

VIDEO AGE

INTERNATIONAL

DAY 1
MONDAY

APRIL 8, 2013

Stars Light Up In Cannes

There'll be no need for night-vision lenses to see the stars in Cannes for MIP-TV this year — the Croisette will be aglow with celebrities out in full force to promote their respective programs.

Starz Worldwide Distribution is on the scene with the lead of the new STARZ Original Series *The White Queen*, which is produced in association with the BBC. Actor Max Irons, who portrays Edward IV in the period drama, and bestselling author Philippa Gregory, who wrote the novels on which the series is based, will attend the screening of the first episode of *The White Queen* for prospective buyers today at 3 p.m. in Auditorium K in the Palais.

On the comedy side, Viacom International Media Networks (VIMN) is bringing comedian, movie star and producer Kevin Hart to Cannes to promote its new faux reality/comedy series *Real Husbands of Hollywood*, which is a parody of the *Real*

(Continued on Page 4)

1980 Archives: Past Recalled

The ever increasing number of TV stations worldwide, plus improved transmissions and longer broadcasting periods, in addition to extended technologies such as cable TV, pay-TV and video cassette recorders, are now catapulting the annual global TV program market to an estimated \$700 million, and growing, especially for non-American companies.

For the past 16 years, one of the major "supermarkets," if not a bazaar, for this expanding programming universe has been the annual *Marché International des Programmes de Television*, or MIP-TV, to be held April 18-24 in Cannes, France. Selling TV programs is said to be just like selling anything else.

(Full story on Page 18)

MIP-TV at 50: No Vacancy

Celebrations add extra buzz to biz

It's a popular year to be turning 50. NATPE reached the half-century milestone this past January, and now it's MIP-TV's turn. In May, the L.A. Screenings will hit its big Five-O. WNET Channel Thirteen, PBS's largest importer of foreign fare, is also 50 this



year, as are German company ZDF and even The Beatles' 1963 album *Please Please Me*. Also hitting their mid-life points this year are celebrities like Johnny Depp, Brad Pitt, Mike Myers and Quentin Tarantino, among others. MIP-TV's 50th kicks off today under the marching order of "No empty exhibition spaces in the Palais."

During their big year, MIP organizers don't want to repeat the embarrassing showing of unoccupied floor space seen last April. Perhaps, for this reason, some exhibitors are being asked to expand into adjacent available space. In addition, those exhibitors who usually rent only a small space at the Palais (in order to

(Continued on Page 4)

Canada Shows MIP Loyalty

As always, Canadian distribution companies will be at the Palais in full force. At press time, some 184 Canadian companies had registered for the event, including 51 first-timers, 96 exhibitors and 86 visiting companies.

According to Mary Powers, president of MPowers Communications, who spent over 10 years as SVP of Marketing and Communications at CHUM International prior to launching her own PR company: "My clients come to MIP-TV because it has great value. MIP may be 50 years old, but Reed MIDEM has evolved the market to keep pace with both the changes in our industry and the way we do business."

Asked why Canada has such a large

(Continued on Page 4)



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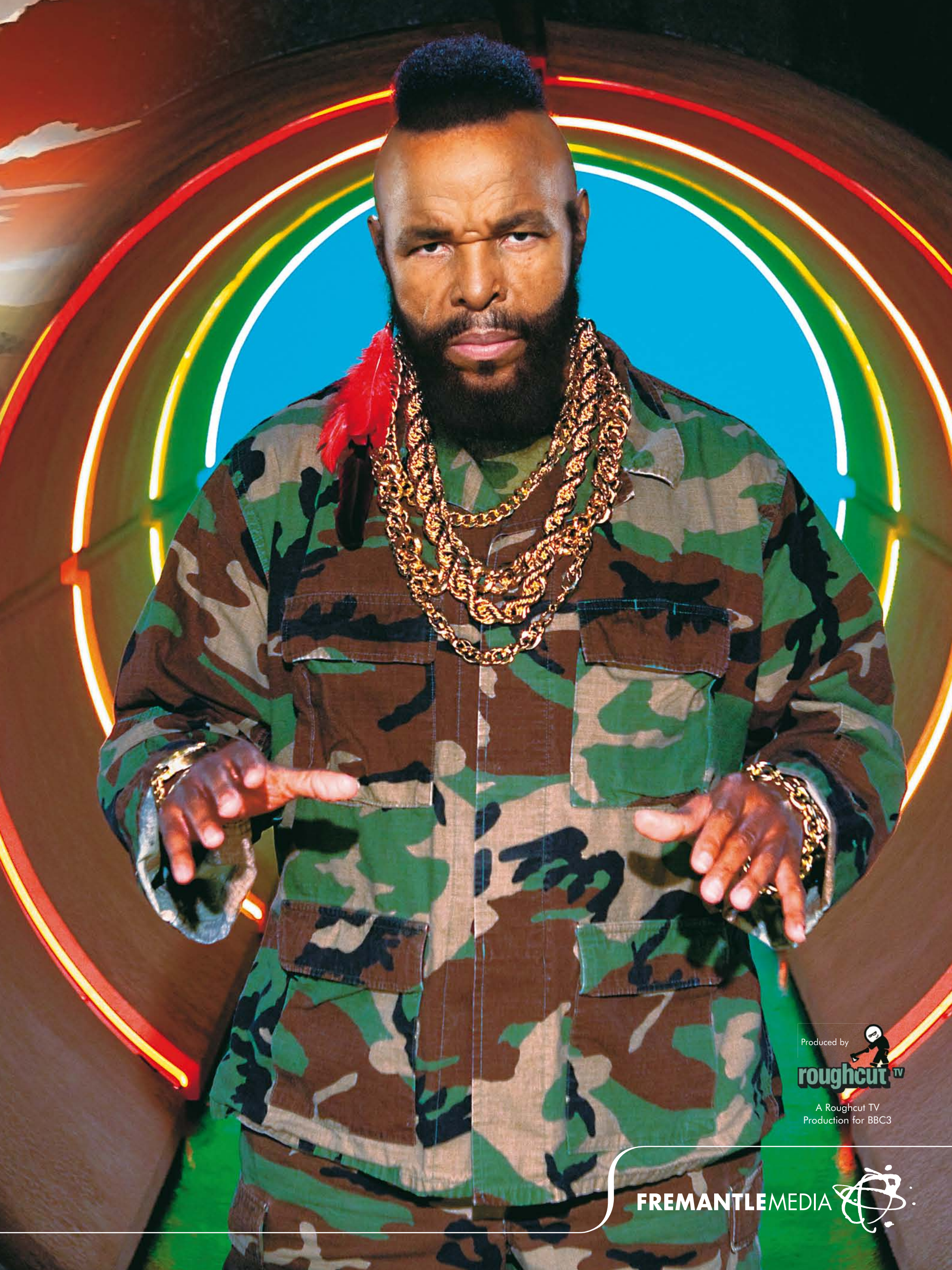
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Canada Shows MIP Loyalty

