



CONTENT REPORT

Daily

KIEV MEDIA WEEK *daily events overview*

№ 2, Wednesday, 12 September 2012



Today, 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 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.

This year the conference changes its format, focusing not just on discussion of the topical 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.

UKRAINIAN CONTENT MARKET 2012 MARKED 100% INCREASE

International audiovisual content market **Ukrainian Content Market** starts today in the course of KIEV MEDIA WEEK forum. The conference will take place in Radisson Blu Hotel from September 12 through September 14, 2012. As a result of successful Ukrainian Content Market last year, this year the list of participants has grown by 100%, expanding its geography and involving new players and territories, and now including CIS countries, Europe, Asia, Africa and Americas. This expansion indicates nothing but dynamic content development across our region.

The total number of sellers reached 130 companies with 62 enterprises that booked their own stands on the 2nd and the 3rd floor of the Radisson Blu Hotel. Among them there are such companies as: WeiT Media, FILM.UA, Azteca, BBC Worldwide, Endemol Group, Cineflix Rights, DRG, Global Agency, ITV Inter Medya, Star Media, Telemundo Internacional, Zodiak Rights, Russian World

Studios, CTB Film Company, Central Partnership and others.

Total amount of all registered buyers has come up to 115 companies. This list covers a wide range of the largest TV-channels operating in the territory of the CIS countries and the Baltic States, namely leading Russian TV-nets Russia 1, CTC, TNT, TV3, Domashniy, Perez, TV Centr, and such companies as Stream TV Networks, First HDTV, Sony Pictures Television Russia. Ukrainian TV-channels include Inter, 1+1, Ukraine, NEW CHANNEL, STB TV, ICTV, TET, Tonis Channel, etc. Kazakhstan is presented by such TV-channels as KTK, Channel 31, Channel 7, NTK-TV, Eurasia TV. The Baltic States' broadcasters presented in Ukrainian Content Market are: BTV, LNT, Viasat Baltic, 1st Baltic channel. Leading Moldavian TV holdings participating in UCM are Dixi Media, Top-Media, and Prime. ONT TV channel (Obshchenacionalnoe Televidenye) is the top representative of the Belarus media market.

WINNER OF IDEAS PITCHING ANNOUNCED!

On the 11th of September in the course of Format Show the Final round of the first Ukrainian **Ideas Pitching** was held. The event was organized by Media Resources Management company and commissioned by 1+1 Media. The total number of applications for the main competition reached 190 contestants. But only 80 of them were presented to jury, that had selected 5 final projects. Natalya Shilo told about her idea to create a detective reality show “Mousetrap”. Elena Zhironkina presented her entertainment show “Your weight against mine”, in which participants will try to determine who has the privilege - curvaceous or skinny girls. The project “Glamour & poverty” and its creator Olga Korogodina offered female-contestants to trade places: girls from villages will move to big cities and vice versa. Vladimir Moskalets decided to unite two strangers and create new show “Love-Force or Love cannot be forced”. Ilona Tunanina wanted to organize “The battle of yards”, where the best yard would be chosen after a special competition in the result of which yards would become modernized, better-equipped and nicer-looking.

The jury consisting of the leading experts from Ukraine, Russia and Israel, namely Viktoriya Shulzhenko, Producer General at 1+1 TV channel, Ukrainian TV producers Elena Eremeva and Viktoriya Lezina, Director General of Israel company Armoza Formats Avi Armoza, and Alla Lipovetska, TV Programs Producer General at Story First Production, Russia, have selected Vladimir Moskalets' project “Love-Force or Love cannot be forced” as the winner of the Pitching. Now based on Vladimir's idea 1+1 TV channel will produce a pilot episode at its own cost.



However, Alla Lipovetskaya thinks that the winner-project is rather immoral and contradicts with marriage traditions, because according to rules of the show two strangers will meet each other only at their wedding ceremony. These two people will be chosen for each other by a team of experts, astrologists, psychologists and sociologists. Then during the next 7 days after the wedding the newlyweds will have to overcome together issues rising from everyday routine. If they don't get along, nothing could step them from divorcing. Nevertheless other members of jury liked this idea, whose author had also received from Cinemotion company a ticket to Robert McKee seminar in Kiev.



