



TV as Business

Today, on the 15th of September, a **Television as Business** conference will take place. Representatives of leading TV-stations, media experts and investors are talking about current content, finance issues, management and new media technologies. It's a one-day concentration of television business in one place.

Among the speakers:

- **Angelo Pettazzi**, Head of DTT Content Factory of Mediaset S.p.A., DGTVi (Italy), will share the experience in his report "Where is television moving on? Italian experience"
- **Ross Biggam**, Director General of Association of Commercial Television in Europe (Belgium), will report on the topic "Online and on-demand services as means of generating revenue growth as a complementary service"
- **Igor Faletski**, CEO of Mobify (Canada), will answer the question "Mobile internet: companion or rival of television?"
- **Vladimir Nabatov**, Projects executive in X-Media (Russia), will tell about "Present and future of legal market of video in the internet"
- **Victoria Yarmoshchuk**, Director of Media Resources Management (Ukraine), will present "Review of European TV advertising market: Ukrainian approaches, tendencies and perspectives"

Panel discussions to take place within the framework of the conference will be dedicated to the next topics:

- Human resources of the industry: the growing point
- Top TV advertisers and their media agencies. Special report from All-Ukrainian Advertising Coalition and Television Industry Committee
- Television versus Internet. Cooperation or rivalry?

«HIDE THE SMILE» TV-FORMAT SOLD TO UKRAINE

«1+1» group of companies optioned the local rights for the Finnish format **Hide the Smile** from the American company Small World IFT. Tim Crescenti, President of Small World IFT, revealed this in his exclusive interview to Content Report Daily. This show has also been licensed for production in the USA, Canada and China. The main task of the show's participants is not to laugh in some really hilarious situations. The original version of this show won the Best Show 2009 award in Finland.

At the yesterday's conference Format Show Mr.Crescenti has delivered a speech on how Ukraine could come to be among



the leaders of the television industry.

UKRAINE IS A SAFE PLACE FOR FORMATS

Screening of TV formats at the «Format Show» conference, which took place on September 14 within the framework of KIEV MEDIA WEEK, was started by Nicola Söderlund, President of Swedish distribution network Sparks Network. According to Söderlund, Ukrainian TV formats market has the following characteristics:

- High level of competition between channels
- The absence of format piracy – in this sense Ukraine is a safe place for business
- Blocking of formats by some companies, that buy formats but don't produce and don't air them
- Ukrainian production is of a high quality and is on the level with European countries

Summarizing his speech, the expert said with confidence: «Ukraine has everything necessary for the creation and production of the original formats. In Europe and the rest of the world there's always a demand for the new ideas. If the idea is interesting enough, there will be people who would like to implement it. This is proven, for example, by the interest that Spanish companies expressed in the project «Jail Birds» produced by FILM.UA – Ukrainian member of Sparks Network. During the formats screening Sparks Network made a debut presentation of the Dutch format, docudrama Murder Women - stories of women who have committed a murder. The program is made on the basis of convicts' testimonies.

WEIT MEDIA WILL PRODUCE 2 MORE SCRIPTED ADAPTATIONS FOR UKRAINE

As Timur Weinstein, producer general of WeIT Media, told in his interview to Content Report Daily, his company currently has 2 more scripted adaptations in production, commissioned by Ukrainian broadcasters. Namely, these are the adaptations of TV-formats «Diggers» from Dori Media Group and «The Tribe» from Endemol. Referring to the conditions of the agreements, Weinstein refused to reveal the names of the channels, that commissioned these TV-series production.

TV-series «Diggers» was created in 2010 and tells about a life of a 14-year-old Jonathan who was left by his mother at a foster home more than a decade ago. All this time he's waiting for her to come back. When Jonathan hears of the mystical Wishing Stone that has been discovered in the basement of the museum across the street, he decides to dig a tunnel from the foster home to the museum in order to get to the stone that will, as he believes, bring his mother back.

«The Tribe» debuted on British Channel 5 in 1999. It is set in a hypothetical near-future after all the adults have been killed by an unknown virus. The only survivors



are the children up to 17 years old - the virus did not affect them. But how will they survive in this new world with no adults to guide, rule or protect them?.. The whole civilization collapsed in a blink of an eye, and now it must start from the very beginning, from the primitive communal system. In order to survive, children unite into tribes, and do everything together – hunt for their food, protect their territory, fight and trade with other tribes. We witness the development of a new history of humankind – new empires emerge and collapse, new religions appear.