(Continued from Cover)

presence at MIP-TV as compared to other markets, Canamedia's Andrea Stokes replied, "Canadian producers and distributors count on MIP-TV to connect with the bulk of our international buyers — there is still no market that offers the same amount of presence and coverage for our companies."

"MIP-TV is a great platform to launch new titles, get a sense of future trends in the market and learn more about broadcasters' upcoming needs," said Federico Vargas of CCI Entertainment.

According to Peace Point's Les Tomlin, "Since MIP-TV attracts buyers from the world over, it's a must for Canadian product to be well represented at MIP. It's also a cost-effective way to present your material to a diverse group of buyers for all genres, whether fiction, factual, documentary or animation."

In addition, CCI's Vargas noted that the reduced presence of the U.S. studios at MIP "is definitely a significant benefit. Broadcasters are there to meet with independents like CCI."

Peace Point's Tomlin was also pleased that the reduced U.S. studio presence "frees up buyers' schedules for meeting with the 'non-majors,' allowing for additional meetings." He added that MIP's 50th anniversary is also the first anniversary of Peace Point Rights, "and our schedules are certainly full."

Similarly, Natalie Osborne of 9 Story Entertainment reported that "Our schedules are totally jammed," though she noticed that "this MIP, some buyers are attending for a shorter period of time, so we are even busier than usual during the first three days."

Breakthrough Entertainment's Nat Abraham said that the reduced presence of the studios is "positive in the sense that broadcasters may have more time to meet with us on the commissioning and development side." But he cautioned, "We've all seen the effects of other event venues where the majors have not attended and the results have been a mass decline in overall attendance. The majors are the reason most of the senior buyers attend a programming event. I know several industry colleagues, both on the content and broadcaster sides, who will not be attending MIP-TV. They will, however, be returning to Cannes for MIP-COM in the fall." He added, "Our costs as an exhibitor do not change. So when there are potentially fewer key decision-makers attending, our ROI is severely impacted."

On her part, Canamedia's Stokes was confident that Canadian companies in general would draw buyers, regardless of what the U.S. studios are doing. "Our product speaks for itself...a lot of unique programming is generated and created in the Great White North," she said.

The potential extra attention from buyers is beneficial because, as Tricon Films and Television's Jon Rutherford noted, "Although international buyers tend to finalize their new programming schedule following May's L.A. Screenings, it's still important to unveil new programs in April — especially if you're an independent distributor who doesn't have the same studio presence during the Upfront presentations."

MIP-TV Preview

(Continued from Cover)

be listed in the MIP-TV guide), but use apartments for meetings, are being asked to return to the exhibition floor in a bigger way.

Ahead of the market, Laurine Garaude, director of the Television Division of Reed MIDEM, the market organizers, reported: "We are projecting over 11,000 attendees from 100 countries this year and 1,600 exhibiting companies. We're expecting 4,000 buyers, and we have over 800 VoD/digital buyers, which is 30 percent more than last year."

This year MIP participants will be kept extra busy and amused. To celebrate the 50th, there will be a fireworks display, sponsored by the Cannes municipality, on the beach tonight during the opening party.

"We are launching the MIP-TV Médaille d'Honneur, where we will be honoring executives from around the world for their contributions to the international community. We will continue to do this in coming years, and are pleased to be introducing the awards for our 50th anniversary," Garaude said (a special report will follow in *VideoAge's* Day 3 Daily at MIP). The honorees are Beta Film's Jan Mojto, CBS's Armando Nuñez, former executive at ITC/PolyGram and 20th Century Fox Armando Nuñez Sr., Sony Pictures Entertainment Japan's Masao Takiyama, French Groupe M6's Nicolas de Tavernost and BSkyB's Sophie Turner Laing.