TRENDS IN THE FORMAT BUSINESS

Nowadays it becomes more difficult for the TV formats of classical genres to find their way to television screens and viewers' hearts. According to the participants of the panel discussion **"What do the buyers want? What do the format producers look for?"**, which was held yesterday in the course of Format Show, the audience is already fed up with traditional shows. The success of a new potentially strong format depends on one hand, on how easy it is to adapt, and on the other hand, on the level of creativity and quality of the ideas implementation. Thus, according to Axel B hm, Regional Sales Director at Red Arrow International, genres mixing will be the main trend in the format business of the nearest future. «Try to combine a

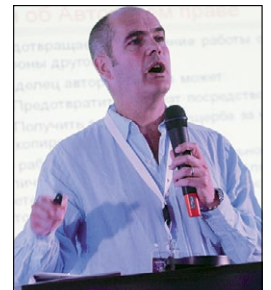


cooking-show with a talent show or a reality with a game show - and you will see, it will be fun,» – says Axel. Anna Kirsipuu, CIS & Baltics Sales Director at FremantleMedia, in her turn, notes that one of the really working «secrets» of the format creation is the KISS formula - Keep It Simple, Stupid.

PROTECTION OF FORMAT IS SOMETIMES MORE IMPORTANT THAN ITS CREATION

«How to own and control your format – getting the best return on your investment»- this is the name of the special seminar held by Jonathan Coad, a partner at the British law firm LewisSilkin, yesterday, at the international conference-screening of formats **Format Show**. The problems associated with the protection of format rights are caused by the fact that legislation is dragging behind and adapts slower than the changes in culture and technology occur. In the past similar issues were rising in relation to protection of copyright for music recordings. Now the battle with piracy in the TV-format industry in Europe is rather successfully headed by FRAPA - Format Recognition and Protection Association, with the help of the court created by this organization, among other means. According to FRAPA, in the last 4 years the global market of TV-formats has doubled in size and is now estimated to be worth more than \$30 billion. Thus, to be able to protect their format rights, the owners must be ready to provide convincing evidence revealing the whole process

of the format development, that is, from the initial idea to the sale and broadcast of the format on TV. So it is important to keep detailed written records of the format creation process. Many ideas appear from the scratch in just a few seconds, and the sooner the author puts it in writing, the faster the project would develop and the easier it would be to protect it in the future. Notably, even in the relevant laws of the United Kingdom and France, not to mention Ukraine and Russia, TV-formats are still not listed among the objects of intellectual property, which are subject to protection. Thus, the question of copyright and copyright protection in the format industry is currently a critical one. As experts say, sometimes it is more important and more difficult to protect the rights to your format than to create it.



Television as Business

International conference **Television as Business** will take place tomorrow, on September

13, in the course of KIEV MEDIA WEEK. Leading TV-brands, media experts and investors will discuss the burning issues including up-to-date content, financing, management and new media technologies.

The following speakers will present their special reports:

- Christian Hocepiet, Principal Expert of European Commission (Belgium) will share his experience in the report **"A competitive model for digital TV: Lessons from the EU"**
- Ross Biggam, Director General of Association of Commercial Television in Europe (Belgium) will speak about **"Changes**

needed in advertising regulation (AVMS directive etc.) as markets evolve"

- Olga Zakharova, Strategic Marketing Director of media-holding Media Group Ukraine will present her report **"Development of niche TV-channels in Russia and Ukraine: strategy of positioning, branding"**

- Dmitri Lisitski, Vice-president of internet business and new media at UMH Group will dwell in the issue **"When Internet wins TV"** The conference will also comprise Media leaders' summit and a range of panel discussions:

- New marketing strategies 2011-2012;
- Business development of sport TV-channels;
- How to improve advertising on TV;
- Sponsorship 360° – new era of cross-platform media sponsorship projects.

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





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