

VIDEO AGE

INTERNATIONAL

DAY 1

MONDAY

APRIL 4, 2011

Expats' TV Expands Group's Role

The desire to reach expatriates is still there for all TV stations that broadcast outside their territories, but there is the additional requirement that they have to generate some revenue, plus the challenges posed by new technologies and even jamming.

For these and other issues, 20 years ago, five international TV channels — 3Sat, BBC, DW, RAI and TV5 — met in the city of Bruges, Belgium under the auspices of the EBU, to form an association that, for lack of a better name, was called the Bruges Group.

Today the association links 21 public TV organizations that broadcast in their languages for their nations' expatriates, of which at least 10 are represented here at MIP, including RaiWorld.

Recently, the Group met in Rome, Italy as a guest of RaiWorld to tackle sev-

(Continued on Page 4)

Cadura Steel The Show

With the number of international channels steadily climbing, *VideoAge* Daily checked in with Luca Cadura, chairman of Universal Networks Italia, to find out the status of the international digital market, his company's plans for growth and his strategy for MIP.

Where international channels are concerned, Cadura noted that there is plenty of room for expansion. "There is still an appetite in the markets for channels with a strong proposition and ability to develop into brands," he said. And, according to Cadura, companies like Universal are perfectly poised to take advantage of this demand. He pointed out, "Big international companies, especially the majors,

(Continued on Page 4)

Animation Gatekeeper

Canada Holds The Key

Canada is considered the world's leader in animation production and the genre's major provider to U.S. TV networks. Reportedly, over 80 percent of all of Canada's international program sales comes from animation, aided by an efficient government marketing subsidy program.



Some 40 companies — of which five are majors — use a mix of equity, debt, tax credit (both federal and provincial), pre-sales and various public and private funds that allow projects to be made. This ecosystem of financial support is also strengthened by domestic broadcasting quotas and the proximity of the U.S., the world's largest consumer of animated television content. In addition, its various treaties with European countries in effect make Canada the gatekeeper for animated TV product for all the other world's major producers of animation: France, Germany, the U.K., Japan, South Korea, Italy and Spain.

Among Canada's major animation

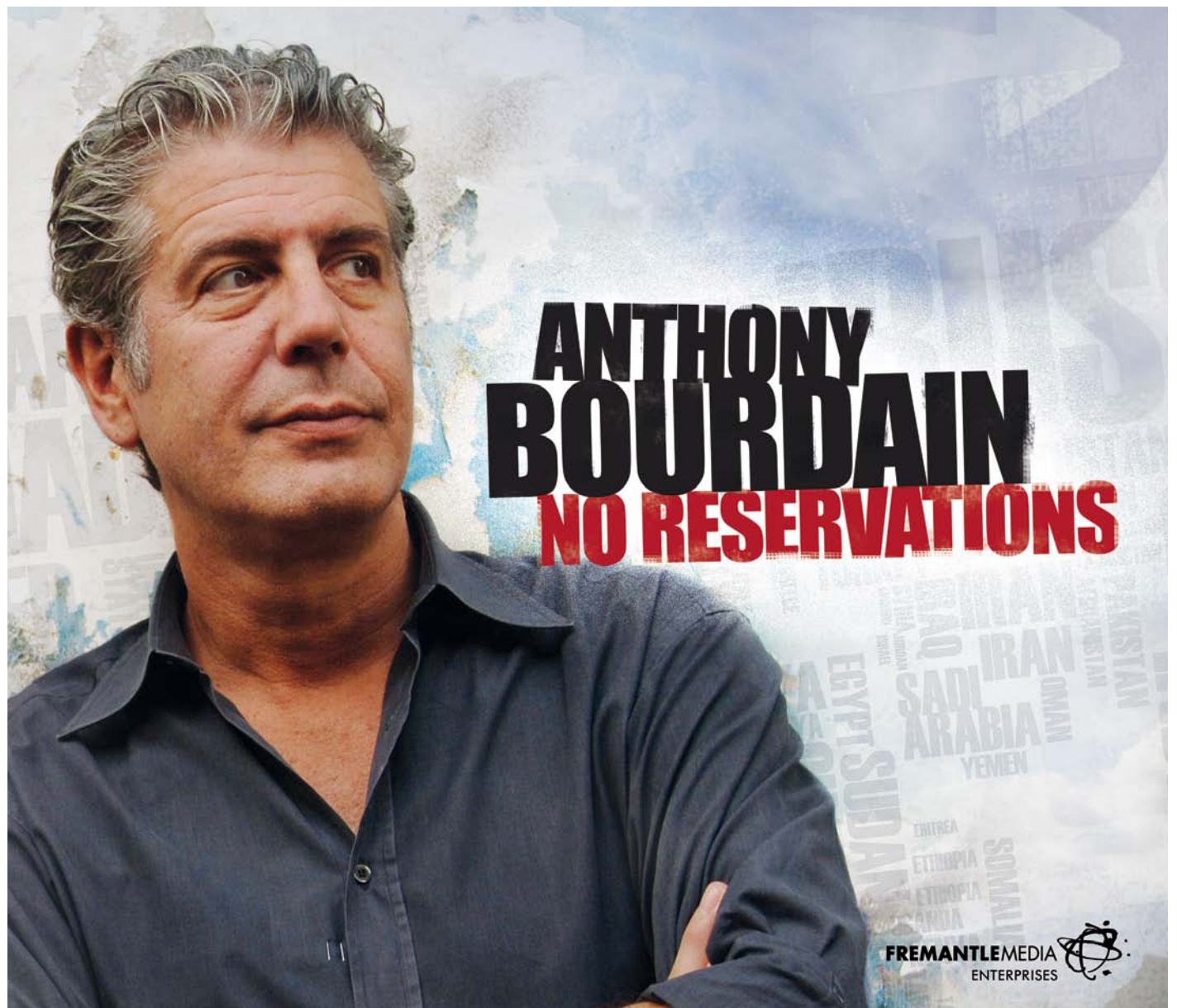
(Continued on Page 4)

MIP-TV Changes & Challenges

It's a year of change for MIP-TV. For the first time, the market is a day shorter — only four days in total — terminating on Thursday rather than the traditional Friday. On the other hand, the hours on the floor have been extended by one hour, from 8:30 a.m. till 7:30 p.m..