Tonight also marks the World Premiere Screening of *Da Vinci's Demons*.

Cesar Diaz, VP of Sales for Venevision International, said, "Since it commemorates its 50th anniversary, at the very least, it will add a celebrative atmosphere to the convention, which is only positive, especially if it contributes to



A+E's Sean Cohan

everyone's mood and attitude."

"MIP-TV is a very vibrant market," said Sean Cohan, A+E Networks' SVP of International. "And the fact that it's celebrating its 50th anniversary is a "good buzz-generating tool for the folks at Reed MIDEM and those involved in the market to get attendance up even a bit more, though attendance is pretty healthy," said Cohan. "MIPCOM always seems a bit bigger in terms of attendance, but this anniversary celebration allows the organizers to ratchet up MIP-TV a bit."

The exhibitors *VideoAge Daily* contacted didn't seem to think the relatively weak presence of the major U.S. studios would have much of an impact on the market. "If there are less studios selling, it could result in a marginal uptick in traffic for indies.... We have and will continue to invest in MIP, and our peers have done and will continue to do the same. The buyers will be there as long as there are distributors with a lot of content," said A+E's Cohan.

Patrick Elmendorff, managing director at Studio 100 Media, commented that MIP-TV has become "well established...over the years [and] its anniversary just proves that it has had a positive impact on the market."

On the other hand, Esther van Messel, CEO of First Hand Films, said she didn't "expect to notice any [practical] impact" from the 50th anniversary celebrations.

According to Garaude, "In addition to the distribution negotiations, the changing industry creates a greater need for making new contacts with new entrants to the ecosystem, and with new territories. The need for partnerships has increased, and so has the need for exchange, discovery of new trends, technologies and new talent. This is precisely why we created MIPCube, and also MIPFormats, which are discovery and community/contact building events."

Stars Light Up In Cannes

(Continued from Cover)



Housewives franchise. He will be on hand for a cocktail hosted by VIMN.

Entertainment One is here with two stars: Thandie Newton, the lead in thriller *Rogue*, and rock legend Gene Simmons (pictured above), host of the new reality/comedy series *Busted*. In addition to pitching the show, Simmons will also interview eOne's president and CEO Darren Throop for the Media Mastermind Keynote Series today. In *Busted*, Simmons goes on tour with popular rock bands and exposes practical jokes pulled on rock stars, band members and roadies alike while the bands are on tour.

Walking the red carpet and participating in a co-production case study panel tomorrow on behalf of Gaumont International Television are *Hemlock Grove* stars Famke Janssen and Bill Skarsgard, along with director Eli Roth.

And iConcerts will make some noise at its Yacht Party with DJ Ganesh. Meanwhile, Caterina Murino and Alessio Boni will walk the red carpet for 100% Distribution's *The Odyssey*.

Plus, comedian and TV host Steve Harvey will be pushing his U.S. syndicated daytime series *The Steve Harvey Show* (Endemol).

MIP-TV is hosting the World Premiere Screening of the new drama series *Da Vinci's Demons* (produced by Adjacent Productions) tonight, and the principal cast from the series, including Tom Riley and Laura Haddock, will be in Cannes to walk the red carpet and participate in an on-stage discussion with writer and showrunner David S. Goyer following the screening. Starz will launch the show in the U.S., while BBC Worldwide will distribute the series internationally.

For everyone who's star-struck, *VideoAge Daily* will update all the celebs in attendance regularly.

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MIPTV Booth G3-18

Southeast European TV Association Elects New Leadership

By Rastislav Durman*

It has been said that public radio-TV services in Europe are like dinosaurs — when someone steps on their tail, they won't feel it.

However, in the case of public broadcasters from Albania, Bulgaria, Romania, Turkey and all the countries of the former Yugoslavia — when faced with the possibility of losing leading market positions in the struggle with

aggressive commercial broadcasters — they reacted.

These public services have decided not to fall behind, but rather to remain important players in the field of regional media. One tool for securing their survival was the creation in 2010 of the Association of Public Service Media in South East Europe (PMS SEE, www.publicmediasee.org), in Zagreb, Croatia. PMS SEE is similar to the European Broadcasting Union, but on a region-



PMS SEE's gathering of general managers in Ljubljana, Slovenia last March

al level.

The goals of the Association are to promote the development of public service media, to facilitate cooperation between the public service media organizations in South East Europe, to provide expert training for public service media professionals, to exchange knowledge and experience and to cooperate with other international organizations in order to work on and achieve these objectives.

In less than three years the biggest successes were made by the Association's Working Group for Education and the Working Group for Co-Production. The Group for Education created the Protocol on Cooperation for training among PMS in SEE and organized, co-organized and/or took part in several important regional events in the field of building skills in the media. The Group for Co-Production produced the first documentary series called *How I See My Neighbor*, which involved highly effective collaboration between several public broadcasting services. The Group also took part in the organization of the DISCOPRO Showcase as part of DISCOP West Asia 2013 in Istanbul.

Last month, a gathering of the Association took place in Ljubljana, Slovenia, during which presentations were made about the use of multimedia, archive organization and fundraising.

