

## Formats Out of The Cannes

**M**IP could be the best market to launch a new format, since TV networks are not busy with U.S. studios' series. For this reason MIP organizers always stage a format seminar (a pitching session held yesterday) and FRAPA, the international association of format producing companies, organizes a workshop ("How to resolve format disputes," held last Saturday). FRAPA is also on hand launching its new online format price calculator, which allows small companies to estimate the price of a license for a series.

At MIP, Eyeworks' Ted Bookstaver announced two new formats: *Love Triangle* and *Double Life*. The first comes from the U.S., the second from Belgium.

From FremantleMedia, Rob Clark has three new formats: *Dream School*, *Four Rooms* and *Do The Right Thing*. The first

(Continued inside)

## Stars & MIP Parties

**W**ith over 30 events between breakfast bashes, luncheons, cocktails and full-fledged parties, this MIP has not bowed to previous editions. To the contrary, it is topping the 2010 edition. Surely a good sign for the much vaunted economic recovery, considering that a top-of-the-line party might cost between \$30,000 and \$50,000.

Yesterday was the busiest day on the party circuit, which is unusual, considering that Tuesday is traditionally the most hectic day to shuttle between events.

Coincidentally, on the star front there are also 20 film and TV personalities, topped by Arnold Schwarzenegger (who's here to launch A Squared's *The*

(Continued inside)

## Spot Buying in Cannes

*Before Bulk Buying in Los Angeles*

**C**all it veneration for the mighty power, but buyers at MIP are still looking to meet studio executives, even those who're not exhibiting. "We have actually found that, with the exception of Disney, all the usual studios [are]



represented," said Sveriges Television's Stephen Mowbray.

YLE's Johanna Salmela added that she's meeting "All important studios that [are] participating at MIP-TV. The rest of the studios I will meet during the L.A. Screenings in May."

However, said TVNorge's Benedicte Steinsrud, "There [is] some extra time to visit a few new distributors at this market." Similarly, Salmela stated that at this MIP she has "more time to focus also on independent distributors." Mowbray, too, is in Cannes "spreading our net as wide as possible for high-end productions."

Even a buyer from France who didn't

(Continued inside)

## Packer: From Lion To Gate

**J**im Packer is Lionsgate's brand new president of Worldwide Television Distribution and Digital. Though he's only been in his newly created post for four weeks or so, Packer has hit the ground running here at MIP with a packed slate and a "number one goal to get the lay of the land from Lionsgate's perspective."

*VideoAge* Daily sat down with Packer and Lionsgate's managing director, International Television, Peter Iacono to find out the company's priorities for Cannes and beyond.

Packer joins Lionsgate from MGM and

(Continued inside)



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## Formats

(Continued from Cover)

is from Fresh One Productions, the second from talkbackThames and the latter from Vision Independent Productions.

*VideoAge* Daily asked Clark if formats nowadays are pushing the envelope.

“If you look at mainstream television, which is where most formats exist, formats are probably more family friendly at the moment than at any time for many years. What’s happened is that in the periphery of the broadcast landscape, such as on smaller networks, there are certain formatted shows which are perhaps slightly more risqué and are aimed at a smaller specific target audience.”

Then, is it possible to reach a saturation point with formats? “Television is, and always will be, a cyclical market. [But] I don’t think it would be possible for TV broadcasters to do without formats, as they are an essential way for broadcasters to be able to have top quality entertainment programming at a fraction of the price that it would cost to develop their own — and at a far lower risk,” answered Clark.

Finally, can you determine which format works in a particular territory? “A successful format will work in any territory. It is fair to say that the content of some formats may be skewed to match the cultural sensitivities or tastes and needs of the territory,” he said.

## MIP Parties

(Continued from Cover)



*Governator* to host a dinner tonight). The stars of *Camelot* and those of *InSecurity* cover other English-speaking territories, like Canada and the U.K. India also has Diana Hayden, the former Miss World and today one of the country’s biggest stars.

Pictured right are stars from Tricon’s *InSecurity*: Natalie Lisinska and Rémy Girard. Above: *The Governator*’s Arnold Schwarzenegger.

## MIP Buyers

(Continued from Cover)

want to be identified said: “We [are] focusing on independent distributors.” Then, SVT’s Göran Danasten explained that, “With the L.A. Screenings just over a month away, [the studios’] absence is not a huge problem for us. Independent distributors are extremely valuable to SVT.”

Similarly, RTE’s Dermot Horan commented, “In any given MIP or MIP-COM I would only have six meetings with the U.S. majors anyway, and with over 70 appointments, most of my meetings are with other distributors.”

Rudiger Boess, senior vice president, Group Programming Acquisitions at ProSiebenSat1 could “understand the studios standpoint because talking about the same shows every second week doesn’t make sense,” and he “welcomes the chance this gives to concentrate more on the independents.”

Meanwhile ITV’s head of Acquired Series, Sasha Breslau, noted that MIP is valuable even without the US majors. “Buying is really a 24/7 year round business and we don’t do many deals at markets, but MIP is important,” said Breslau, “As it lets us catch up with non U.K. distributors.”

Naturally, we know that visiting some independents is also a way to meet their European quotas obligations, but what are these and other buyers looking for from indies? “I’m looking for drama series, miniseries and TV movies produced outside Europe, mainly from the U.S., Canada and Australia,” answered YLE’s Salmela.

“We’re looking for well-produced reality, docu-soaps and positive one-off factual docs with a female touch,” pointed out TVNorge’s Steinsrud. On the other hand, RTE’s Horan has received “A brief to buy across all genres.”

