

WHAT DO BUYERS AND COMMISSIONING EDITORS WANT?



SEPTEMBER 2020

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AUSTRALIAN BROADCASTING CORPORATION AUSTRALIA



Dallas Krueger
Head Of Acquisitions

ACTIVITY

TV Content Buyer

DOC

DRAMA

ACQUISITION TERRITORY

Oceania : Australia

What is your editorial strategy ?

The ABC is Australia's national public broadcaster. The corporation provides television, radio, online and mobile services throughout metropolitan and regional Australia.

When it comes to acquisitions our strategy is fairly simple - we are looking for the best in international programming within drama, comedy, factual, entertainment and children's to complement our own locally made commissioned content.

What type of projects/programs are you looking for ?

On our main flagship ABC channel, we have several slots we acquire for across drama, comedy, factual and entertainment.

Acquired content that perform well for us tend to be of British origin and when it comes to drama light crime is particularly popular among our audience. Having said that we are always on the look-out for compelling drama to come from outside the British Isles as well.

Any in-built marketability that a drama can offer, a well-known cast, high calibre writing talent etc. is going to increase its appeal for us.

On the factual front, for this market we will be particularly interested in accessible science, travelogue with a well-known presenter and history programmes that offer something new for our audience, whether it is a different stylistic approach or a new perspective or insight on a significant historical event.

For our secondary channel ABC2 rebranded last December to ABC Comedy we are on the lookout for all comedy content; narrative, sitcom, sketch, stand-up as well as light factual and entertainment, such a panel-show formats that make you laugh.

On the kids front, we are on the look-out for pre-school age and tween (8-12) animation and live-action, particularly content that is girl-lead.

What kinds of sales pitches do you respond best to ?

Pitches that target the specific needs and sensibility of our network/channels.

For sales executives unfamiliar with the ABC, I would recommend visiting our online service iview at iview.abc.net.au and download our app to get a sense of what we offer our audience. The majority of our content is geo-blocked so you won't be able to lose yourself in viewing our shows but it will give you a good overview of the type of content we commission and acquire.





Daniel Monaghan
Network Head Of
Programming

ACTIVITY

Acquisitions • TV Content Buyer • Commissioning Editor

DOC **FORMAT** **DRAMA**

ACQUISITION TERRITORY

Europe : United Kingdom **North America** : U.S.A.

What is your editorial strategy ?

Demographic profile: 25 - 54 and families, without alienating 55+
TEN strives to engage audiences with aspirational, positive, and heart-warming content. Event TV is the hallmark of TEN's schedule.

What type of projects/programs are you looking for ?

We're looking for LIGHT ENTERTAINMENT and non-scripted COMEDY formats that are witty and unexpected and appeal to a broad family audience. Against a competitive schedule across all free to air channels, the formats should be creative, entertaining, fun and compelling.

Successful GAME SHOW formats, including heritage brands also have a place in our schedule. The series should have demonstrated success overseas and provide a point of difference to our schedule.

Water-cooler CONSTRUCTED REALITY formats that are compelling are also of interest.

What kinds of sales pitches do you respond best to ?

One-page proposals, short sharp, succinct pitches.



Peter Andrews
Head Of Network
Programming

ACTIVITY

Acquisitions • Commissioning Editor • TV Content Buyer
• (S)VOD Buyers

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Asia: China • India • Indonesia • Japan • South Korea **Europe:** Austria
• Belgium • Danmark • Finland • France • Germany • Iceland • Ireland
• Italy • Netherlands • Norway • Russia • Sweden **Oceania:** Australia • New
Zealand **Latin America:** Argentina • Brazil **North America:** Canada • U.S.A.

What is your editorial strategy ?

At SBS we are inspired by the bigger picture. We deliver a richer more holistic understanding of our world by presenting surprising perspectives in entertaining ways. Our flagship channel inspires you to think new things and to feel a sense of connection, belonging and empowerment.

What type of projects/programs are you looking for ?

6pm Food: high volume, great talent (all ages)
7:30pm Factual/Food: warm, curious and optimistic (40-54 M/F)
8:30pm Factual/Food Films: bold, surprising and celebrated (40-54 M/F)
9:30pm Drama: driving passion and engagement (40+ M/F)

What kinds of sales pitches do you respond best to ?