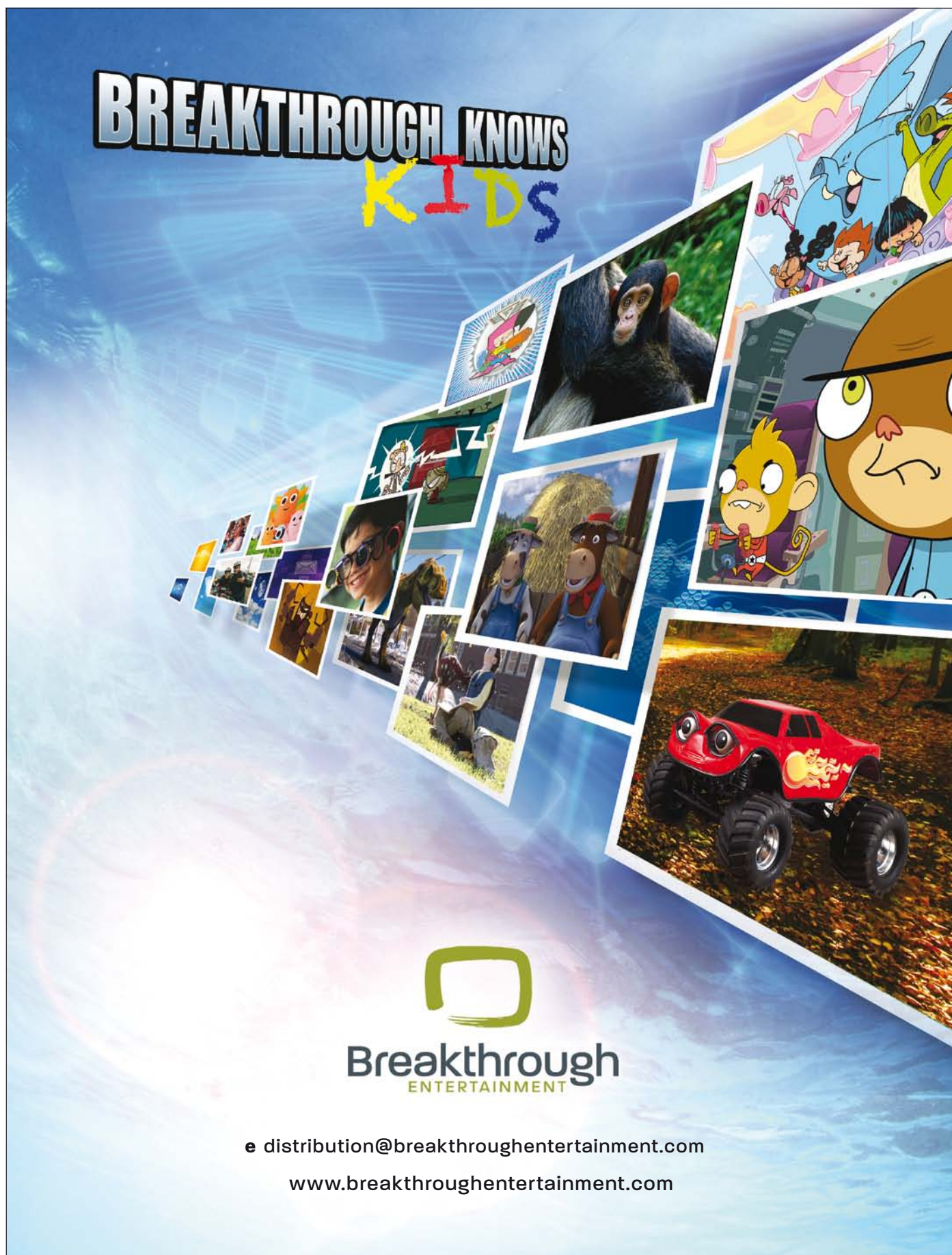
The Association also elected new leadership including a new president, Ibrahim Sahin, the director general of Turkish Radio Television (pictured below); two vice presi-



dents — Marko Filli, director general of RTV Slovenia and Petrit Beci, director general of RTSH, Albania; and a new secretary general, Josip Popovac from HRT, Croatia (who is the former Association president and founder).

In his opening speech, Sahin pointed out that his priorities as Association president will be establishing a Permanent Secretariat composed of representatives from all existing members as well as recruiting new ones.

* Rastislav Durman is the founder and first editor-in-chief of LINK, a media magazine for former Yugoslavian countries. He's now head of program development department at RTV Vojvodina in Serbia.



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Eyeworks Makes a Splash

Dutch company Eyeworks International Distribution has got formats and finished programs that explore health and wellness... with a touch of celebrity cache. In entertainment format **Celebrity Splash**, well-known people compete in an exciting, family friendly diving competition in front of a packed audience and a panel of judges.

Each episode of **Obese** (available as a format or finished program) documents a person's life-transforming

365-day journey from morbidly obese to healthy, with the help of a weight loss expert.

Is Modern Medicine Killing You? (available as a format or finished program) is a medical reality show that focuses on integrated medicine and healing the whole person rather than just the site of the illness.

A famous Danish actor travels to Colombia in a bid to disconnect from his drug of choice (cocaine). By traveling through well-known drug trade

routes, he meets people who've fought trafficking, and those paying the price for their actions in **My Drug Addiction** (format or finished pro-



gram).

By following three very different women with Down's Syndrome, **Sorry for the Inconvenience** (format or finished program), explores what life is like for people with this condition.