Someone who is not looking is JT-TV’s John Triantafyllis: “Due to the current situation of the economy in Greece and the overall effect that it is having on the Greek television market, we’re attending [MIP] for the sake of being kept updated



on what new [product] is available.”

The situation in Japan is also unsure. Commented TWA’s Masa Omiya: “I’m not sure [what] Japanese companies decided regarding MIP-TV attendance.”

From Canada, excluding CBC, there are not too many FTA buyers: they’re mainly from cable channels.

What about prices? Are those from studios and indies the same? “Prices vary depending on quality and competition, but are generally in keeping with pricing from the majors,” stated Mowbray. “Prices tend to reflect the quality of the production, regardless of the distributor,” added Steinsrud. “Prices are comparable when quality is the same,” pointed out the buyer from France, while SVT’s Danasten commented that, “Studio prices are higher in general,” and Salmela concluded, “Usually prices from indies are less than those from U.S. studios.”

Pictured below: TVNorge’s Benedicte Steinsrud and her father, Ola. Bottom: RTE’s Dermot Horan. Pictured on the cover: ITV’s Sasha Breslau, CBC’s Lisette Blain, Astral’s Judith Brosseau.



## Jim Packer

(Continued from Cover)

his goals at Lionsgate include “Making sure that [the company], with the volume of product — television content, feature library, etc. — gets the right kind of exposure.” Packer noted that if you look at where Lionsgate was 10 years ago as compared to today, the firm has performed a complete transformation, and he’d like to continue this trend. “We’re getting to be a major,” he said. “In any given year we have a slate of product that would make any major proud.”

Also of importance to Packer is the digital half of his title. He stated, “There is not one minute that I don’t spend thinking about digital,” elaborating that he plans on taking advantage of the recent digital explosion.

For his part, Iacono emphasized Lionsgate’s aims at this market and the L.A. Screenings. In addition to pushing *Mad Men*, the focus at MIP is on *Weeds*, *Blue Mountain State* and new comedy *Are We There Yet?*. Plus, two new shows — *Nail Files* and star-studded *Boss* for Starz — as well as a yet to be announced third series, will make their debut at the Screenings.

Additionally, Iacono enthused that the reduced studio presence at this MIP is “great for us,” because as he put it, “the buyers are here and the majors are not.”

Pictured below are Lionsgate’s Jim Packer (r.) and Peter Iacono.



## Cohen’s FME Slates Its Future

Fremantle CEO Tony Cohen opened their press breakfast yesterday at MIP describing 2010 as a “solid year.” But the real Fremantle story is about the future. The company’s partnership with Fuji has already delivered *Total Blackout*, which in the first six months has sold to nine territories and more formats and, promised Cohen, “more sales are pending and more formats are about to be announced as a result of the relationship with Fuji.”

Similarly, David Ellender, Global CEO, FremantleMedia Enterprises, announced that 18 months of development work in drama has delivered such major new series such as *Laconia* and the psychological thriller *Exile*, as well as 17 pilots to twelve U.S. nets, including *Wedding Band* to CBS.

Rob Clark, president, Worldwide Entertainment, also announced 10 new shows, including *Dream School* from Jamie Oliver, and two formats, *Do The Right Thing* and *How Long Will You Live* from Irish state broadcaster RTE, as well as the relaunch of *To Tell the Truth*, which has been on air in the U.S. for six decades.



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## Bavaria Media Has Gone Wild

Munich-based Bavaria Media Television presents a slate of TV movies and series topped by **Life, Uncorked (T'es pas la seule)**, a series that centers on a young mother who takes over her aunt's biodynamic winery, only to run into a series of problems. She overcomes her difficulties with the help of a special group of family and friends.

In the near future, a woman becomes the tool of a sinister government agency. The agency controls her brain and plans to use her to assassinate a high-ranking politician at an EU security summit in miniseries **Alpha 0.7 — Total Control** (pictured).

TV movie **Carl and Bertha Benz** tells the story of automobile maker Carl Benz, his wife and the undying love and perseverance that led to their success.

Three buddies look for peace and quiet when they travel to a Swedish lake, but when they bring along two women and all of their unsolved



problems, peace and quiet is at a premium in TV movie **Men Gone Wild**.

TV feature **Henry of Navarre** portrays the king who led the Protestants against the Catholics in 1563 France.

After the Berlin Wall falls in 1989, two young men set out from East Germany for New York in TV movie **Friendship**.

Even though Donald, an illegal alien from Nigeria, was deported from Spain three years earlier, he returns to find the woman he loves. But when he upsets the locals, Donald is accused of murder in **Mar de Plastico**.

**Stand 20.01**

[www.bavaria-media.tv](http://www.bavaria-media.tv)

## An Animated Band

Rome-based the Animation Band offers several children's animation series. **Blanche** is a natural leader who is as courageous as a lion and as sweet as a lamb. She and her baby animal friends enjoy many adventures with Blanche in the lead.

**LMN'S** follows Chip as he tries to find his way out of the world of atoms and chemical elements after he's miniaturized.

When **Cosi**, tiny microbe-like creatures with strange geometric shapes, are forced to interact with the human world, there's always a catastrophe waiting to happen in series **I Cosi**.

**Stefi's World** is the first animated series based on Grazia Nidasio's comic strips about an eight-year-old girl who thinks she can change the rules of the grown-up world. Stefi constantly gets involved in adults' business, showing that their behavior is often contradictory.

Although orphan **Loulou De Montmartre** dreams of becoming a famous dancer one day, Madame Trochu, who runs the orphanage where Loulou lives, makes it her mission to keep Loulou from realizing her dream.