Another change comes in the form of the studio presence, which is reduced this year, with only CBS and NBC exhibiting in stands. However, MIP-TV's Laurine Garaude is confident that it "promises to be a very busy and vibrant market," with some 11,500 professionals on hand, including 4,000 buyers (an increase from

(Continued on Page 4)



INSIDE
My24: TV NETS WILL LIVE
JUST FOR LAUGHS

FREMANTLEMEDIA
ENTERPRISES



What happens when you give a bad-boy chef an open ticket to the world?

As he explores every corner of the globe on his Emmy® award-winning series, Anthony Bourdain encounters the weird, wild and downright outrageous personalities and places that help define the international cultural landscape. He dives head first into life's colourful and rich pageant on a journey of discovery of both far-out and familiar places - of the world and of the palate.

FACTUAL | Series 7: 16 x 1 hour Series 4-6: 62 x 1 hour |  

MIPTV Stand RB1
Riviera Beach · Cannes
www.fidtv.com

A promotional poster for the TV show 'Anthony Bourdain: No Reservations'. Anthony Bourdain is shown from the chest up, wearing a dark blue button-down shirt and a watch on his left wrist. He has his arms crossed and is looking off to the side. The background is a collage of world maps with country names like 'RUSSIA', 'SUDAN', and 'SOMALIA' overlaid in various fonts and colors.

ANTHONY BOURDAIN

NO RESERVATIONS

Produced by Zero Point Zero Productions for Travel Channel (U.S).

FREMANTLE MEDIA
ENTERPRISES



MIPTV Overview

(Continued from Cover)

last year), and 1,500 exhibitors.

The indies, at least, don't seem to mind the shorter week. Said Opus' Ken Dubow about a truncated MIP, "It makes no difference, I go home on Friday either way. Thursday has always been a breakdown day. Flights leave early in the morning, so you have to leave Friday anyway." And, as Classic Media's Doug Schwalbe noted, "People want to get back to their offices; they don't need to be at the market to work on deals."

Plus, independent distributors are banking on less competition from the studios. Their diminished attendance, according to Schwalbe, "Gives indies more chance to spend time with buyers."

However, although they may not have booths, all studios have sent representatives. MIP-TV's Laurine Garaude said the trade show is welcoming delegates from "CBS, NBC, Sony Pictures Television, Disney and Warner Bros., as well as other key players including HBO, Lionsgate, MGM, MTV, RHI, Starz Media, GK-TV, and Entertainment One, among others."

Sony Pictures Television, for one, has sent reps from its production arm. One



Laurine Garaude

such executive is Kees Abrahams, who emphasized that despite not having a booth, "Our goal is to bring the shows — and the deals — to the market that get people talking."

Industry news that is contributing to making this MIP a place of understanding changes are Comcast's acquisition of NBC-Universal, RaiTrade folding back into RAI, the upcoming L.A. Screenings, the troubles in Japan and the economies of Greece, Ireland and Portugal.

In lieu of one over-arching theme at this year's market, MIP-TV's Garaude pointed to four central principles: formats, co-production, a spotlight on 3D and branded entertainment. Participants

man is Jose Lopes Araujo, director of Legal, Public and International affairs of Portugal's RTP, and former director of RTP International, who has been chairman for four years, one more than the Group's statute requires.

An informal survey among some of the Group's members revealed that not all cover the world. For example, Hungary's Duna TV covers only Europe; Bulgaria's BNT reaches Europe and North America and Serbia's RTS serves Europe, North America and Australia-New Zealand.

Some wealthy members, such as Germany's DW, broadcast worldwide in 30 languages, while France24 broadcasts in three languages: French, English and Arabic. A few channels, like Greece's ERT World, have a few programs subtitled in English, but most are single-language stations, including Italy's RAI, Holland's BVN, Portugal's RTP and Romania's TVR.

However, all channels are distributed by a non exclusive mix of satellite, cable/broadband, FTA and IPTV platforms with a three-tier business model: state funds, subscriptions and advertising/sponsorships.

can expect seminars and panels geared to each of these themes throughout the week.

Additionally, new at MIP-TV 2011 is The Connected Creativity Forum, which focuses on content for mobile and emerging technology and will be held at the Majestic Hotel on April 5-7.

Another highlight is tonight's World Premiere TV Screening, which debuted at MIPCOM last October. This time around, Starz and GK-TV will present *Camelot*, followed by a Q&A with the show's stars.

Cadura's Steel

(Continued from Cover)



are perfectly positioned to deliver on these promises: a clear proposition served with first class content."

As for what kind of content works the best on an international digital channel, Cadura (pictured above) pointed to "great movies, no matter how old." He elaborated that, to a certain extent, quality TV series are also quite effective, while factual and non-scripted content generally calls for localization.