Stand H4.32
Eyeworks.tv

Get Fit With Veria Living

Veria Living Worldwide wants viewers to consider healthier alternatives. Host Nirmala Nardine takes audiences on a culinary adventure in **Nirmala's Spice World** (pictured). She prepares healthy and tasty meals using international spices and reveals their health secrets.

Life coach Pax Tandon helps people plagued by obesity and inactivity turn their lives around in **Trimming Down the House**.

Bollywood dance guru Hemalayaa leads routines sure to get hearts pumping and hips shaking, all while toning problem areas in **BollyBlast**.

Purva Bedi, an Indian-American actress, ambushes people and helps them tackle poor lifestyle choices in **Natural Reboot**. Bedi helps them discover balance and confidence by embracing Eastern principles of simplicity and living in the moment.

Fitness guru Jeff Halevy leads fun and simple at-home exercise routines in **Workout From Within**.

Mother-of-four and yoga instructor Bex Borucki provides a daily dose of stress relief in **Got Zen?** She shares her expertise and philosophies to help viewers find Zen.

In **Naturally Beautiful**, certified life coach Nitika Chopra works with beauty experts to provide alternative tips to help viewers achieve a natural look.

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Blackout at FremantleMedia

Britain-based FremantleMedia International's slate goes back in time and straight into the present. After accepting a practical if unromantic marriage proposal from Lord Walderhurst, Emily finds herself alone and threatened with mysterious new arrivals in her home in period piece **The Making of a Lady**.

Extreme game show **Total Blackout** (pictured) sees contestants battle each other and their fears in a series of challenges. But there's a twist — they do it

in complete darkness.

Former model and celebrity chef Lorraine Pascale reveals culinary secrets and shows invaluable kitchen shortcuts for every occasion in **Lorraine's Fast, Fresh and Easy Food**.

Jamie Oliver and Jimmy Doherty come together, roll up their sleeves and prove that good food is worth fighting for in **Jamie and Jimmy's Food Fight Club**.

In this all-new documentary minis-



eries, supermodel, actress and Cambridge arts grad Lily Cole gains access to some of the most revered contemporary artists in **Lily Cole's Art Matters**.

In comedy **Count Arthur Strong**, chaos and confusion ensue wherever he goes. Luckily, he's blissfully unaware of it.

A-Team legend Mr. T searches all four corners of the earth for some of the biggest fools in **World's Craziest Fools**.

Stand RB1
fremantlemedia.com
fmscreenings.com

Content's Got Docs

Content Television is focused on documentary series and features at MIP, but there's one tense and compelling drama that's sure to get your heart racing. **Complicit** is a TV movie about an MI5 officer desperate to foil a 7/7-style terrorist attack.

Six-part series **The Royals** (pictured) takes a look at every facet of the life of a Royal — Royal Babies, Royal Weddings, Royal Scandals,



Royal Pets, Young Royals and Royal Funerals. The six-part series provides a peek into the fascinating world of the monarchs.

Mea Maxima Culpa: Silence in the House of God is a documentary feature that investigates the secret crimes of a priest who abused over 200 deaf children. The film shows the face of evil that lurks behind the smiles and demands of authority figures.

A high-flying doctor moves to the U.K. with ambitions to work in a top London hospital, but he finds himself assigned to a practice in a small Welsh village in funny "fish-out-of-water" drama **The Indian Doctor**.

Non-fiction series **Helicopter Rescue** follows Wales' Royal Air Force search and rescue operation, the busiest in Britain, which saves hundreds of lives each year. Cameras capture real life rescue stories with the crews who work with Prince William 365 days of the year.

Stand RB.44
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BBQ, Booze and Bloopers at GRB

GRB Entertainment is focusing on good old fashioned American barbecue. The colorful characters and deeply competitive spirit of the barbecue subculture are explored in competition/cooking series **BBQ Pitmasters** (pictured).

In **How Booze Built America**, viewers will discover how alcohol has had a hand in everything from the landing of the Mayflower to the emergence of rock and roll.

Discover the secret lives of great

white sharks living off the coast of California in **Great White Highway**.

Successful women who are single, pregnant and still looking for love take the spotlight in **Pregnant and Dating**.

Get ready to laugh out loud with **Bloopers** — the funniest, most outrageous comical moments caught on tape.

Tamar Braxton, a rising musical superstar, and her music-mogul husband Vince Herbert balance their careers with their personal lives as



newlyweds in **Tamar & Vince**.

Hurricane Hunters reveals the high-stakes, action-packed world of pilots and their crews as they risk their

lives gathering meteorological data in the eye of the storm.

Stand R35.11

Grb.tv

Go West with Multicom

Multicom Entertainment Group has series, miniseries, documentaries and films across almost all genres. Action-drama miniseries **GUN** (pictured) follows the path of a handgun and the impact it has on the lives of those who encounter it. An all-star cast — including Kirsten Dunst and Martin Sheen — in addition to acclaimed writers and directors all contribute a different story to each episode.



Reality series **Gold Diggers (HD)** follows gorgeous, scheming young women from around the globe who are hungry for lives of luxury.

After a minor heart attack and major midlife crisis, a Chicago lingerie salesman uproots his family and moves West in **Harts of the West**. But the beautiful Tumbleweed Ranch Dave Hart and his family now call home is actually a broken-down dump with a crusty, ex-con ranch hand still in residence.