In this story of adoption based in Italy in the '60s, orphaned **Stellina** was born and raised in the circus. But one day, she is brought to an institute for orphans and taken in by her teacher, Anna. Now, Stellina must decide whether to stay with her new family, or help her old family in the circus.

The Trojan War is over, and the Greek hero and his men are on a mission to return to their homes and families in Ithaca. But first, **Ulisse** (pictured) will have to overcome the formidable obstacles placed in his way by the gods of Olympus. The series is based on the classic epic and includes new characters and humor.



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[www.theanimationband.com](http://www.theanimationband.com)

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## Alfred Haber Gets a Makeover

Alfred Haber Distribution is highlighting specials and series this year at MIP-TV. Real life ghost-hunting experts search out unexplained haunts and try to find the truth behind the spooks in unscripted paranormal series **Ghost Hunters**.

**2010 54th Annual Grammy Awards** (pictured) features performances by top musicians as they are honored for their achievements over the past year.

Hour-long reality program **Most Daring** showcases real videos of ordinary people who find themselves in unreal, wacky situations.

The **2011 60th Annual Miss Universe Pageant** is one of the most popular beauty pageants around the world. It will air from São Paulo, Brazil on September 12, 2011.

Each episode of reality countdown series **Top 20 Countdown** takes



a look at 20 unbelievable, action-packed videos.

Available as a format or finished series, **School Mom Makeover** follows a deserving school mom as she is pampered for the length of a school day. At the end of the day, the mom's new look is revealed to her family.

Top stars from film and television are honored for their performances in the **2012 69th Annual Golden Globe Awards**.

**Stand 22.02**

[www.alfredhaber.com](http://www.alfredhaber.com)

## WWE Has Superstars

WWE arrives in Cannes with a bold set of action-packed sports entertainment series topped by live event **Raw** (pictured), which features WWE Superstars.

A wide range of exciting talent is showcased on sports entertainment program **SmackDown**.

**Superstars** presents WWE Superstars and Divas from WWE programs such as *Raw*, *SmackDown* and *NXT*. Fans are introduced to matchups that are rarely seen on regular TV and are usually reserved for pay-per-view programming.



Live event/reality series **NXT** centers on eight popular WWE Superstars, or "Pros" who mentor eight WWE "Rookies."

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Hoping to win a contract with WWE, contestants live, train and compete with WWE Superstars and Divas, who serve as their mentors in **Tough Enough**.

WWE Pay-Per-Views/Specials consists of unique stories topped by *WrestleMania*, the biggest annual event in sports entertainment.

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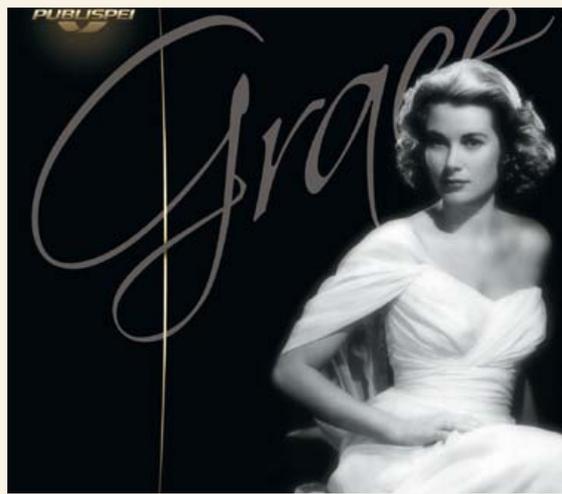
## Publispei Provides Ecstasy

Home-based Publispei brings to Cannes a collection of miniseries and TV movies with pressing themes. **Vanished** is a collection of television movies held together by a common thread: all stories are told from the viewpoint of those who are left behind when a loved one vanishes into thin air; every disappearance hides a mystery.

Miniseries **Eleonora Duse** portrays the tormented life of the contemporary diva who was a talented actress, as well as a self-managed theatrical entrepreneur and director.

In this television adaptation of the Italian Neorealism classic, two brothers fight for the affections of the same woman, which ultimately leads to the family's demise in **Rocco and His Brothers**. The miniseries illustrates Italy's cultural transition from archaic to modern.

Series **Waves** explores the changes and challenges of leaving one's home-



land and encountering jealousy, abandonment, power, revenge and love.

Society has decided that Friedrich must be the new Chopin in **Torment And Ecstasy (A New Chopin)**. Friedrich becomes just like Chopin, the legendary composer — he's torn between two women, is called a traitor to his homeland and experiences fragile health. He must find the strength to escape his fate.

**Grace** (pictured) explores the life of Grace Patricia Kelly, the beautiful Princess Grace of Monaco. Miniseries.

Stand R36.17

[www.publispei.it](http://www.publispei.it)

## The Secret Life of Content Television

The U.K.'s Content Television has a new name and an array of new and returning drama and non-fiction series made to thrill and inform. Viewers are introduced to streetwise private investigator, ladies man and troublemaker Jake Doyle in the third season of drama series **Republic of Doyle** (pictured).



Sisters Amy and Lou Fleming experience the pros and cons of life on a horse ranch in the fifth season of family drama **Heartland**.

After a mysterious event sends the world into a state of shock and panic, a family must fight to remain a **Nuclear Family** in this multi-platform thriller series.

Host Anna Ryder Richardson and her husband Colin show viewers what it's like to run a wildlife park in non-fiction series **Anna's Wild Life**.

