



CONTENT REPORT

Daily

KIEV MEDIA WEEK *daily events overview*

№ 1, Tuesday, 11 September 2012



Today, on September 11, the Format Show will take place. This one day conference is dedicated to TV formats, their screening, and presentation of the newest and the most popular formats by the top international prodcos and distributors. Annual conference Format Show is organized by Media Resources Management since 2010. The majority of formats screened during this event were acquired and adopted by leading companies operating inside and outside Ukraine.

A unique panel discussion **“What Do Buyers Want? And what are format producers looking for?”** will be held in the course of Format Show, involving following media professionals: Marina Williams (Endemol Group), Anne Kirsipuu (FremantleMedia), Axel Böhm (Red Arrow International), Darya Fialko (TV3), Alexey Goncharenko (Friends Production).



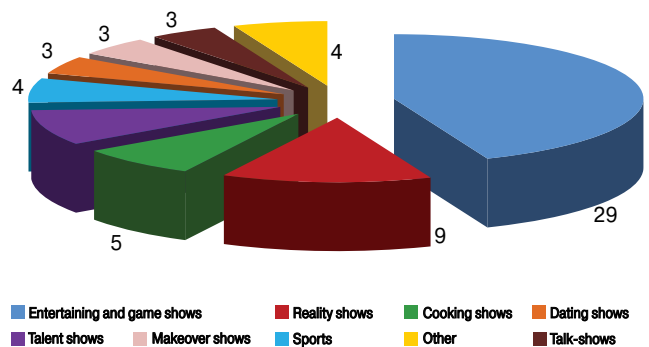
Format Show also comprises a special workshop **“How to manage your format and how to protect it while profiting from investments as much as possible?”**

headed by Jonathan Coad, a partner at law firm Lewis Silkin (specializes on media, brands and technology). Furthermore, in the course of Format Show 2012 will be held the final round of Ideas **Pitching. Ideas Pitching** is a unique project initiated by TV channel 1+1. It is the presentation of innovative original entertaining TV projects by independent authors.

MORE PREMIERES ON UKRAINIAN TV

The year 2012 in Ukrainian TV follows its broadcasting trends of 2010-2011. By this we mean a wide range of new programmes (mostly format adaptations) aired by the leading Ukrainian TV channels. The first half of 2012 marked debut of 105 new series and 55 TV shows produced by companies operating at CIS countries and released on the 6 leading Ukrainian TV-channels (Inter, Ukraine, STB, ICTV, 1+1, NEW CHANNEL). And if to take into account TV channel TET, it would total to 109 series and 66 TV shows. The first half of 2011 was notable mostly for format adaptations, while in January-June 2012 55 new TV programmes including only 18 format adaptations (taking into account TET – 22 format adaptations among 66 programmes) were aired on Ukrainian TV. Remarkably the majority of adapted format shows running for several seasons on domestic TV nets are more popular than original programming. If we compare data of the first six months of 2011 to the results of the same period this year, we can say that now Ukrainian TV channels have more premieres. The prevailing genres in Ukraine include entertainment, game and reality shows.

Variety of genres presented by show premieres in the first half of 2012



22 BRAND NEW TV FORMATS AT FORMAT SHOW

Today during **Format Show** screening conference the largest world TV format developers and distributors will present their most interesting and

promising formats, many of which are going to be exclusive premieres. For example, participants of the conference-screening will see four debut TV

shows from British company **Zodiak Rights**, and three more from **Fremantle (UK)**. Furthermore, two premiere TV formats will be introduced by each of these companies:

Netherlands distribution company Endemol, Israeli company **Armoza Formats**, Germany's **Red Arrow**, and British **DRG** and **Cineflix Rights**.

Other companies to present their newest formats at this Format Show are Turkish sales company **Global Agency**, British company **BBC Worldwide**, American **CBS Studios** and French **Banijay Entertainment**. This year total number of brand new TV shows to be presented at the Format Show has reached 22 premieres compared to only 15 debuts in 2011. It should be noted that among other participants, this

time we will also see formats from Russian broadcaster TV3, Polish ATM Grupa, Italian RAI Trade, Swedish network Sparks Network, Japan's Fuji Creative Corporation and many other media companies from all around the world.

Moreover, this time more attention will be paid to the screening of scripted formats from such companies as Coracol, Telemundo, Armoza, Dorimedia Group, Fremantle, ATM Grupa, Yari Dori, etc. Today you will find out all details about this event. Don't lose the opportunity to be the first one to see these and many other formats!





CG FACTORY OFFICIALLY ENTERS UKRAINIAN MARKET

One of the Russia's largest and most recognizable post-production houses **CG Factory** (CGF, produced visual effects for *Chronicle* (2012), *Abraham Lincoln: Vampire Hunter* (2012), *Wanted* (2008), etc.) launched its Ukrainian branch – **CGF Kiev**. The new company was founded on the basis of two local CG studios – **CG.UA** and **mental dRive studio**.