In animated series **Mask Masters (HD)**, the only hope for humans is the four guardians who defend the four parts of the world — the East, West, South and North. But the true powers of the blue dragon, the white tiger, the red phoenix and the great tortoise can only be unleashed when they are united with the human spirit through the Holy Masks.

Over 3,000 hours of content are included in the **Factual, History, Biographies, Documentaries Package**.

Over 100 network Movies of the Week, including *The Mansions of America*, a four-part miniseries featuring Pierce Brosnan and *Family Pictures*, starring Anjelica Huston, are included in **Network MOW's**.

The Little Traitor is a coming of age story of the unlikely bond between a kindly British soldier and a spirited Jewish boy set against the backdrop of the birth of the State of Israel.

Stand 18.16

Multicom.tv

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Going Global at Breakthrough

Toronto's Breakthrough Entertainment's got docs galore. **Going Global** is a lifestyle/travel series that teaches viewers the tools necessary for conducting business in a foreign market, by highlighting the opportunities of working away from home and illuminating cultural, economic and social values.

Two award-winning Finnish chefs embark on a road trip across the U.S. as they discover local specialties and challenge local masters in **American Food Battle**.

Two friends and fierce competitors face each other in a worldwide quest to challenge their limits and compete amongst themselves and others in adrenaline-charged series **Boundless** (pictured).

Two hot young chefs — who've fulfilled their lifelong dreams of building

successful restaurants — hit the Italian road looking for inspiration in **Rustic Adventures**.

Zerby Derby is a kids' live-action series with radio-controlled cars that live among life-sized trees, rivers and rocks. Their motto: "Answers are everywhere."

Celebrities such as Richard Branson and Magic Johnson show how they've used their fame to effect positive social change in documentary series **Shameless Idealists**.

Documentary **Supervolcano** explores the hidden Yellowstone supervolcano, which has the power to kill millions and plunge the world into volcanic winter. Scientists track volatile changes and plan for the unthinkable.

Stand 00.01
breakthroughentertainment.com

Tricon Serves Up Donuts

At MIP, Tricon Films & Television has comedy, home improvement, sports, animals ... and doughnuts. Based on comedian Mark Maron's life and his popular WTF podcast, comedy series **Maron** (pictured) chronicles his day-to-day struggle to maintain relationships outside his podcast audience and trio of cats.

Donut Showdown showcases pastry chefs testing their creativity in kitchen competitions in which they bring doughnuts to epic heights.

Homeowners get help rebuilding their backyard disasters (and their pride) in **Disaster Decks**. It's a high energy construction series in which a team of highly skilled carpenters clean up some seriously big mistakes.

A Bryk at a Time follows Danielle Bryk through the adventures and misadventures of starting a new interior design firm and entering the real estate market, all while mothering



three kids.

EA Sports Game Time allows sports fans to get up close and personal with their favorite athletes.

Two down-on-their-luck, small town guys struggling to make it as horror filmmakers are the stars of comedy series **Holliston**, a new take on the traditional multi-cam sitcom.

Factual series **Zoo Clues** investigates the animal kingdom and tackles questions, like: Can birds fly backward? Why do zebras have stripes and leopards have spots?

Stand R34.07
Triconfilms.com

SHOW NEWS

CANADA's New Fare

Nerds Rule at 9 Story

Family programming specialist 9 Story Entertainment targets viewers from pre-school to post-school.

Nerds and Monsters is a comedy geared toward 6-11-year-olds, which throws a group of nerdy kids onto an uncharted and fantastical island with a tribe of hideous and dim-witted monsters who think the kids are invaders.

Preschool series **Peg + Cat** follows a spirited little girl and her sidekick as they embark on adventures while learning basic math concepts and skills.

Cache Craze is part treasure hunt, part adventure challenge. Armed with a GPS and a digital treasure map, contestants navigate their way across comedic challenges while trying to find hidden caches and stay in the game.

When 12-year-old McGee's bus takes a wrong turn, he ends up in the



spookiest, most awesome summer program ever — **Camp Lakebottom**.

Primetime animated sitcom **Fugget About It** follows Jimmy Falcone, a former New York mob boss and his family, who enter the Witness Protection Program and move to Canada.

Kid comedy **Almost Naked Animals** features an ensemble cast of underwear-clad animals who run the Banana Cabana, a beachfront hotel.

Daniel is a shy but brave four-year-old tiger who lives in the beloved Neighbourhood of Make Believe in **Daniel Tiger's Neighbourhood**.

Stand R35.24
9story.com

Peace Point is Super

Pace Point Rights will keep you on your toes. The world of the mercenary soldier is a thrilling and dangerous one, which is explored in action miniseries **Mercenaries**. And whether they're reviled as conscienceless hired guns and murderers who operate outside the law or praised as brave soldiers, the world of the mercenary soldier is big business.

Belle du Seigneur — available as a miniseries and feature — is a tragic love story about an affair between Solal, a Mediterranean Jew who is Under-Secretary-General of the League of Nations and Ariane Deume, the aristocratic wife of one of his subordinates.

A secret Nazi space program evaded destruction by fleeing to the Dark Side of the Moon. When an astronaut lands a bit too close to the secret Nazi base, the Moon Fuhrer decides it's time to retake the Earth in action/comedy/sci-fi feature **Iron Sky**.