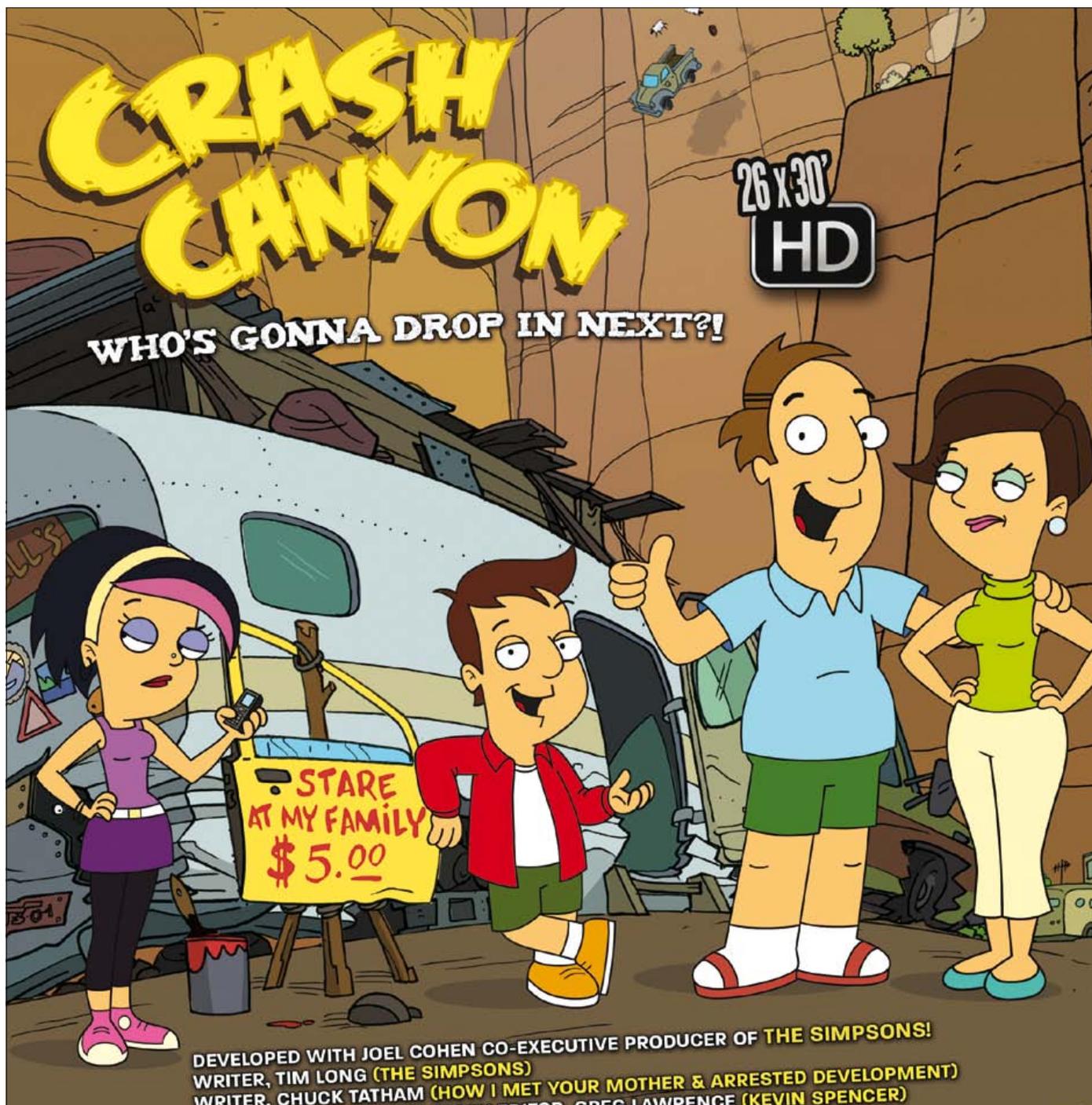
Wildlife expert Iolo Williams brings viewers along on a tour of Wales in the new non-fiction series for the BBC **Wild Wales**.

**The Secret Life of Birds** provides insight into the nature and habits of birds.

BBC documentary **Combat Pilot** follows a group of Royal Air Force combat pilots in training.

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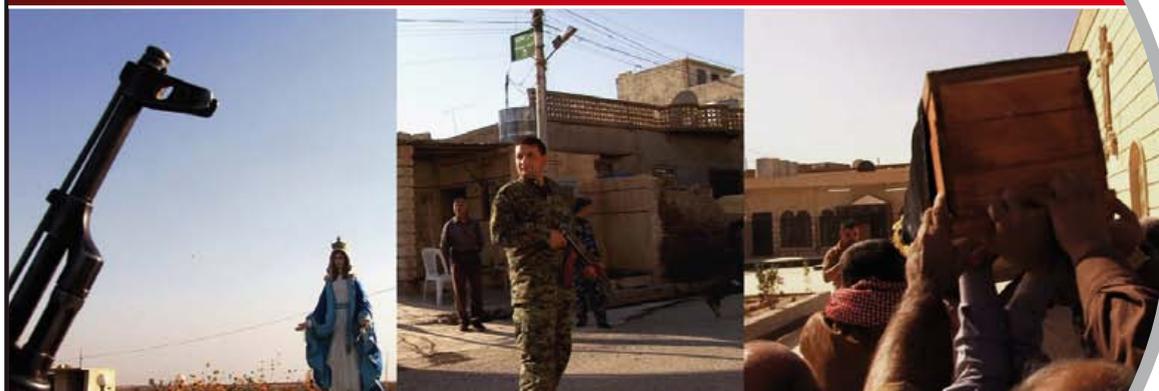


# Swiss Television

## Programs

### CHRISTIANS IN IRAQ

Documentary - 52'



Christians in Iraq is a highly topical journey to a country ravaged by violence. A journey based on the accounts of families plunged into despair, of people forced to abandon their homes, of others who have taken up arms to protect churches and neighbourhoods, and of courageous priests who are on the front line every day.