The soft sell. We will need to view/discuss and then we will make a decision.

What are you looking for when working on coproduction projects ?

We rarely do full Commissioners but will pre-buy from suppliers and on topics we trust

IQIYI, INC.
CHINA



Li Zhang
Business Supervisor

ACTIVITY

Acquisitions • (S)VOD Buyers

KIDS

DOC

ACQUISITION TERRITORY

Asia: China • India • Malaysia • Singapore • South Korea **Europe:** Austria • Danmark • France • Germany • Italy • Netherlands • Russia • Spain • United Kingdom **North America:** Canada • U.S.A.



What is your editorial strategy ?

Animation and documentary acquisition.

What type of projects/programs are you looking for ?

Kid's content, mostly animation. Teenager's animated TV series (excluding Japanese anime). And documentary.

What kinds of sales pitches do you respond best to ?

With the detailed program info, screener and performance data. By oral commentary, video showing and presentation.

YLE FINNISH BROADCASTING CO FINLAND



Tarmo Kivikallio
Head Of International
Programme
Acquisitions

ACTIVITY

Acquisitions • Commissioning Editor

DOC

DRAMA

ACQUISITION TERRITORY

Europe : Austria • Belgium • Czech Republic • Danmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom
Oceania : Australia **North America :** Canada • U.S.A.



What is your editorial strategy ?

Yle is a Public Broadcaster with a strong on-line strategy. We have 3 TV-channels but 4 TV brands:

TV1 our main TV-channel. Typical PB TV-channel with news, current affairs, drama.

TV2 is a channel for live events and family viewing.

Yle Teema is a channel for culture, feature films, music etc.

Yle Fem is a full service channel for swedish speaking audience.

Our on-line platform Yle Areena is our main platform and in every deal we need to secure sufficient FVOD rights.

What type of projects/programs are you looking for ?

We need a wide range of content, both drama and factual. At the moment, young audience (under 30 years) is in our focus.

What kinds of sales pitches do you respond best to ?

The best way to contact us is an e-mail with a screening link and sufficient information. We are also ready to consider a pre-buy if the script is very appealing to us





Vicky Schroderus
Executive In Charge
Of International
Co-Productions &
Acquisitions - Yle
Children's Programs

ACTIVITY

Acquisitions • Co-production

KIDS

ACQUISITION TERRITORY

Asia: South Korea **Europe:** Belgium • Czech Republic • Danmark • France • Germany • Ireland • Italy • Netherlands • Norway • Poland • Spain • Sweden • Switzerland • United Kingdom **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.

What is your editorial strategy ?

When measured by ratings and audience satisfaction YLE is the number one multi-platform destination for Finnish Kids. It transmits annually over 1300 hours of children's programming for a two- to 12-year-old audience on linear tv, FVOD service YLE Areena and YLE's add-free YouTube Channels .

Pikku Kakkonen -magazine show is one of the biggest brands at YLE. Its main focus is the 3-6 y old kids. It reaches about 55% of the target group every week on linear television. For the 7-12 y old kids YLE has an interactive brand named Galaxi. It reaches about 10% of its target group every week on linear tv. Galaxi universe can be found on www.yle.fi/galaxi. Buu-Klubben is aired by the Swedish-speaking channel YLE Fem. Its main focus is the 3-7 years olds. YLE's FVOD service Areena gets about 4 Mio starts on kids programming per week (population of Finland is 5,4 Mio).

What type of projects/programs are you looking for ?

I am looking for content that will enhance YLE's offering for kids. The shows need to entertain, bring laughter and awake curiosity.

For preschoolers the top priorities are diversity, bravery as well as enhancing emotional and social skills.

For school kids we are also looking for themes like mental health and coping with difficult topics as poverty, loneliness and bullying.

What kinds of sales pitches do you respond best to ?

Short description or bible of the project with main characters and location(s). Example stories are a must. An animation sample or mood pictures, if live action, is definitely a big plus.

UNIVERSAL MUSIC FRANCE FRANCE



Aline Marrache-tesseraud

Svp International
Original Content
Development
Contents Acquisitions

ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers
• Commissioning Editor

DRAMA

ACQUISITION TERRITORY

Europe : France • Italy • Spain **Latin America :** Argentina • Bolivia • Brazil
• Colombia • Mexico • Peru • Uruguay • Venezuela **North America :**
Canada • U.S.A.