STB PREFERS TO ADAPT, HOWEVER IS WORKING ON DEVELOPMENT OF THEIR OWN FORMAT

A panel discussion «TV formats: To acquire? To produce? To Sell? Future trend of Ukrainian market» opened the conference and screening «Format Show». In the course of this discussion, organizers presented a video showing Ukrainian TV-programs that could be called TV formats: «Karaoke on Maidan», «Masha and Models», «Cross or Pile», «School of Doctor Komarovski», «Run through Europe», «Crack up a comedian», «Hello, I'm your mother», «Jail Birds», «Mystical tales», «UFO».



Vladimir Borodyansky, Director General of STB TV-channel, ad-

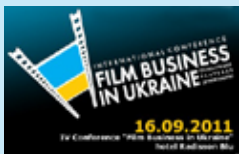
mitted that development of original format requires a lot of time, money and efforts. In his opinion it is more economic for the channels to adapt foreign formats and sell their own TV-projects as a ready content. Borodyansky believes that in the nearest future the development of original formats could only be a kind of «hobby», which doesn't allow to make profit, but gives a chance to acquire the necessary experience. «Our company has already spent \$70 thousand on a new format development, but we still haven't reached the stage of the pilot shooting. We really know how to make high quality adaptations. American press once wrote that it's worth learning from Ukraine in this area. I'm not saying we should completely give up the attempts to create our own formats; on contrary, we should strive to do that, but at the current stage it is practically hard to implement. In order to create original big projects, which could be popular not only in Ukraine, but also abroad, we are lacking not just financial resources, but also qualified and experienced staff».

THE FIRST UKRAINIAN CONTENT MARKET HAS OFFICIALLY STARTED ITS WORK

On Wednesday, September 14, the first Ukrainian Content Market has officially started its work! Buyers and sellers (more than 300 participants from 24 countries) conducted numerous negotiations and concluded first deals. More details about the results of UCM you will find in the new issues of Media Business Reports and Content Re-

port. In general, participants of the Market consider this to be a good idea to create a unique content platform on the CIS territory, in particular in Ukraine that is already ahead of Russia by the number of adapted TV-formats. Two more days of active work, negotiations, deals and acquisitions lie ahead! We wish everyone good luck!

Detailed reports on KIEV MEDIA WEEK work read in Content Report and Media Business Reports magazines. Subscribe now at www.mrm.ua



Tomorrow, on the 16th of September, **IV Film Business in Ukraine** international conference will take place. It is a platform for dialogue between the most successful Ukrainian and foreign film market industry insiders, to demonstrate market situation analyze,

dynamics of Ukrainian, Russian and European market trends, all possible forecasts for future film industry development, to outline existing problems and choose the most proper variants of solutions.

Film Business in Ukraine conference organizers will give the audience unique opportunity to get practical advices **HOW TO CAUSE FUNDS AND INVESTMENT FOR FILM PROJECTS**.

Among the speakers:

- **Luke Randolph**, Managing Director, Completion Guarantor, International Film Guarantors Ltd, Great Britain - Master class: international film finance models, creation & measures of value, finance

NON-FORMAT SHOWS OF IN-HOUSE PRODUCTION - A LOOK INTO THE FACE OF YOUR AUDIENCE

No doubt, it's good to adapt foreign TV-formats, but still it is better to produce original TV-shows - thinks Victoria Zabolonskaya, ex-producer of Ukrainian «New Channel», and current cofounder of the prodco Sister's Production. As she noted in her speech at the «Format Show», production of original TV-programs is «not so much the question of the amount of money needed for the idea development and its further implementation, but rather a question of taking a good look into the face of your audience». Victoria believes that we are much closer to our audience than Western format developers. And those channels and prodcos that are working on creating cata-



logues of their own TV-formats today, tomorrow will be «the kings» of TV-ratings.

AVI'S ARMOZA FORMAT IDEAS

«International content market is going through a kind of stagnation. Producers of TV content and TV companies feel the lack of ideas. In order to be successful, a product must cross not only county borders, but also the borders of platforms and genres.» This is how Avi Armoza, CEO of Israeli company Armoza Formats, started his speech. And later he revealed some of his new ideas.

Idea 1! The participants of the game-show will be more motivated to win, if in the case of losing they don't just not receive the prize, but will also lose their old household appliances or pieces of furniture, that they've bought with their own hard-earned money. The host of the show will come to their homes and offer to play the game. This idea provided the basis for the TV format «Upgrade» presented by Armoza Formats.

Idea 2! The contestants will be more motivated when competing for the prize – long-awaited trip to their dream-city, if they are already on the plane that's taking them to the dream-destination. An airplane's cabin – that's where the competition between contestants takes place according to the format of the new game-show «The Sky is the Limit».







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