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Tricon Is Livin' Loud

Canada's Tricon Films & Television's MIP slate is topped by comedy/action series **InSecurity**, which centers on Alex Cranston and her somewhat incompetent team at the National Intelligence and Security Agency.

Drama series **Sanctuary** follows Dr. Helen Magnus and her team as they study and attempt to help the strange and scary creatures that secretly occupy the earth.

**Decked Out** is a home and renovation series hosted by Paul Lafrance showcasing backyard makeovers that focus on constructing amazing custom-built decks.

Feature length documentary **Rush: Beyond the Lighted Stage** follows the rock band that ranked third in consecutive gold or platinum albums behind The Beatles and The Rolling Stones.

Carla Collins is on a mission to find fame in Hollywood, which may just as well be dubbed **Carlawood** in the docu-drama that follows Collins on



her search for fame.

John, Edy, Ryan and Sam are best friends seeking a thrill as they tear up the roads in a '72 Dodge Commander RV in reality series **Livin' Loud**.

Documentary **Corpus** examines intriguing non-traditional afterlife services: mummification, plastination, cryonics, and using human remains to grow coral reefs.

Stand R33.08

[www.triconfilms.com](http://www.triconfilms.com)

AVF Is Haunted

Argentina's America Video Films showcases **Love & Distrust** starring Robert Pattinson, Sam Worthington, Robert Downey Jr., James Franco and Amy Adams. Five stories illustrate how distrust can dash one's hopes and tear love apart.

The thrilling rescue of 33 Chilean miners trapped 700 meters underground in the Atacama desert is recounted in **Atacama's 33**.



An ex-cop turned private eye discovers that he can communicate with the ghosts of murder victims after he has a near-death experience of his own in thriller series **Haunted**. The ghosts want him to solve their murders.

Stand R35.09

[www.americavideofilms.net](http://www.americavideofilms.net)

Magical Studio-Hamburg

Germany's Studio-Hamburg presents TV movie **Not For All The Tea In China**. Isabella Meinhard is the daughter of a millionaire who must start at the bottom and work her way up at her father's company.

Inspector Gunnar Barbarotti receives hand-written notices from a serial killer regarding targeted victims. Soon, he receives a threat on his own life in TV feature **Håkan Nesser: Contempt**.

TV movie **Two For All: Some Like It Dead** centers on Hannes, who becomes the principal suspect in two murder cases, and his half-brother Piet, who's determined to find the serial killer and keep Hannes out of jail.

Wildlife programs include **Serengeti — The Return of the Rhinos**, featuring vet Pete Morkel and his team; and five-part wildlife series **Europe's**



Primeval Forests.

In kid series **The Magical Toothfairy** children get a coin that will make their wishes come true in exchange for well-brushed teeth.

In doc **Soul of a Century — Beloved Life** 39 amateur filmmakers recount the past century with footage recorded between 1900-1980.

Stand 20.01

[www.studio-hamburg-distribution.de](http://www.studio-hamburg-distribution.de)