For Cadura and company, there are European programming quotas to contend with, meaning channels must acquire a certain amount of content from within Europe. Otherwise, Universal Networks Italia has "no taboos on content." Per Cadura: "Our Channels (Steel, Studio Universal, Diva Universal, Sci Fi Universal, Universal Channel), are built around our library and in general our audience expects great U.S. entertainment. However, we do buy non-U.S. content when this makes editorial sense."

Universal Networks continues to expand its digital channel reach. In March of 2011 it launched Universal Channel HD in Turkey, as well as Diva Universal in Italy. And, as Cadura put it, "The year's not over yet."

NBC-Universal, which is one of only two studios with a stand this year, is no doubt having a busy MIP. Of his market plans, Cadura said simply, "MIP is the perfect place to meet customers and suppliers based outside your country."

Canada's Animation

(Continued from Cover)

companies there are: Breakthrough, CCI, Cookie Jar, eOne and Nelvana, but even small companies such as Portfolio can claim a show on U.S. television.

For MIP, *VideoAge* talked to a pair of Canadian execs to find out why the country has become a cartoon powerhouse.

According to Toronto-based CCI president Arnie Zipursky, Canada's kids and animation reputation is nothing new. "We've had a long history of being a big leader of kids programming worldwide," he said. As to why this may be, Zipursky noted, "Canada was one of the first countries to look at international co-production, and animation lends itself so well to international co-production financing."

Joan Lambur, executive producer at Toronto-based Breakthrough Entertainment concurred. "There're great opportunities in terms of financing and a really favorable economic landscape here for producing TV in general," she said, elaborating that the Canadian animation community has had a long stretch of time to get better and better. Plus, many producers have been able to take advantage of the economic downturn by attracting talent who would otherwise be involved in other projects. Additionally, Lambur emphasized that the broadcasting community in Canada has always been very supportive of producers, which creates a great climate.

But it's not just Canadian networks picking up animation from the likes of CCI and Breakthrough. CCI distributes 11 shows that are currently airing on U.S. TV, about half of which are animated. Plus, the company is taking the world by storm with *Artzooka!*. The show, which started out on CBC in Canada, is also being produced with local hosts for Germany, Spanish-speaking Latin America, Brazil, France and many more.

Similarly, Breakthrough has its eye on global domination with *Crash Canyon*. Lambur explained that the show has a seasoned team of writers from series such as *Family Guy* and *How I Met Your Mother*, led by Joel Cohen, co-executive producer of *The Simpsons*. "We're hoping to crank out a hugely successful animated primetime comedy," she said, adding, "And all of the talent we're using is Canadian talent."

As to what trends we can expect out of Canada in the coming months, Lambur suggested that there's less of a focus on fame-driven series and action shows, and more of an emphasis on comedy. For his part, Zipursky pointed to interactive content and cross media series like *GeoFreakZ*. Pictured on the cover: Zipursky introducing "GeoFreakZ" and the team behind the new animated show.

The Bruges Group

(Continued from Cover)



Bruges Group's chairman Jose Lopes Araujo, right, and RaiWorld's Giovanni Celsi, with other members, representing a total of nine international broadcasters that participated at the Rome meeting.

eral issues, including the problems presented by "systematic interferences that have hit the satellite broadcasts of some of its members," by countries such as Iran, building its own Website and changing its name to International Broadcasting Group-Bruges Group. The Group will meet again this coming June at the EBU headquarters in Brussels to elect a new chairman, who rotates among the members. The current chair-



AETN: HOME OF #1 HITS

LEADERS IN VIEWERSHIP

PAWN STARS: #1 non-fiction show on US cable in 2010, **#1** hit show of all time on HISTORY®

BEYOND SCARED STRAIGHT: #1 non-fiction show of 2011 on A&E® US

AMERICAN PICKERS: #1 new non-fiction series on US cable in 2010

MY GHOST STORY: #1 series of all time on BIO™ US and Latin America in 2010

HOARDERS™: #1 original show on A&E US in 2009-10 and **#1** BIO Australia series of all time

SWAMP PEOPLE™: #1 HISTORY US series premiere ever

IRT DEADLIEST ROADS™: #1 series of all time on HISTORY UK

STEVEN SEAGAL LAWMAN: #1 non-fiction crime series on A&E Latin America and Canada in 2010

DOG THE BOUNTY HUNTER: #1 A&E US crime show in 2010, delivering yearly averages of 2 million total viewers since 2004

PARANORMAL STATE™: #1 A&E US psychic show of all time

STORAGE WARS: #1 A&E US series of 2010, breaking all channel records

FASTEST-GROWING U.S. CABLE GROUP

AETNinternational



Booth G3-18

Nielsen, Live + SD, Key demo impressions in 000's, historical premiere program data thru Feb 2011



Finding Entertainment One

In Entertainment One's TV movie **Finding a Family**, seventeen-year-old Alex Chivescu must find a foster family after his mother suffers a tragic accident. The family drama is based on a true story.

After he is charged with ghastly war crimes, a U.S. Marine must overcome daunting obstacles to prove his innocence in film **Conduct Unbecoming**.

Kenny Hotz attempts a variety of challenges that push the boundaries of society in this *Mission Impossible* meets *Dateline* comedy series **Kenny Hotz' Triumph Of The Will**.

After their father dies, misfit brothers Terry and Peter try to keep his fledgling comic book shop alive and save it from the depths of financial ruin in comedy series **Almost Heroes**.

Half-hour weekly entertainment series **The Hollywood News Report** introduces viewers to everything from red carpet premieres to exclusive



celebrity interviews.

In a new season of drama series **Rookie Blue**, five new cops must learn quickly how to navigate the world of big-city policing — a world in which every mistake, big or small, has serious consequences.

