcasting Service (SBS) is a hybrid-funded Australian public broadcasting radio and television network. The stated purpose of SBS is «to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society». It has two channels, one predominantly in English (SBS One) and the other mainly in other languages for minorities (SBS Two).

11.00 > 11.30 FRANCE TELEVISIONS / FRANCE Ô

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Hervé CAUCHY, Content and Coordination for Documentary Production and Policy

France Ô is a French public television network featuring programming from the French overseas departments and Metropolitan France. It is part of the France Télévisions group. Its overseas counterpart is Outre-Mer 1^{ère}. Formerly known as RFO Sat, the channel originally broadcast nine hours per day only. It was re-branded France Ô in 2004 in order to better show that it is part of the France Télévisions group.

11.30 > 12.00 ORF

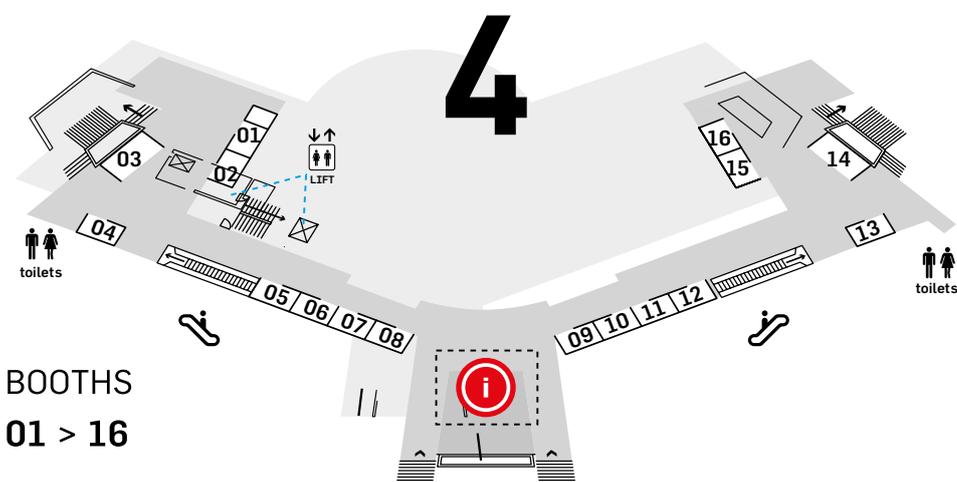
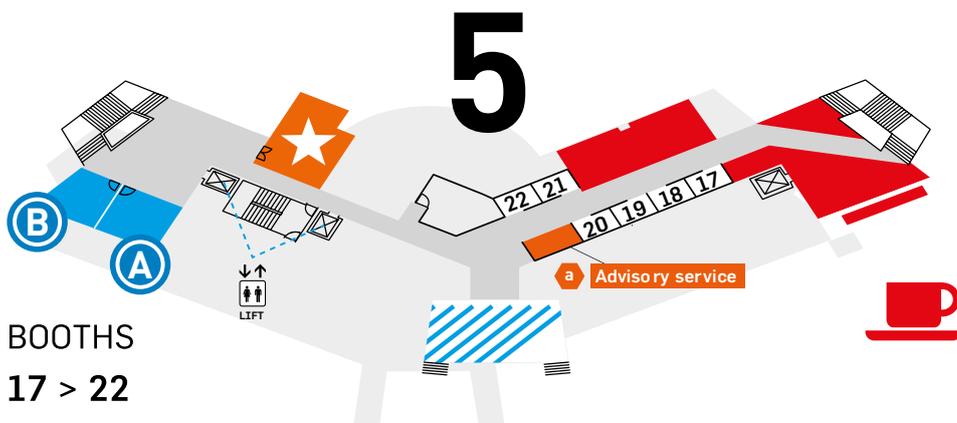
doc. & factual

Andrew SOLOMON, Head of Natural History Unit - DE & Buyer Strand: Universum

ORF - Österreichischer Rundfunk (Austrian Broadcasting Corporation) is the Austrian public broadcaster. Austrians have access to 70 channels, but ORF's market share is up to 38%. It has two channels and one satellite channel for sports, information and culture. All documentaries are shown on ORF 2.

17.00 > 19:00 HAPPY HOUR

H4.35



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