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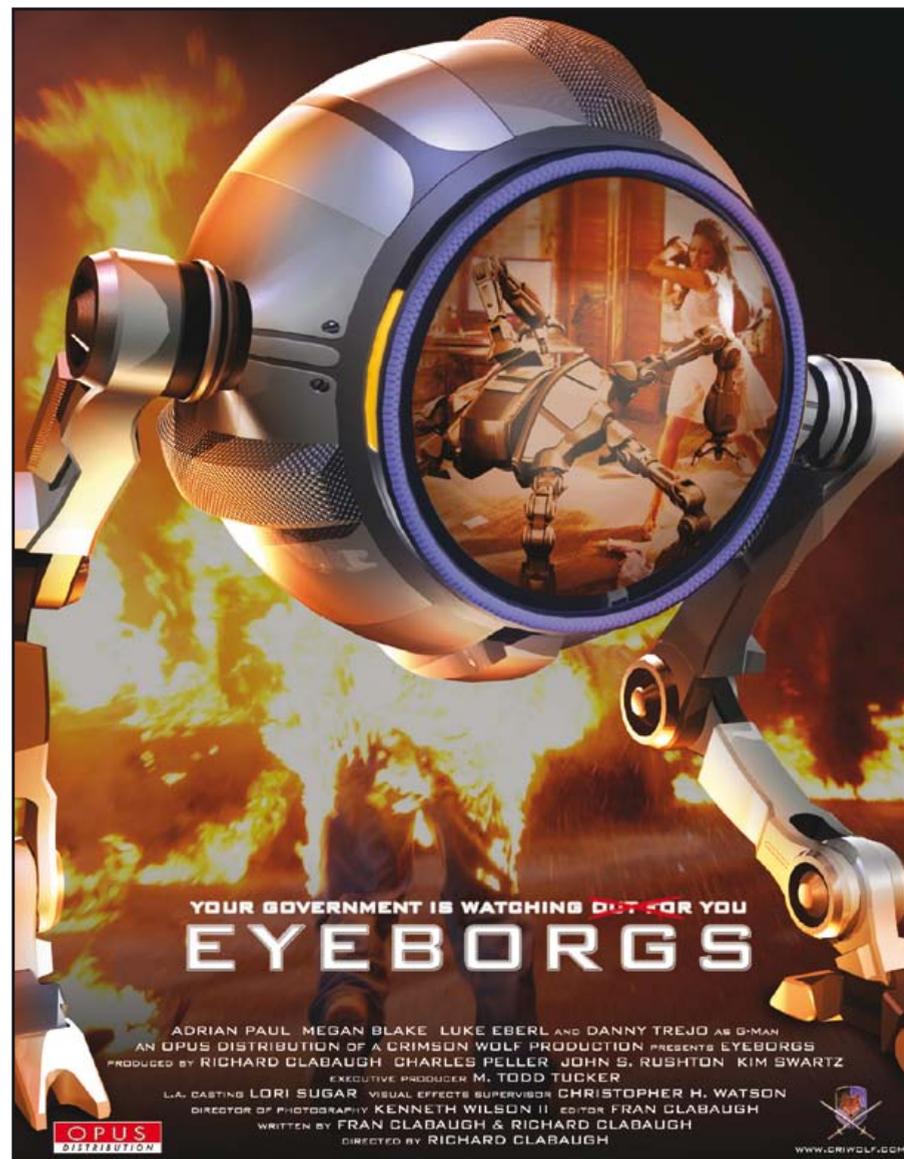
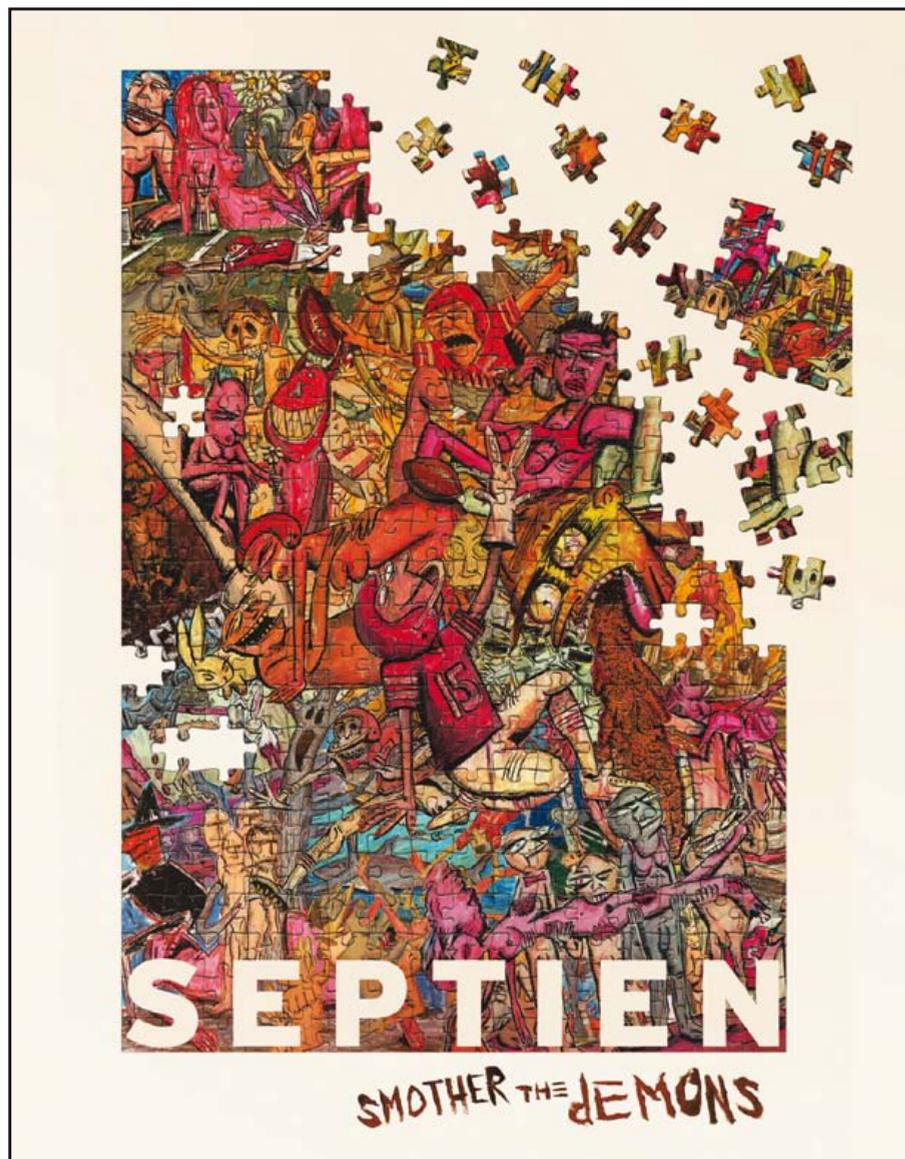
