



Television as Business

International conference **Television as Business** will take place today, on September 13, in

the course of KIEV MEDIA WEEK. Leading TV-brands, media experts and investors will discuss burning issues including current content, finances, management and new media technologies. The following speakers will present their special reports:

- Christian Hoceped, 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.

UKRAINIAN CINEMA DISTRIBUTION MARKET WILL EXCEED \$100M IN 2012

Ukrainian theatrical box-office continues to grow steadily. During the period from December 1, 2011 to August 26, 2012 (in Ukraine film distribution year begins on December 1) there were 189 releases in Ukrainian cinemas (ten more than last year). About 15.3 million viewers came to watch them. As a result, total Ukrainian box-office during three quarters of the distribution year reached more than \$77.1 million. In general, 61% of the total theatrical box-office is made up by the TOP 20 hits - \$47.2 million. Near 60% of the audience (9.2 million) watched these films and animations in the cinemas. Note that TOP 20 releases of the nine months of the previous distribution year earned \$41.5 million from the sale of about 8.3 million tickets. Detailed data on the current situation on the cinema market in Ukraine was presented at the Fifth International Conference **"Film Business"** by Artem Vakalyuk, Head of Publishing Projects at Media Resources Management (Ukraine).

Total box office growth in the first three quarters of 2012 distribution year came up to 13.7% comparing with the same period of 2011, while the total number of admissions has grown by 10.8%. In the first nine months of this year 27 releases have crossed the \$1 million box office mark, comparing with only 20 releases a year earlier. Obviously, the box-office has also grown due to the increase of average ticket prices. This is justified by the fact that the most attended, and therefore the most successful releases, were shown in 3D format, which in its turn affected the cost of tickets. As of today, the leader of the local box-office in 2012 is animation *Madagascar 3: Europe's Most Wanted*, that earned over \$4.8 million in the cinemas of Ukraine. Six Russian films are among the TOP 20 releases of the year. It is already obvious that according to the results of this distribution year Ukrainian box-office will hit its historical record and will exceed \$100 million.

HOLLYWOOD PRODUCER PLANS TO SHOOT A FEATURE IN UKRAINE

American film producer Rick McCallum most famous for his work on the Star Wars prequel trilogy and Star Wars Special Editions movie during the international conference Film Business: Challenges, Features, Opportunities held within the framework of KIEV MEDIA WEEK told about his plans to shoot his new feature project in Ukraine.

Rick McCallum told Content Report Daily that the movie will be a high-budget historical adventure drama taking place during World War II. The main heroine is Jewish woman escaping death when thousands of Jews were executed by fascists in Kiev in the ravine called Babi Yar. The film is to be directed by Ser-

gei Loznitsa famous all over the world for his feature films *My Joy* and *In the Fog* (FIPRESCI Award at the 2012 Cannes Film Festival). He created the story by himself and currently continues to work on the script. Ukrainian and Russian actors are to be engaged in the movie. Rick McCallum visited Ukraine more than once before. He says that Kiev and Odessa are of the most beautiful cities he had ever seen. That's one of the reasons American producer feels enthusiastic about the work in Ukraine. Producer is sure that people all around the world will be interested in such kind of story based on the real events background. The movie is supposed to be released



and distributed internationally. Rick McCallum expects it to gain state support in Ukraine and counts on private investments as well. He believes that his and Sergei's Loznitsa new

film will be as dramatic and emotional as *The Passion of the Christ* directed by Mel Gibson and will be nominated for Academy Award for Best Foreign Language Film.



CO-PRODUCTION: PROS AND CONS

Peter La Terrier, vice-president of worldwide production at Universal Pictures Int. London, United Kingdom, during his speech at the panel discussion "Co-production as a profitable venture: reality or fiction?" that was a part of the international conference **"Film Business: challenges, features, opportunities"** noted that, even for a "giant" like Universal, co-production is a prioritized area of business development. According to Peter, among the obvious advantages of coproduction projects are: close partnership in film-making process aimed at release in several markets at once, more opportunities for creativity, promising festival promotion and engagement of local "talent" to work on the project. Among the main problems co-producers can face with he highlighted: difficulties in obtaining various permits and approvals from the local authorities, the differences in mentality (easily understandable things for representatives of one nation often causes confusion among the representatives of the other one), peculiarities of production and costs accounting, marketing issues and the problem of piracy.

SPONSORSHIP 360° - A NEW APPROACH TO MONETIZATION OF TV CONTENT

Today, on September 13, in the course of KIEV MEDIA WEEK international conference **Television as Business** is held, which includes a panel discussion "Sponsorship 360° - a new era of cross-platform media sponsorship projects." Having considered international experience, StarLightMedia TV Group for the first time in advertising market of Ukraine has prepared a classification and unification of all kinds of sponsorship services beyond the TV. The classification, which has already been accepted by the Ukrainian Advertising Coalition, lists the following: cross-promotion, live-air sponsorship, licensing, telephony and mobile applications, internet sponsorships, marketing activities (events sponsorship, etc.). Representatives of leading Ukrainian television groups,

as well as specialists from advertising industry, and the international format producers are among the panelists. Using the example of the formats from the British distributor FremantleMedia (The X Factor, Farmer Wants a Wife, Got Talent) panelists will address the topics of cross-platform sponsorship when projects and brands involved in them go beyond the TV and find their place in the web, in social networks, in mobile applications, in marketing services and BTL-campaigns, and the TV show contestants become faces of the brands. Panelists will also review cases of Sponsorship-360° carried out in Ukraine, discuss the main trends of cross-platform communication in the world, and talk about the peculiarities of TV content monetization in the Internet.

OLL.TV LAUNCHES SVOD SERVICE

Video portal oll.tv launched by Media Group Ukraine in May 2012 plans to introduce the subscription based content monetization model, so called Subscription Video on Demand (SVOD), by the end of this month. Olga Gavrilova, the Development Director of Media Group Ukraine, announced the decision yesterday at the conference **Film Business: Challenges, Features, Opportunities**. For now oll.tv offers users free content in exchange for watching advertising. At the same time users have to pay \$1.25 for some premium titles (Transitional Video on Demand). Note that oll.tv is one of two legal online video services operating in Ukraine. The other one is megogo.net launched in November 2011. Its monetization model is based on commercials (90% of the content is available for free).



Fourth international forum **"Digital broadcasting in Ukraine"** will be held tomorrow, September 14, in

course of KIEV MEDIA WEEK in the Radisson Blu conference hall. This event is the key place to study professionally in detail all issues about digital TV (DTV) implementation in Ukraine, its prospects and problems. Every autumn forum's participants sum up annual results of the digital switchover process, analyze situation in DTT implementation, discuss this process and compare Ukraine's plans and achievements with international practice and experience.

David Wood, Deputy Director, EBU Technical, is to present his report "DTV as a new era. What technological changes are expected in TV-transmitting?" Apart from this Jaroslaw Mroczkowski (Emitel, Poland), Alexey Petrenko (StrongUkraine), Stanislav Lipay (ROMSAT) and Dmitry Loopkin (GFK Ukraine) are going to make special reports.

The conference will also include a range of panel discussions:

- The state of the digital TV net development
- One year after digital competition: main results of implementation.
- The second stage of digitization (cable TV channels)
- LTE versus DVB-T2.

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