The DNA of GSP — a full-length documentary and miniseries — is a journey into the world of the UFC's reigning welterweight world champion, Georges St-Pierre. The emotional and triumphant story explores the motivation behind his career and his life and the strategy used in his mixed-martial arts fights.

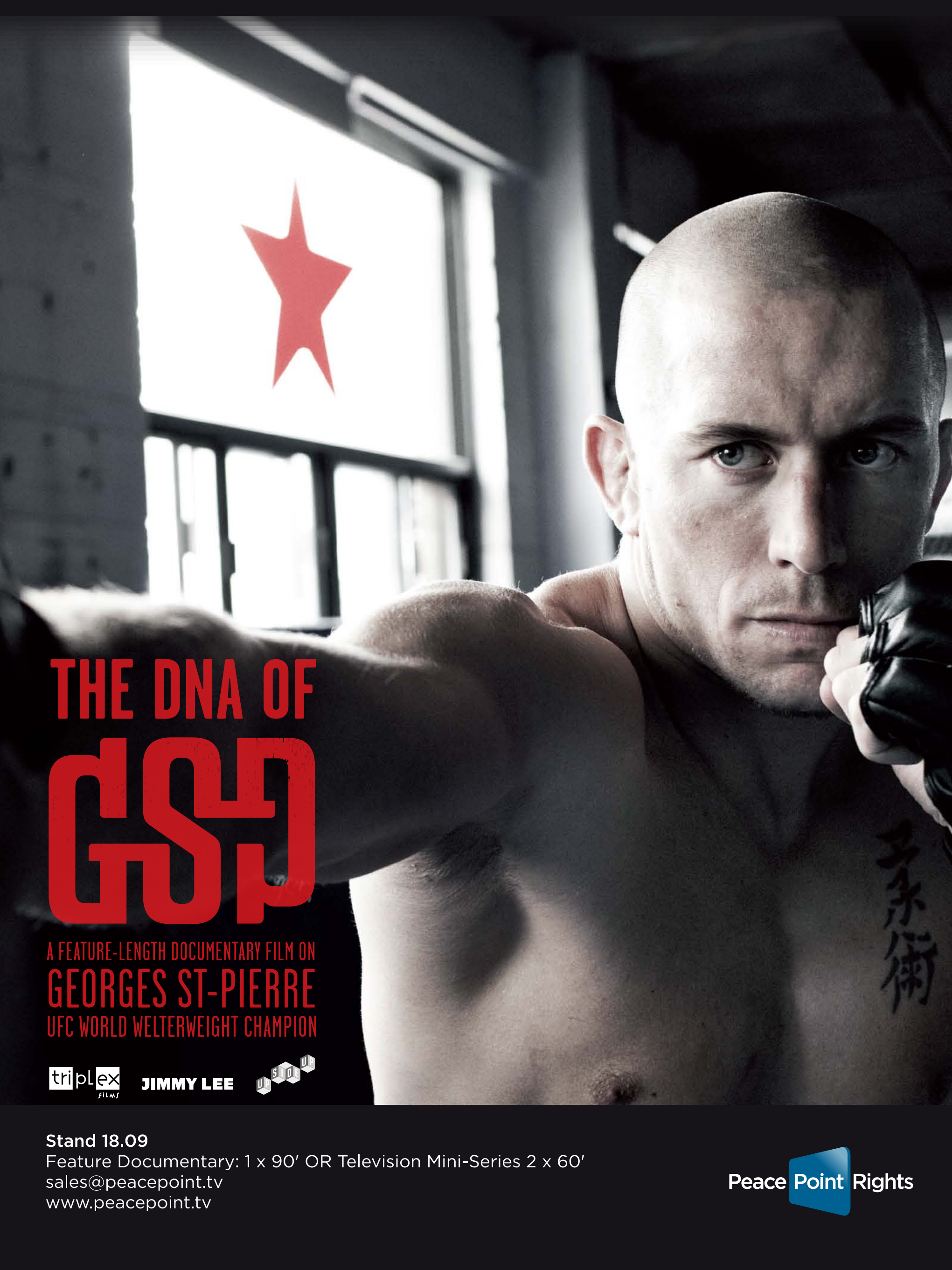
In **The Bulloch Family Ranch**, a docudrama series, Julie and Rusty Bulloch are the proud parents of two biological kids and over 25 non-biological ones whom they're saving from the brink of self-destruction.

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(Continued from Cover)

1980: When Cable, Pay-TV, VCRs Were New Technologies

Television/Radio Age
International

April, 1980

MIP-TV faces a programming marketplace expanded by needs of new technologies

By Domenico Serafini

The ever increasing number of TV stations worldwide, plus improved transmissions and longer broadcasting periods, in addition to extended technologies such as cable TV, pay-TV and video cassette recorders are now catapulting the annual global TV program market to an estimated \$700 million, and growing, especially for non-American companies. For the past 16 years, one of the major "super-markets," if not a bazaar, for this expanding program universe has been the annual Marche Internationale des Programmes de Television, or MIP-TV, to be held April 18-24 in Cannes, France. Selling TV programs is said to be just like selling anything else. Though it isn't as glamorous as the screen personalities to be peddled, some recreational activities are *derigeur* if any market is to survive.

In the words of Samuel C. Jephcott, Nielsen-Ferns International's distribution manager, MIP-TV is "a gathering of sales offices operating in many languages with one purpose in mind; to make 50 to 70 per cent of their foreign TV sales in just six days."