What is your editorial strategy ?

Acquiring international TV dramas, and also short form series for a paying international audience.

What type of projects/programs are you looking for ?

Essentially high concept dramas, with ambitious cast and storyline.

What kinds of sales pitches do you respond best to ?

It has to be short and straight to the point:

1/3 story/concept

1/3 potential for targeted audience

1/3 added value in business

What are you looking for when working on coproduction projects ?

The total production budget, of course, and if it is aligned with the artistic proposal; what other worldwide broadcasters are involved in the project; when is the supposed delivery date; what is the business potential of the project on the targeted markets?



ZDF GERMAN TELEVISION GERMANY



Nicole Keeb

Head Of International Coproductions And Acquisitions Children And Youth

ACTIVITY

Acquisitions • Co-production • Tv Content Buyer • (S)VOD
Buyers • Commissioning Editor

KIDS

ACQUISITION TERRITORY

Europe : Germany



What is your editorial strategy ?

Being a public channel, we are obliged (and we love...) to offer high profile programming in all genres (live action, entertainment and documentaries). The target: pre-schoolers and 6-12 year olds. The channels: ZDF and KiKA. The program: Fresh, funny, charming and touching in look and feel and storytelling. Modern classics are appreciated. Our best working shows in the last years were: "Robin Hood", "Jungle Book", "Lassie", "Mia and Me", «The bureau of magical things», «Worst Witch», «Find me in Paris» and for smaller children: «Conni», "Coconut, the little Dragon», «Heidi», «Wickie», «Maya the bee», «Henrietta» just to name a few. "Shoom's Odyssee», «Zogg» and «Snail and the Whale» have been our highlights in terms of programming for special occasions. «The long long holiday» was a good example for programmes, which do cover relevant topics in society. That's certainly something we'd be looking for in the future again.

What type of projects/programs are you looking for ?

see above

What kinds of sales pitches do you respond best to ?

The best pitch is the one, which transports the idea best. This can be one page or a completed concept.



Dermot Horan
Director Of
Acquisitions And
Co-Productions

ACTIVITY

Co-production • Tv Content Buyer • (S)VOD Buyers

KIDS

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Europe: Belgium • Danmark • France • Germany • Ireland • Netherlands • Norway • United Kingdom **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.

What is your editorial strategy ?

Public Service Media organisation which commissions and acquires across all key genres - drama, comedy, documentaries, natural history and children's programming.

What type of projects/programs are you looking for ?

Drama, comedy, feature films, children's animation and live action, natural history. Both to acquire and co-produce

What kinds of sales pitches do you respond best to ?

A well-researched pitch which understands the needs of our market.

What are you looking for when working on coproduction projects ?

Drama series and singles, along with scripted comedy are areas we look to co-fund with like-minded broadcasters and production companies from inception stage on.



Luca Milano
Head Of Kids'
Division

ACTIVITY

Tv Content Buyer • Commissioning Editor

KIDS

ACQUISITION TERRITORY

Europe : Belgium • Danmark • Finland • France • Germany • Italy
• Luxemburg • Netherlands • Russia • Spain • United Kingdom

What is your editorial strategy ?

Director of RAI RAGAZZI, including two free TV channels for children and kids: Rai YOYO and RAI GULP.

What type of projects/programs are you looking for ?

Animation, kids drama, formats

What kinds of sales pitches do you respond best to ?

For co-productions, projects that can involve Italian companies too.
For acquisitions, European content is a plus

What are you looking for when working on coproduction projects ?

Content for pre-school children and for kids, including VOD rights



Carlos Blanchbachs

Head Of Programme
Acquisitions

ACTIVITY

Tv Content Buyer

KIDS

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DRAMA

ACQUISITION TERRITORY

Asia: Japan • South Korea **Europe:** Belgium • Danmark • France • Germany • Italy • Netherlands • Norway • Spain • Sweden • United Kingdom **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.

What is your editorial strategy ?

Catalonia's national public TV, mandate to inform and entertain with rigour and excellence, to promote democratic values and Catalan language and culture, to be a motor of the local audiovisual industry, and to innovate,. Generalist channel TV3 top of the ratings continuously over the past 8 years, ahead of the all-Spain Spanish-language channels.