Police officer Rick Grimes and his family join a group of other survivors fighting for their lives among **The Walking Dead** (pictured) in a post-apocalyptic world. A new season is available.

Stand RB.43

www.eonetv.com

Going To Cannes Just For Laughs

Canadian production and distribution company Just For Laughs' objective for 2011 is to produce new gag segments for its series *Just For Laughs Gags* that are geared towards a younger audience to feed the co-viewing trend, in which kids watch and enjoy television with their parents.

On this note, Just For Laughs (JFL) sold 33 episodes of *Gags* to Disney Asia, and Disney Asia picked up its option for 65 additional episodes. This sale as well as one to kids' channel Pogo in India were eye-openers for the company, which decided to become more active in the kids market.



In addition, the company's acquisitions execs here at MIP will be on the lookout for comedy programs of all types; in particular, for comedy concepts from abroad that will translate well for audiences in North America.

JFL's catalogue is topped by **Just for Laughs Gags**, a half-hour comedy series that features non-verbal, hidden camera gags. Also available are twenty-six half-hour episodes of **Smile TV**, featuring non-verbal skits that currently air in more than 30 countries.

World class comedians such as Tim Allen, Steve Martin and Drew Carey, among others, bring their comic best to the stage in half-hour series **Just for Laughs Stand-Up**.

Festival Production License allows participants to create their own TV show. JFL's production team provides the talent, and participants bring the host and select the funniest footage.

Non-verbal comedic variety is featured in **Just for Variety**, which showcases jugglers, mimes, magicians and other acts from the Just For Laughs Festival.

Naked & Funny consists of 180 half-hour episodes of hidden camera with an erotic twist.

Booth C1.05

www.justforlaughstv.com

CRASH CANYON
WHO'S GONNA DROP IN NEXT?!
26x30' HD

DEVELOPED WITH JOEL COHEN CO-EXECUTIVE PRODUCER OF THE SIMPSONS!
WRITER, TIM LONG (THE SIMPSONS)
WRITER, CHUCK TATHAM (HOW I MET YOUR MOTHER & ARRESTED DEVELOPMENT)
PRODUCER & EXECUTIVE STORY EDITOR, GREG LAWRENCE (KEVIN SPENCER)

PRODUCED IN ASSOCIATION WITH
TELETOON

Breakthrough ENTERTAINMENT

Nat Abraham, Vice President, Distribution t 416.366.6588 x 114 e nabraham@breakthroughentertainment.com
Kate Blank, Sales Executive t 416.366.6588 x 234 e kblank@breakthroughentertainment.com
Laura Lemyk, Sales Executive t 416.366.6588 x 133 e llemyk@breakthroughentertainment.com
breakthroughentertainment.com

MYSTERY. FRIENDSHIP.



A WORLDWIDE HIT.

VISIT US
AT MIPTV 2011
R29.01

STUDIO100 MEDIA
tel.: +49 (0)89 96 08 55 - 0
e-mail: info@studio100media.com
www.studio100media.com

STUDIO100
MEDIA



Starz Media Fights *In The Arena*

Starz Media showcases an eclectic mix of programs at MIP. It's up to Zeus the dog to save Halloween when Ted and Stewey, two partially reformed burglars, make a mess of the holiday in family/holiday movie **The Dog Who Saved Halloween**.

After years of trying to have children, Amanda and Jason finally adopt a baby girl from Eastern Europe. But something's not quite right, and they soon discover that they may have a **Stolen Child** in their possession.

In action/drama series **Spartacus: Gods of the Arena** (pictured), a young Batiatus and his wife Lucretia are prepared to overthrow his father and take control of the House of Batiatus.

Loveable cynic Dan and his reluctant sidekick Chris vow to take revenge against anything and everything that Dan finds frustrating in life, whether or not these things actually conspire against him in ani-



InSecurity



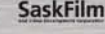
TRICON
FILMS & TELEVISION

MIPTV R33.08.

WORLDWIDE PRODUCTION AND DISTRIBUTION | WWW.TRICONFILMS.COM



COMPANY NAME HERE



mated comedy series **Dan Vs.**

Emma and Will were best friends as kids, but when Will moved away, they lost touch. As an adult, Will returns to his hometown with the intention of professing his love for Emma in romantic comedy **Waiting for Forever**.

In romantic comedy **A Valentine's Date**, only their daughter can bring city executive Laura and small-town man Brad back together when Laura returns to her hometown.

Wendy inherits **Chateau Meroux**, a winery in Napa Valley and falls for Chris, a local who helps her with the business. But when she finds out that Chris is the son of her biggest competitor (Christopher Lloyd), she's forced to question her feelings.

Stand RSV 25

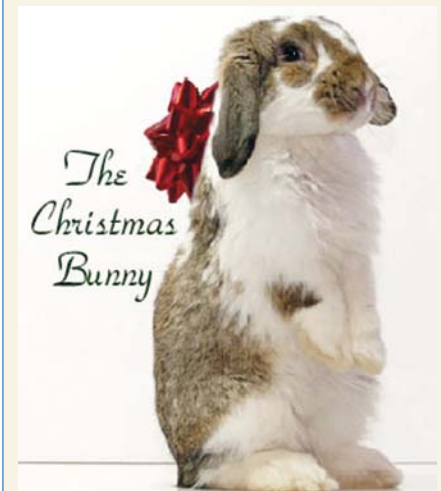
www.starzmedia.com

Truth About Opus

Opus Distribution presents a number of new thrillers and family movies at this market. After a woman lapses into a coma following a terrible car accident, her evil twin, who is driven by jealousy, assumes her identity in thriller **Deadly Sibling Rivalry**.