To Paul Talbot, president of Fremantle International, MIP-TV represents another way to "create a real or artificial deadline" since producers and distributors attempt to complete production deals with that schedule in mind. According to Talbot, the big countries generally don't go to MIP-TV to buy or sell. Small countries, on the other hand, are not visited regularly; therefore, they go to MIP-TV to buy.

As per late March, 200 buyers and 440 production and distribution companies from 63 countries were registered

for the 16th MIP-TV. Among the largest contingents, the French, with 93 companies, will, once again, outnumber the British and Americans, who will be attending with approximately 65 companies each. Canada, on the other hand, is planning to limit its representation to about 19 companies, down from 29 last year. Similarly, West Germany seems to have cut down to 25 companies from 43 in the previous year. Official figures released to TELEVISION/RADIO AGE INTERNATIONAL by Peter Hazelzet, MIP-TV program manager, estimate that up to 250 buyers and 630 production and distribution companies will be attending, an averaged 6 per cent increase between buyers and sellers over 1979. The number of individual participants has been officially estimated at 3,100, or 100 more than last year's projection. The official estimated number of participating countries, however, has been put at 100, the same for the past three years. In 1979, official estimate of the number of attendees was 50 per cent higher than figures from the previous MIP-TV; nevertheless it closed with 2,780 participants.

The projected reduced growth seems to be limited to small companies and to those from countries that do little buying, each of which tend to be particularly susceptible to cost increases. Another explanation is said to be the close seasonal proximity of the recently held Monte Carlo TV market. Because of it, some big American companies are now viewing MIP-TV with a "critical" eye, and "careful future evaluation" is promised.

The larger U.S. production and distribution companies, those with network ties are said to be going to Cannes with basically the same products screened in Monte Carlo last

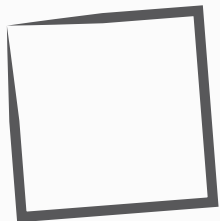
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MY TWO CENTS

Until a few years ago, asking American viewers to watch the evening news on the big three U.S. TV networks — ABC, CBS and NBC — was like asking consumers to buy cars from Detroit's big three: Ford, GM and Chrysler.

Indeed, the audience reaction was the equivalent of, "No thanks, we prefer imported products," such as BBC World (U.K.), DW (Germany), France 24 and NHK (Japan), among others.

The disappointment with the major TV networks' evening newscasts pushed the general public toward news programs from cable TV channels like CNN, MSNBC and others, including FOX News.

However, since 2011 the "big three" have made great strides with their evening news shows, to the point that now the problem, especially for news junkies like me, is which news program to watch, considering that they're all excellent and begin and end at the same time: from 6:30 p.m. to 7 p.m. (on the U.S. East Coast). The newfound appeal of the evening news has now created a checkerboard way of watching the news from the three networks. This is because often I too cannot resist the impulse to switch from station to station (in New York City they are on adjacent channels — 2, 4 and 7) in order to catch glimpses of all three evening news programs.

Taking advantage of the gap of a few seconds between the start of each newscast, I start by listening to the top story headlines from one network, and while it pauses for a commercial break, I turn immediately to another news program that it is about to present the news summary or is just beginning its first news report, hoping that it will be the same as that of the others (so as not to miss a beat).

Today, choosing which evening newscast to watch is indeed very problematic, but for reasons opposite of those of the recent past, and the numbers reflect this new viewer attitude. Toward the end of 2011, NBC News' audience increased by four percent, to 9.2 million viewers; ABC News increased seven percent (to 8.1 million viewers), while CBS News' audience increased by three percent (to six million). By January 2013, the audience for the broadcast networks evening newscasts reached 9.3 million for NBC, 8.5 million for ABC, and 7.1 million for CBS.

All three news programs are closely identified with their anchors (all journalists who have cut their teeth as political and war correspondents), therefore we have: *ABC World News* with Diane Sawyer, *CBS Evening News* with Scott Pelley, and *NBC Nightly News* with Brian Williams.

At 68, Sawyer is the oldest of the three, although Pelley at 56 seems older. Williams is 54 years old.

Pelley has had a more problematic recovery following an unfortunate period in which Katie Couric anchored the CBS News. Her successful and long stint at *Today*, NBC's morning talk show, did not translate well on the evening news. Plus, seeing Couric sit at the desk that had belonged to anchors of such caliber as Walter Cronkite and Dan Rather did not please an audience accustomed to "hard news," and not the perceived "soft news" typical of morning news programs.

In May 2011 Couric was replaced by Pelley, who, from mid-2011 to the end of 2012 has managed to increase the audience by more than 18 percent, compared with 12 percent by ABC and 5.2 percent by NBC.

It is possible that the Couric experience has served Sawyer well. Conscious of the fact that she came from another morning talk show (*Good Morning America*), Sawyer has been careful not to succumb to the three easy "S's" (sex, stars and sports), typical of the "Action News," which is characterized by short but numerous stories, even though, on occasion, she can't resist some soapy, heartbreaking news. Her look is simple and lightyears away from some other female anchors (found, for example, on Italian TV newscasts, where the news seems buried inside their décolleté).

Today, the common thread of all three evening newscasts can be found in the "Eyewitness News" approach of reporting from the field, which has contributed to their newfound success.

Dom Serafini

DAY

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"I understand you're looking for an anchorman!"

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