Founded in 1994 mental dRive studio specialized in commercials production. It was one of the studios engaged in creating separate VFX-shots in Russian action movies *The Night Watch* (2004) and *The Day Watch* (2005) and made pre-visualization of stunts and VFX-shots in *Wanted*. Alexander Kucherov, the founder of CG.UA studio, also took part in production of the visual effects for the mentioned films, still while he was an employee of the other Ukrainian studio

Terminal FX. He launched his own company in 2008 focusing on VFX for the movies. According to Alexander Gorokhov, the founder and the head of CGF, their co-operation with Ukrainian companies started late autumn 2011. They were engaged in VFX production for the comedies *Rzhevskiy vs. Napoleon* and *Yelki 2*. The decision to found a branch of office in Kiev was made in January 2012 but it was delayed because of the launch of the company's restructuring process aimed at meeting world standards of visual effects production. Moscow-based CGF has its facilities in Los Angeles and Vladivostok, both founded in 2010. Currently CGF Kiev is engaged in production of Russian comedy *Gentlemen of Fortune* produced by Timur Bekmambetov. The movie is to be released a few days before the New Year's Eve.

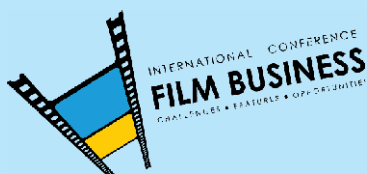
CG EVENT EURO 2012 IN KIEV

On the 8th of September the tenth annual international conference **CG Event Euro 2012** devoted to computer graphics took place in a cultural and education centre Master Klass. The attendance has exceeded all expectations, and the event, which previously was held only in Russia, had gathered more than 850 guests not only from Ukraine, but also from Russia and Belarus. The **KIEV MEDIA WEEK**

forum and **Postmodern** post-production company were among CG Event partners. This year organizers decided to bring to the public attention the interrelations between Ukrainian and foreign CG companies and also show the real-examples of the results of their work. The conference began with the speech by Roman Bazyuchenko and Arkadiy Dubinin – CEOs of TerminalFX (Kiev) and Trigraph

(Moscow) correspondingly. They told about their team-working, about equipment they used and technical problems they faced with trying to split equally the responsibility for their common projects (*Tot eshe Karlosom* among them). Ruslan Ogorodnik, one of the TerminalFX co-founders, shared his experience of the work in Swedish company The Chimney Pot, and Sergey Nevshupov in his turn – in American Weta Digital, which created Avatar visual effects. CG Event culminated with the videoconference with Timur

Bekmambetov, who told about his work on the film *Abraham Lincoln: Vampire Hunter* and put some new ideas, especially the sequel of *Wanted*. Furthermore, there were two blocks of workshops within CG Event framework: the first was dedicated to the CG programmes know-hows, and the second one, called 2D-Block, – to drawing the characters' emotions in art and film projects. 2D-Block ended with the techno-pitching where everyone could present his own CG&VFX project in order to find the producer or investor.



outstanding film industry professionals will gather leading media experts from all over the world. The main issues to be discussed are: the present day data analysis of the market, the main trends at Ukrainian, Russian and European film markets, up-to-date forecasts of the latest developments in the film industry, burning questions and their solutions.

Tomorrow, on September 12, the fifth international conference **Film Business** will be held. This one-day event based on panel discussions, real-life "case studies" and speeches of

This year the conference changes its format, focusing not just on discussion of the burning issues but mainly on their practical solutions:

the conference will start with a special workshop **"Co-production as a profitable venture - reality or fiction?"**

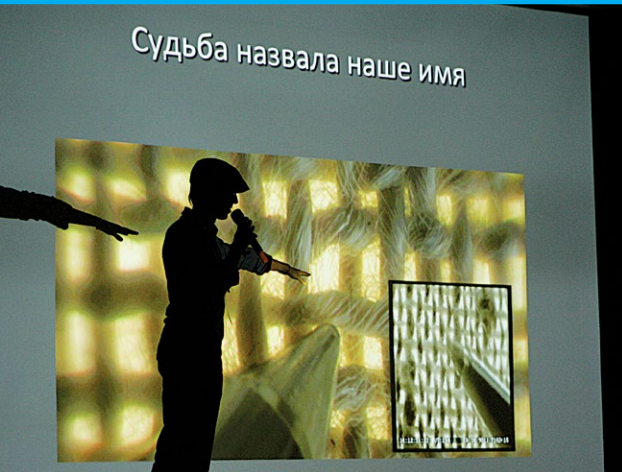
next on the conference schedule - special section **"State financial support: myth or reality?"**

in the final part of the conference a panel discussion **"Distribution, marketing, and full-length films profit maximization"** will be held.

Special guest of the conference - Rick McCallum, producer of the *Star Wars prequel trilogy* and *Star Wars Special Editions*.

You can check in at the **KIEV MEDIA WEEK** register stand in the Radison Blu Hotel hall





MRM Media Resources Management, 22 Zakrevsky Street, Entrance 1, 2nd floor 02660, Kiev, Ukraine, tel. +380 44 459 46 10; www.mrm.ua