When her best friend is found dead on a beach in Ireland, a young American woman travels to the village to investigate and discover the **Truth About Kerry**.

Sarah hires an actor to play her



boyfriend in order to please her parents. But all bets are off when she begins to fall head over heels for him in **Love At First Lie**.

Florence Henderson stars as a lonely farmwoman who, along with a foster child, learns the meaning of sacrifice and love when **The Christmas Bunny** enters their lives.

Jack leads a small band against zombie vampires to stop them from spreading an infection in **The Dead Undead**.

As terrorism becomes an increasingly prominent threat, everyone is being watched by **Eyeborgs** robotic cameras. But the question is: Are the cameras only watching?

After he's been gone for 20 years, a prodigal brother returns to the family farm in **Septien**. Dark humor abounds in this film, which comes straight from the Sundance Film Festival.

Stand 19.21 POD 11

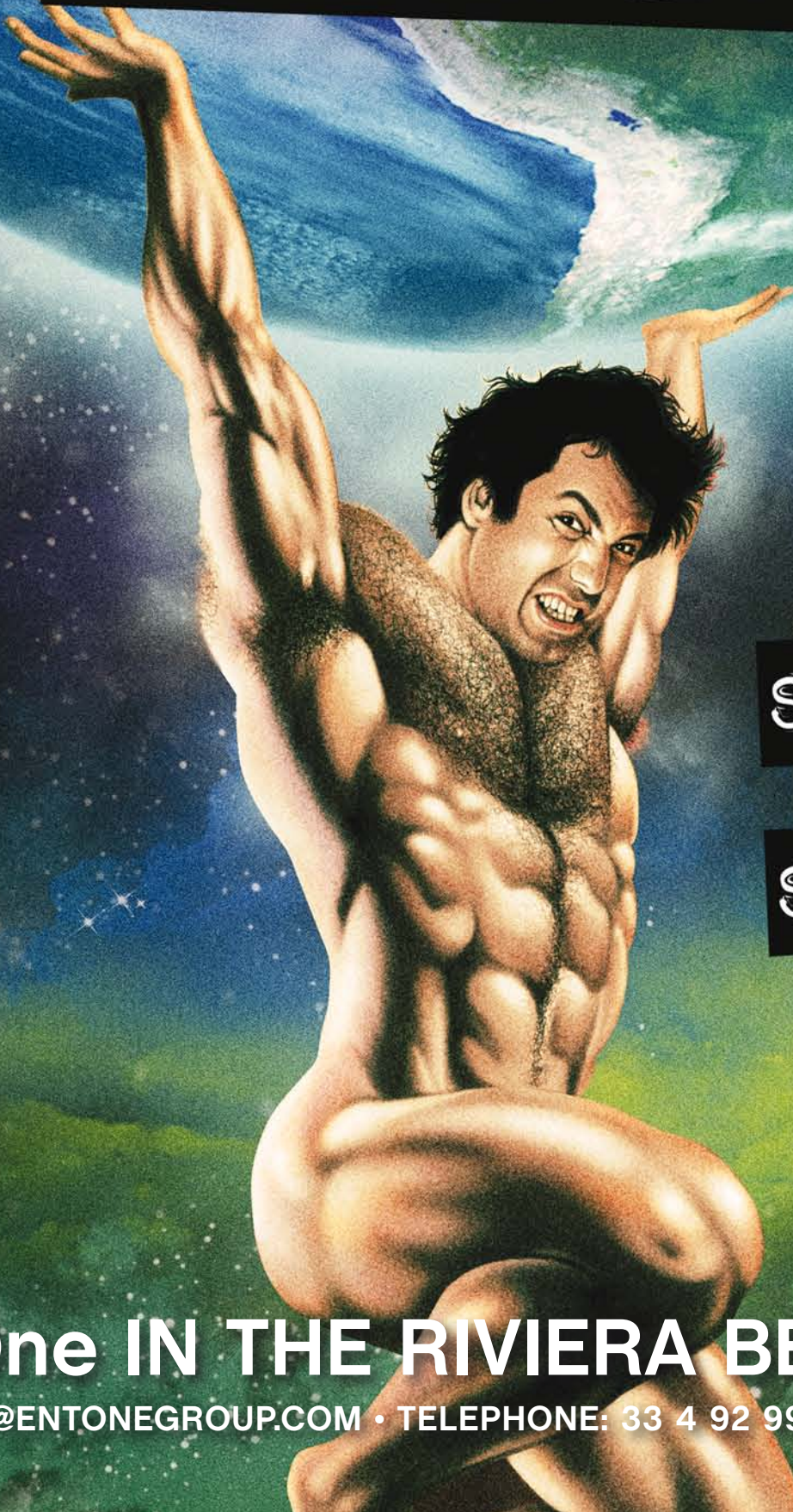
www.opusdistribution.com

KENNY HOTZ'S

TRIUMPH

OF THE

WILL



HIS
STRUGGLE
IS YOUR
STRUGGLE

HD

Comedy Series (2011)
6 x 30 minutes

SHOW
CASE

e
one
entertainmentone

VISIT eOne IN THE RIVIERA BEACH RB. 43

CONTACT: TVINFO@ENTONEGROUP.COM • TELEPHONE: 33 4 92 99 8821 • WWW.EONETV.COM



CCI Makes Their Dream House

CCI Entertainment is in Cannes with a host of new series. **Artzooka** is a half-hour live-action and animation series that teaches kids about art. They learn that art is everywhere and anyone can be an artist. The program is intended for kids ages six through nine. Art projects include digital movies, silk-screened t-shirts and lamps made out of oranges. Original productions for particular markets are also available.