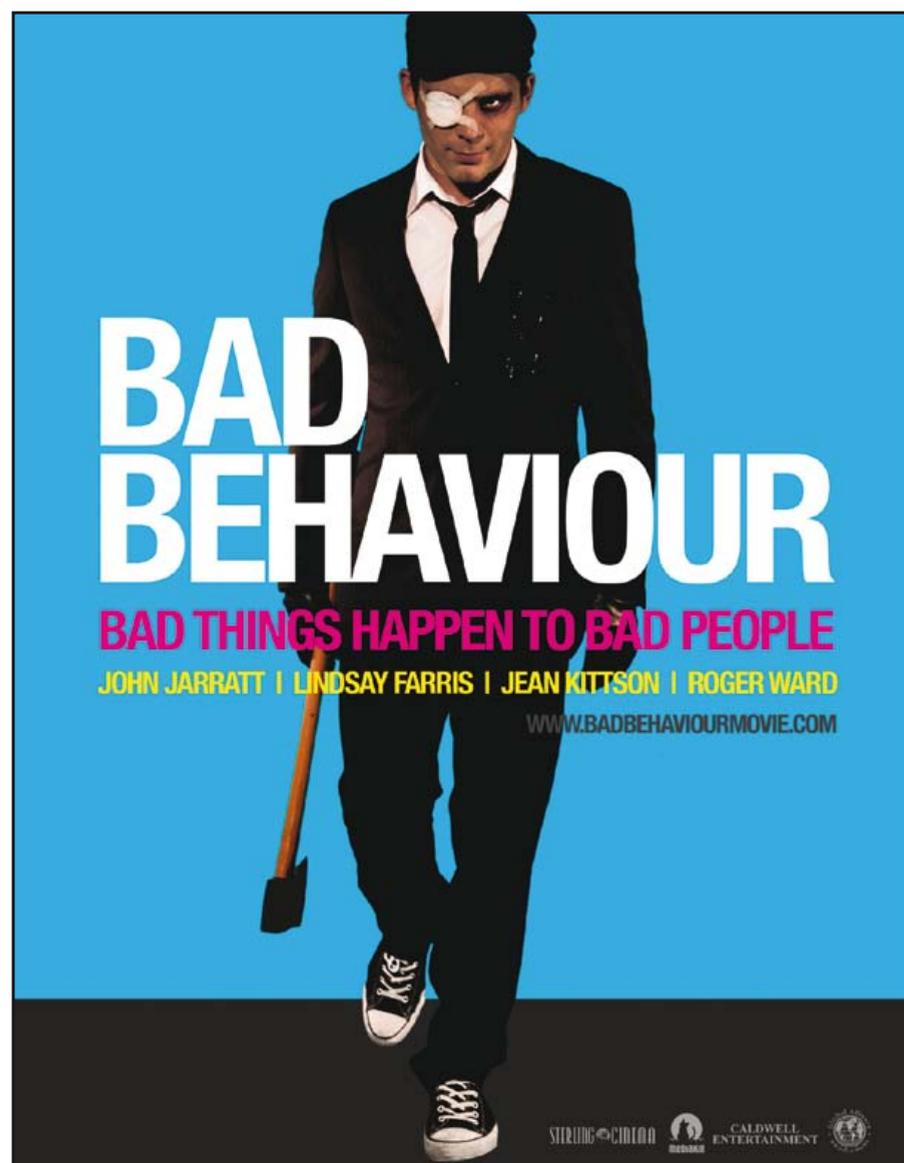
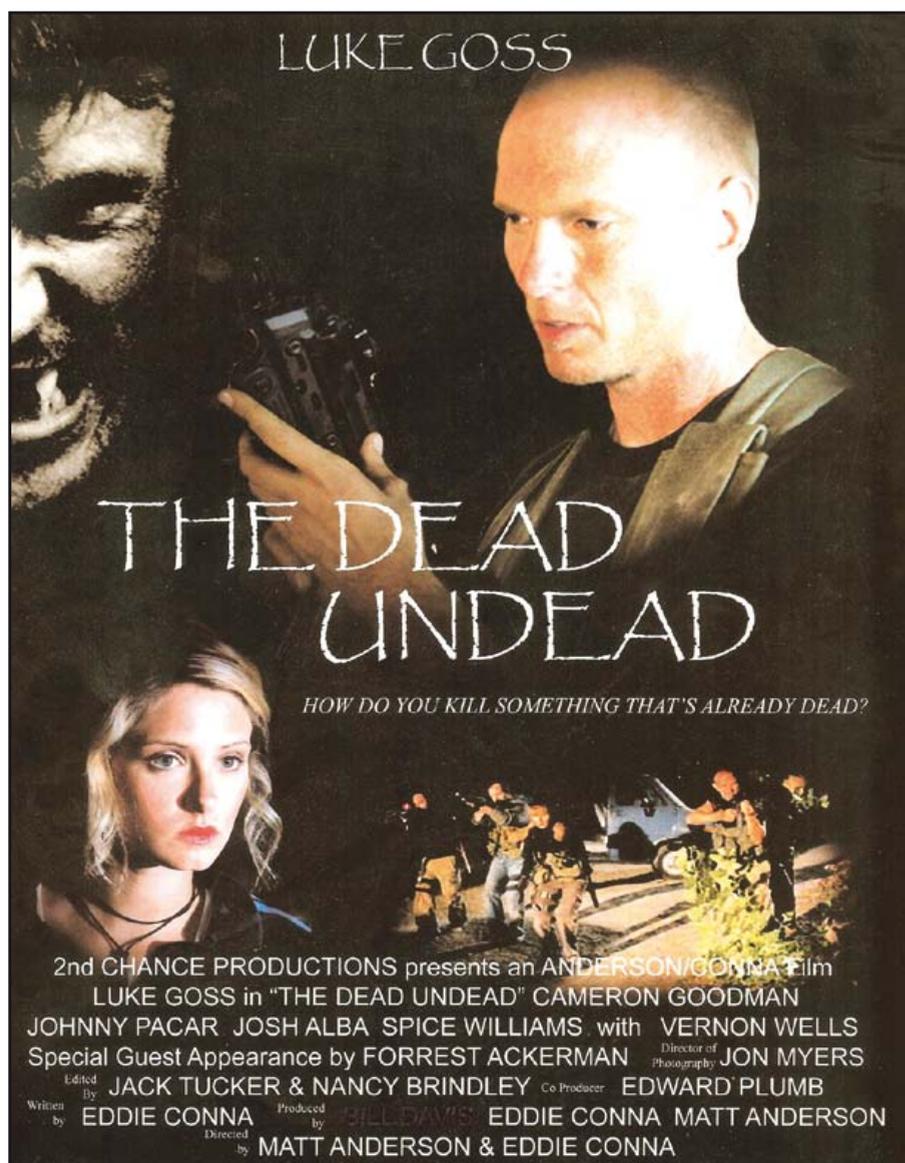
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## RSI Is Surviving