What type of projects/programs are you looking for ?

- Drama:

TV MOVIES main interest.

Primetime drama is in-house or local, with occasional exceptions in holiday periods.

Afternoon long-running series and holiday mini-series must be pre-watershed and well lit. The keys are (as always) character and script, a rich universe to generate situations and conflicts, a strong hook early on, pace, and clear plots.

- Childrens: half the children of Catalonia are members of Club Super3 (free entries, discounts, annual megaparty..). Sister channel Super3 aims to broadcast the best animated sitcoms, from pre-school upwards, along with the interstitial adventures and activities of the Super 3 family.

-Factual: flagship 1st-channel (TV3) strands (partly in-house/local, partly acquired) 30 minuts (reportage) and Sense ficció (primetime docs) as well as 2nd-channel(33) 60 minuts (current affairs docs), also dramatized history slot Cronos and wide-ranging lifestyle and discovery for daytime and 2nd channels.

What kinds of sales pitches do you respond best to ?

informed, enthusiastic and honest. Sellers who know the market, know your channel, and cut out the chaff are much appreciated, they are our guides. Pitches should focus on the programme, its tone and fell and how it engages the audience, rather than the subject or story.

ITV UNITED KINGDOM



Sasha Breslau
Head Of Acquired Series

ACTIVITY

Tv Content Buyer

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Europe : United Kingdom North America : Canada • U.S.A.



What is your editorial strategy ?

We operate the largest commercial family of channels in the United Kingdom and deliver our content through linear television broadcasting as well as on demand via the ITV Hub and across other platforms globally.

ITV broadcasts a wide variety of content on its family of free-to-air channels. Our investment in programming is primarily funded by television advertising revenue. ITV has the largest share of the United Kingdom television advertising market, with a share of broadcast (SOB) of 47.6% in 2017. We sell all of our key demographics across 13 regional licences.

The family of channels attracted a total share of viewing (SOV) of 21.7% in 2017, the largest audience of any United Kingdom commercial broadcaster. Our main channel is the largest commercial channel in the United Kingdom, delivering 99% of all commercial audiences over five million.

Our free-to-air digital channels provide more targeted demographics for advertisers, such as 16-34s, ABC1s, Men and Housewives with Children, and consist of ITV2 and ITV3, the two largest digital channels in the United Kingdom, ITV4, CITV and ITVBe. We also have high definition versions of our digital channels available on pay platforms.

In addition to linear broadcast, ITV delivers its content across multiple platforms. This is either through our over-the-top (OTT) service the ITV Hub, available on 29 platforms including ITV's website (itv.com), pay providers such as Virgin and Sky and through direct content deals with services such as Amazon, Apple and Netflix.

What type of projects/programs are you looking for ?

For unscripted content we are looking for female-skewed glossy, fun, reality series (not single docs) from America/ Canada that would sit alongside REALHOUSEWIVES/ MILLIONAIRE MATCHMAKER/ PROPERTY BROTHERS. So, either series with distinctive characters, or something with a strong format (cake/ baking shows, dating shows, plastic surgery, motherhood, home improvement and glamorous makeovers). Ideally all content should be exclusive United Kingdom premieres, but we're not averse to sharing with a smaller pay TV Channel.

For our male channel, we are open to American/ Canadian/ Australian male-skewing factual/ fact entertainment shows for 8pm, nothing too factually heavy but with a bit of take out for viewers. No specific subject matter but shows like RIVER MONSTERS/ SALVAGE HUNTERS would work well.

We are also open to miniseries/ docs on the Royal Family (celebratory rather than salacious in tone), or programmes which feature British landmarks.?

For our young-skewed Entertainment channel, the focus is on broad network comedy series, and Christmas-themed content.?

For our kids channel, we are looking for content aimed at 6-12 year olds, with 10 being the key age group. We are only looking for animated comedies aimed at boys, but for live action, open to all genres aimed at a gender-neutral audience.?

What kinds of sales pitches do you respond best to ?

Open to pitches in person, over the phone or over email. Rather than including details of the full slate/ avails, I prefer distributors to ask questions about what kind of content we acquire, and then tailor proposed programming accordingly.



Register on mipcom.com
and get access to the full report,
with more than 140 buyers sharing
what TV contents they are looking for