Candice Tells All when she introduces viewers to her interior designs. In each episode, she explores one major design principle and travels the city to see how those design principles work in other art forms. Candice Olson talks to professionals, artists and design industry insiders.

Kristi Hansen is a contractor, plumber and the mother of two who repairs neglected homes and teaches negligent homeowners



to value the quality of their property over aesthetics in each episode of **Homewreckers**.

Four-year-old Joe and his cat have the grandest imaginations that help them fill their days with amazing adventures in preschool series **Joe and Jack**.

Jenn and Chad have been married for 10 years, have three kids plus one more on the way, and are finally ready to start **Making House** (pictured) — their dream house, that is. The interior designer and contractor couple live out of a tiny apartment while they gut their house to create the home they've always dreamed of, all while taking their kids to ballet lessons and birthday parties.

Stand 02.10

www.ccientertainment.com

Breakthrough Makes Perfect

Breakthrough Entertainment offers a variety of documentary, factual and animation series at this market. **Future Revealed** is a 10-part documentary series that takes a look at the future by examining innovations that will transform tomorrow. Experts from NASA, Cambridge University and M.I.T. predict extraordinary events that may occur in our lifetime.



There's been a rise in retail crime that may be fueled by consumers' rigorous search for the lowest prices. Factual series **The Truth About Shoplifting** investigates.

Crackberry'd provides an intense look at how modern communications technology is changing our way of life.

Factual series **Innovation Nation** introduces viewers to groundbreaking scientific discoveries that are molding the future of the planet.

After the Wendell family drives off a cliff and finds themselves at the bottom of a canyon, life is turned upside down in animated series **Crash Canyon** (pictured).

Hollywood's 10 Best counts down the biggest moments and stars in movies. Every episode features actors, writers and directors as they discuss their films and their craft.

Lifestyle series **Plastic Makes Perfect** examines the extraordinary hurdles some people jump in order to look young and beautiful as they age. The pop-doc examines how important body image is to those who wish to defy their age.

Stand 00.01

www.breakthroughentertainment.com

HE'S HAVING AN EPISODE... AT MIPTV 2011

with TV's **JONATHAN TORRENS**
65 x 30 - HDready

Visit cableready.net to view all available programs.
Email sales@cableready.net to schedule a meeting at MIPTV!
Visit us at Booth R31.17

DEVELOPMENT • DISTRIBUTION • REPRESENTATION
Tel. +1-203-855-7979 | info@cableready.net



ART International Network Distribution
proudly announces the launch of its new
platforms in Australia

I.N.D.

MySat Italia



MySat Greece*



* more channels coming soon



For additional information please contact World Media International
at tel: +61 (2) 9747-1011 or email: info@worldmedia.com.au



World Media
International





Eyeworks Lives a *Double Life*

Amsterdam-based Eyeworks Distribution's slate features a variety of formats, reality series and dramas. Each episode of this game show features a man or woman caught in a **Love Triangle** that they're eager to get out of, if only they knew what the future would be like depending on which lover they were dating exclusively. It is available as a finished program and a format.

Reality series **Obese (Extreme Makeover: Weight Loss Edition)** features a different morbidly obese person in each episode as he or she struggles to lose half their body weight with the help of a weight loss expert.

Mothers of men who still live at home are asking eligible bachelorettes: **Who Wants to Marry My Son?** A group of mothers and their live-at-home sons (who are all over 25) move into a mansion where they choose women to date. But not only do these women have to convince the man they're right for each other, they'll also have to convince his mom.

Mark lived with Karen and their two kids for 18 years, but he was out of the house often, supposedly on business.

However, he was really living with Nina, whom he married while he was away. Little did Karen or Nina know that Mark was living a **Double Life**, until his untimely death leaves both women wondering who's entitled to what.

In **Reality Queens of the Jungle**, ten top female characters from reality shows are dropped in the jungle and left to find their way back to the real world with only luxury bags and hair dryers to help them. The girls are split into two teams and must compete with each other for cash and other items that will make their journey back to the real world easier. Only one girl on the winning team will keep the grand prize of 50,000 euro.

Contestants put the stereotypes about "dumb blondes" to the test when one contestant competes for money and tries to top 50 blondes in a battle of wits in game show format **Beat The Blondes**.

Kalgoorlie Cops (pictured) try to keep Australia's largest Outback town under control, despite the fact that it's overrun with miners, hookers, crooks and outlaw bikers.

Stand H4.32

www.eyeworks.tv

Mediaset is Following Its Dreams

Mediaset Distribution's slate is chockfull of action-packed series. Family series **Solving Lorenzo** centers on a police detective who solves crimes with the help of his nine-year-old brother, who just happens to have an above average IQ.

Young performing artists who aspire to become famous take part in a popular talent show, hoping that someone will recognize their talent and they'll soar to the top of stardom in family series **Follow Your Dreams, The Series** (pictured).

When his swimming career is cut short due to health problems, a champion swimmer helps a group of young people improve their lives when they swim in a relay race that changes everything in drama miniseries **Like A Dolphin**.

In **Beyond The Lake, The Series**, only the lake holds the key to the mysteries of today, which are linked to mysteries from the past.

Antimafia Squad is a Mafia series that centers on Claudia Mares, vice



chief of police, and Rosy Abate, a member of one of the oldest and most notorious criminal clans. The members of the antimafia squad learn that in their battle against the Mob, danger may also lurk within their ranks.