Swiss Italian Television RSI has a selection of documentaries and musical programs topped by documentary **Two Fathers For David (Due padri per David)**, which centers on Mario and his partner Valter, who have lived together for more than 25 years, been married for two, and are ready to raise a son together.

Viewers are introduced to Kreuzberg, a multi-ethnic district of Berlin, in which violence, along with creativity, runs high in documentary **Berlin Kreuzberg Almanya**.

Scenic opera **La Farsa del Barba** is a flashback to the early Italian Renaissance. Based on original texts and music from the 16th century.

There are constant reports of attacks on **Christians in Iraq (I nuovi martiri)** and families are being forced to flee from Baghdad, Mosul and Kirkuk. This documentary shares the stories of Iraqi Christians who live in fear amidst terrible violence.



Russian pianist **Lilya Zilberstein** performs *Chopin: Rondeau Op. 1*, *Chopin: Variations Brillantes Op. 12*, *Beethoven: Sonata No. 2 Op. 2* and *Beethoven: Sonata No. 23 Op. 57 "Appassionata"* and sits down to give an interview in this three-part recital and chamber music series.

**Surviving the Devil (Sopravvivere al diavolo — Haiti dopo il terremoto)** is the story of three Haitians who are working to rebuild their lives after their world was turned upside down by the 2010 earthquake. (pictured)

Investigative documentary **The Saga of Tamiflu — A Pandemic Business (L'influenza degli affari — la saga del Tamiflu)** explores the success story of a drug that governments stockpiled to protect the population from pandemics.

**Stand 24.11**

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## Mondo TV Is A Keeper

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# MIP-TV PHOTO REPORT



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**5.** Studio 100's Tanja Aichberger Schaetzle with ORF's Frank Holdened, Andrea Bogad-Radaz, Studio 100's Patrick Elmendorff  
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**13.** Solar Films' Markus Selin, BavariaMedia's Dana Hoefinger, Stephanie Fritz, Helge Koehnen



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# M Y T W O C E N T S

**T**he late U.S. president Ronald Reagan used to say, "Here we go again!" every time an annoying topic came up. This time the "annoying topic" is the U.S. public radio and TV system (PBS)...again. Regularly (it happened in 1995 and 2007), conservative Republicans with nothing better to do and for pure ideological reasons, lash out at PBS and the Corporation for Public Broadcasting (CPB), the organization that distributes (nowadays with a dropper) funds to public radio and TV stations.

Last December, a Republican congressman from Colorado, Doug Lamborn, introduced a bill to eliminate all federal funding to CPB of some \$430 million, about 15 percent of PBS stations' budget. The rest of the PBS budget comes from private donations (60 percent) and the balance from corporate underwriting.

On the other hand, the same Republicans that now dominate Congress are happy to subsidize the tobacco industry to the tune of \$18.6 billion a year (the so-called Transition Payment Program). And, to make sure that the damage done by this subsidy is lethal, they now want to repeal what's left of the national health program. And what about the \$20 billion a year for "pork," or earmarks for politicians' pet projects that are of questionable value? Like the \$40 million for an Agro-defense facility in Kansas, requested by Republican Senator Sam Brownback, one of the 6,600 "pork" projects for this year.

Even air-carrier builder Boeing has received some \$24 billion in subsidies collectively from three U.S. states, plus NASA and the Department of Defense since 1995. In the past (2002-2008) the "fossil fuel" industry received government subsidies in the order of \$12 billion a year. Last year, the oil industry alone received \$4 billion between subsidies and tax breaks.

It seems that conservative Republicans can easily deal with subsidized waste when it's in the order of billions, but are scared stiff by useful programs that are measured in mere millions.

Now, why would conservatives lash out against PBS? After all, it doesn't take anything away from commercial television! To the contrary, it relieves the commercial radio and TV sector from duties and obligations that otherwise, as a beneficiary of the public spectrum, it had to perform. In addition, by not relying heavily on spots, PBS doesn't compete with the commercial sector.

Not having practical, pragmatic reasons, the strike against CPB and PBS has to be purely ideological, in the sense that the public radio-TV system doesn't conform to the FOX News credo, "Help multinationals to become richer. Make sure that common people remain poor. Take from the middle-class so that taxes can be reduced for the rich. Remove rules and regulations: Anarchy is better for business."

But there are other reasons: Because PBS has the annoying habit of pointing out the danger of firearms (like machine guns) that can easily get into the hands of deranged people; investigating the abuses on Wall Street; looking carefully at various wars in which the U.S. is involved, and...for broadcasting ballet, which we all know is a hotbed for gays and thus subversive.

But there could be yet another reason for conservatives wanting to remove federal funding to CPB: To force PBS to rely mainly on commercials so that they'll be prevented, for example, from investigating the food industry, the car industry, the oil industry, the low pay of U.S. soldiers or the lack of assistance to members of the National Guard returning from the war in Iraq, just to mention topics that top potential advertisers will surely pull the plug on at the first sign of subordination.

The Republicans' plan, however, will deprive U.S. citizens of an independent source of information and educational programs and, at the same time, add another competitor to the commercial sector.

**"Conservative Republicans can easily deal with subsidized waste when it's in the order of billions, but are scared stiff by useful programs that are measured in mere millions."**



"She watches her PBS station but will never admit it — she's married to a Republican."

Dom Serafini



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