

02-04

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H4.35

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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

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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**

doc. & factual



A+E NETWORKS/A+E UK

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**

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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**

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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**



WHAT NEXT?

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08 > 11/10/2012

Sign up at media-stands.eu from June 16, 2012