Soap opera **Living** illustrates that love is the champion, even in the face of struggles, defeats, victories and unbridled passion.

Thirty-year old lawyer Stefano must move in with his autistic brother Filippo after their mother passes away in soft crime series **About My Brother**.

Stand R32.07

www.mediasetdistribution.com

Show News



EUROPE NEW PRODUCT

FM Is a Work of Art

FremantleMedia's MIP roster is topped by **Laconia** (pictured), a two part epic drama that centers on Hilda, a German national who is fleeing Nazi Germany; Thomas Mortimer, an officer aboard The Laconia and U-Boat commander Werner Hartenstein, along with other Germans, British and Americans. It is a story of gallantry and cowardice during the Laconia Incident of World War II.

Even though Bec, Jenny, Frances and Sophie were "the losers" in high school, suffering all types of mockery and teasing that led them to hide in the restroom, they're happy with the lives they made for themselves since high school in hour-long drama series **Winners & Losers**.

Simon Cowell's entertainment format **The X Factor USA**, a singing competition in which aspiring singers try to prove that they have what it takes to be a star, will air on Fox in Autumn 2011.

In **Work of Art 2, Work of Art: The Next Great Artist** is back for a second series, and 14 aspiring artists compete for the chance to display a solo show at a top museum, plus a £100,000 prize.

Documentary series **The Untold**



History of The United States: A Series by Oliver Stone presents the many events that have molded the U.S over the last 60 years, despite the fact that they were "under-reported."

Anthony Bourdain travels across the globe in hour-long factual series **Anthony Bourdain: No Reservations 7**.

Viewers are introduced to what life is like for the men and women of the Australian Federal Police, Australia's national and international policing agency, in **AFP: Front Line**.

Stand RB 1

www.fidrv.com

Studio100 To The Rescue

Munich-based Studio100 Media arrives at the Palais with an array of children's series topped by **Woodlies**, which centers on a group of furry friends who are on a mission to protect the forest from humans — and to find as much food as they can lay their paws on.

Maya the Bee is a young bee that lives to the beat of her own drum. She loves adventures and does anything she can to escape the regimented hive life.

With a target audience of kids three to six years old, **Florrie's Dragons** centers on a little princess living in a castle who's friends with a bunch of very special dragons. Together, they go on wondrous adventures.

Enyo goes on a wild journey in prehistoric times that involves shamanism and prehistoric beasts that will captivate the imaginations of kids ages seven through 10.

The characters living in Hurly Burly Town inside the pages of a pop-up book called **Paper World** have no idea that they live inside a book, and this often creates problems that only **TitiPangPangRescue (TTPPR)** can solve. Kids ages four to nine will enjoy the antics of this comedy of errors (pictured).

Clowns **Dobus**, Sollie and Mina, the circus ringmaster and Lady Petunia have exciting adventures in this live-action series intended for kids three to six years old.

Stand R29.01

www.studio100media.com



UNDENIABLE ...

BUT NO COMMENTS.



AND THE POWER

International Sales Department
Delmar Andrade
55 11 2184 5468
Fax: 55 11 2184 5200
DANDRADE@SP.REDERECORD.COM.BR
WWW.RECORDTVNETWORK.COM



RECORD
TV NETWORK

Palais des Festivals
Booth #05.02
Cannes - MIPTV 2011



VIDEOAGE DAILY

AT MIPTV 2011

Stand 17.11

Tel: 49299 8090

EDITOR

DOM SERAFINI

EDITORIAL CONTRIBUTORS

SARA ALESSI

LUCY COHEN BLATTER

LEAH HOCHBAUM ROSNER

BOB JENKINS

LEVI SHAPIRO

ERIN SOMERS

MARIA ZUPPELLO

CORPORATE AND CIRCULATION OFFICE

216 EAST 75TH STREET

NEW YORK, NY 10021

TEL: (212) 288-3933

FAX: (212) 288-3424

PUBLISHER

MONICA GORGHETTO

TRADE SHOW COORDINATOR

CAROLINE INTERTAGLIA

BUSINESS OFFICE

LEN FINKEL

LEGAL OFFICE

BOB ACKERMANN

STEVE SCHIFFMAN

WWW.VIDEOAGE.ORG

WWW.VIDEOAGEITALIA.COM

WWW.VIDEOAGELATINO.COM

VIDEO AGE INTERNATIONAL (ISSN 0278-5013 USPS 601-230) IS PUBLISHED SEVEN TIMES A YEAR: JANUARY, APRIL, MAY, JUNE/JULY, SEPTEMBER, OCTOBER AND NOVEMBER/DECEMBER. PLUS DAILIES BY TV TRADE MEDIA, INC. SINGLE COPY U.S.\$9.75. YEARLY SUBSCRIPTION U.S.\$45 (U.S., CANADA, MEXICO); U.S.\$60 (U.K. AND EUROPE).

© TV TRADE MEDIA INC. 2011. THE ENTIRE CONTENTS OF VIDEO AGE INTERNATIONAL ARE PROTECTED BY COPYRIGHT IN THE U.S., U.K., AND ALL COUNTRIES SIGNATORY TO THE BERNE CONVENTION AND THE PAN-AMERICAN CONVENTION. SEND ADDRESS CHANGES TO VIDEO AGE INTERNATIONAL, 216 EAST 75TH STREET, SUITE PW, NEW YORK, NY 10021, U.S.A.

M Y T W O C E N T S

I don't agree that, "TV networks will be dead in 20 years, replaced with a system of computerized content that will be molded to your preferences." This is according to a survey of more than 50 television experts conducted by Cisco Systems. The major fault of this study is that it looked more at the future of technology rather than the business models that will be needed to drive it.

We can easily compare content distribution throughout television history to an accordion playing the polka. In the beginning, the accordion's bellows were tight, with only two sounds coming out: one for theatrical, the other for television. The bellows opened up a bit when home video, cable and ancillary hit the deep note.

The bellows stretched to the limit with the advent of digital technology, to the point that, like magic, they developed a drawl, like a tail, and a long tail at that. Soon, however, this long tail will lose its... tail.

If now one can count up to 10 windows (and they're getting pretty tight, especially for theatrical product, which now goes on VoD 60 days after a film's theatrical release), soon there will be only one, two at the most: theatrical and television.

And this is a scenario that both production and distribution companies should start to be prepared for.

Once the TV signal takes an IPTV form (and this will happen sooner than expected, also because the over-the-air DTV signal is not robust), TV networks can do anything with it on their own: Send it linearly, streaming, download with DVD burn, VoD, you name it, down to micro-payments. And this with the anytime, anywhere concept (mobile or fixed): The so-called multiscreen delivery.

At that point, theaters could be replaced by public places such as bars, restaurants and recreational halls. The movies will be available via satellite or terrestrial broadband and an enterprise can license them on the spot and display them on a large screen, charging an entrance fee or using it as an incentive for patrons. If this scenario is still too far fetched, let's then consider one that is much closer on the horizon: The traditional theatrical release and... television.

Television networks are now encompassing all kinds of platforms: FTA, subscription, VoD, Internet, DVD downloads... And with these platforms, the nets are bundling together all content distribution windows. Networks are also using airlines like affiliates, and in the case of NBC, for example, Delta provides in the U.S. close to 280,000 viewers (passengers) a day with its in-flight entertainment service.

For U.S. networks, retrans fee will ultimately cause the replacement of their local TV affiliates with cable MSOs, which in turn will force station groups outside the networks' structure (such as Tribune and Gannett) to expedite the one-size-fits-all model where their TV digital signal reaches all possible targets in any shape or form.

This development will be further accelerated by the recent acquisition by the MSO Comcast, of the NBC TV network and Universal Studios. At this point it doesn't make sense to have the MSO pay its own network a retrans fee. Similarly, why should the network pay its affiliate any form of compensation, when its MSO can alone cover most of the country and the IPTV signal can reach the rest?

Plus, since syndication is a shrinking platform — as pointed out at NATPE by the then NBC Universal CEO Jeff Zucker — cable networks and station groups must move away from syndicated product and move into original programming, since on-demand services, such as Hulu and Netflix, eat away at ratings for off-net programming, thus eroding the syndication business model.

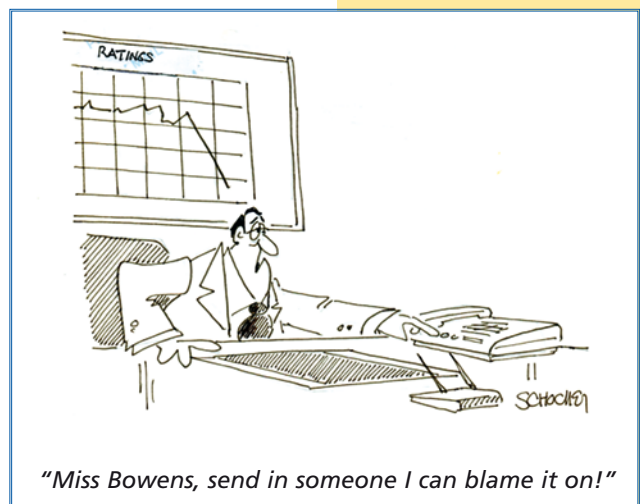
I foresee a business model where content is exploited by the same production company, which will monetize it efficiently and effectively across several platforms that we now call windows.

Leaving the theatrical window alone for now, the producing network (acquisition is another term that will change if the producer also owns the platforms) will want to put it on its multiple platforms ASAP: pay-per view, subscription, VoD, DVD downloads, FTA, basic cable and syndication.

To do so, the producers who own the networks don't need any middleman, perhaps with the exclusion of such platforms as Apple's iTunes — which will be in place until the studios are able to create similar platforms — because it is also clear that platforms such as Hulu and Netflix will be created by the same network.

For now, Warner Bros. is tackling middlemen such as Netflix and Redbox by launching its own VoD service, but staying with iTunes for its download service.

"We can easily compare content distribution throughout television history to an accordion playing the polka"



Dom Serafini

NewCo Rai International

is now

Rai World

ITALIAN TV IN THE WORLD



CULTURE, FASHION,
ENTERTAINMENT, MUSIC,
FICTION, NEWS
& FOOTBALL

THE BEST OF ITALY
ON YOUR SCREEN.

24/7 LIVE FROM ITALY
NEWS, VIEWS
& REPORTS

ACROSS THE FIVE CONTINENTS



distributed by

Rai World

MIP stand R30.03

Andy Whitfield John Hannah Peter Mensah and Lucy Lawless

SPARTACUS

BLOOD AND SAND

2010



John Hannah Dustin Clare Peter Mensah and Lucy Lawless

SPARTACUS

GODS OF THE ARENA

2011



SPARTACUS

New Season — Now In Production

2012

"Spartacus: Blood and Sand" . 13 x 60'
"Spartacus: Gods Of The Arena" . 6 x 60'
"Spartacus" - New Season . 10 x 60'
starz.com/spartacus

starz
MEDIA

Please visit us at RSV25
Tel: +33 (0) 4 92 99 8926
starzglobal.com