



VIDEOAGE

DAY 2

INTERNATIONAL

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April 4, 2017

Drama At The New 2018 Cannes TV Series Festival

Yesterday, the dates for the first International Cannes Festival of Series were announced for April 9-12, 2018, to be held here at the Palais during MIP-TV. This will pit Cannes against Series Mania (see story on page 6), a similar event sponsored by the city of Paris, and possibly by the current Minister of Culture.

The press conference followed the official announcement, made by the City of Cannes on March 8, which named Fleur Pellerin, former culture and communication minister and founder of Korelya Capital Investment, as president of the association created to organize the first International Festival of Series.

When Pellerin was culture minister, she initiated discussions to expand Series Mania, which is now in its eighth year and will be held April



13-23 at Forum des Images in Paris.

"There are no leading international events about TV series, even though this form of production has become very important in the realm of creative and broadcasting production. I am honored for the trust given to me and will carry with passion the ambitions of this rendez-

(Continued on Page 4)

How Healthy Is The Int'l TV Marketplace?

The troubled TV spots are known: Greece, the Middle East, North Africa, Venezuela, and Mexico with its devaluation. But how healthy are other regions of the world?

"The bright spots are the same as always," commented Carsey-Werner's Herb Lazarus, "Europe, Australia, New Zealand, Canada, India, and some countries in Africa."

A German distributor who did not want to be named concurred: "European countries — U.K., Germany, France and Italy are still strong buyers. Even if they are slowly disappearing, some output deals still exist. Let's not forget also bulk acquisitions by Netflix, Amazon

(Continued on Page 4)

My 2 Cents: Old and new journalism in the era of 'fake news'

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Cannes Visuals — MIP-TV Photo Report

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The value of sports television rights

Page 6

VideoAge Daily on the go



Lights Inside The Palais Affect Sales

Excluding MIP-TV stands with natural light from terraces and windows, in order to improve sales, exhibitors on levels -1 (a.k.a, the "bunker"), 0, 1, 3 and the Riviera have to monitor three body hormones: melatonin, serotonin and cortisol — all three are influenced by artificial lighting.

Melatonin is the hormone that helps people fall asleep: a bluish light will send a signal to the brain to stop producing melatonin, thus energy levels increase.

The brain chemical serotonin is responsible for maintaining mood balance, and poor artificial lighting can trigger depression.

Finally, light that matches the brilliance of the sun reduces the level of the stress hormone cortisol.

However, monitoring artificial lighting is more complex because spending excessive time in bluish light can cause feelings of nervousness and uneasiness. And, LED-based displays, like TV screens, computers and iPhones, emanate

(Continued on Page 4)

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(Continued from Cover)

International TV

and others, who did not exist a while ago, and now they are picking up much product.”

But international veteran sales executive Ken DuBow, of Bob’s Your Uncle, said: “No territory is a bright spot at the moment. We are in an era of oligopoly companies with vertical production and distribution. Being independent in this environment means constantly re-thinking what type of content will appeal to buyers. Nonetheless, opportunities for business continue to be abundant.”

Similarly, Breakthrough’s Jodi Mackie doesn’t see any bright spots “in the short term.”

Added U.S. media consultant Mark W. Cutten: “Those territories [mentioned above], plus a few others have always had an unfortunate reputation of inconsistent licensing revenue generation.”

However, KABO International’s Arabelle Pouliot-Di Crescenzo has “certainly seen Africa open up, as well as Central-Eastern Europe, and even in Asia despite the challenging regulations that are in place. I would say that the U.S. and Europe are still hotspots for formats.”

Sonia Fleck of Bomanbridge Media, said: “We have seen a surge of both linear and non-linear activity in Southeast Asia, including specifically the Philippines and Thailand. China’s digital deals have also been on an important rise.”

“Opportunities for business always exist even in the troubled spots,” commented Mondo TV’s Matteo Corradi. It is true [that some] countries are not in great shape, [but] we work in different ways to have our presence and business developed in places like Mexico for instance. We feel that the European market is taking off again, and the Middle East is still a very active area for us. We have new plans for Africa too, which we’ll announce at the end of this year.”

Similarly, Rainbow’s Cristiana Buzzelli said, “There is a wide spectrum of territories which are growing: from South East Asia to Eastern Europe, from LATAM to Middle East...In our specific case, this is valid both for *Regal Academy*, and *Maggie and Bianca Fashion Friends*, but also the established series *Winx Club*.”

And Natalie Osborne of 9 Story Media Group said: “Over the past year we have made significant headway in Asia, where we recently announced a number of deals with Disney, along with deals in India, Singapore, Thailand and Hong Kong. We have also been focused on China in particular.” And Osborne added, “Another growth territory would be Latin America, where we closed a deal with Televisa’s SVoD service BLIM, sold *Peg + Cat* and *Nature Cat* to Discovery Kids, placed subsequent seasons of *Camp Lakebottom* and *Daniel Tiger’s Neighbourhood* to Disney and licensed *Numb Chucks* season two to Cartoon Network.”



9Story’s Federico Vargas, Jennifer Ansley, Natalie Osborne, Claudia Scott-Hansen, Alix Wiseman, Stephen Kelley

Lights Inside Palais

blue light that can contribute to anxiety. For this reason, libraries tend to use “warmer” (reddish) light to build a more comfortable reading environment.

Plus, according to a study from the University of Toronto Scarborough, the majority of everyday decisions are made under bright light, but turning down the light may help people make more rational decisions or even settle negotiations more easily.



From the MIP Floor

- **Blue Ant Media** signed an output deal with Blink Films for the production of 24 hours of 4K natural history content over two years for *Love Nature*, a joint venture between Blue Ant and Smithsonian Networks. Blink Films is starting production this month in South America, Hungary, Austria and South Africa. Pictured below (l. to r.) Blue Ant Media’s Nick Solowski, Solange Attwood, Mike Jackson, Kate Blank, Nathalie Schoenauer.



- **Comarex** launched the 80-episode telenovela from Cisneros Media Distribution, *Just Looking (Para Verte Mejor)*. The series revolves around the secrets of a group of condominium residents and is set to premiere in August on Venevision.

- **OWNZONES** Media Network and UPC Romania launched OWNZONES Passport Romania, a new premium app service available via the UPC Horizon platform. The service will deliver a slate of original series featuring Romanian and U.S. celebrities, local millennial-focused news and Hollywood feature films.

- **Vivicast Media** has been named exclusive U.S., LATAM and Caribbean distributor for the newly-launched 24/7 linear entertainment channel Scoop Network. Owned and operated by Dutch company FCCE, the network delivers original content and cutting-edge coverage of entertainment, pop culture and celebrity news. Pictured at right: Turnaround’s Emmanuel Genin, Vivicast’s Stuart Smitherman.



- On-demand video streaming service **STARZ PLAY** has partnered with NBCUniversal International Distribution to offer its subscribers popular TV series and features, including *Mr Robot*, *Bates Motel*, *12 Monkeys* and *Heroes*. STARZ PLAY has also partnered

New Series Fest

vous, for both professionals and the public,” commented Pellerin.

Based on a project developed in 2014 by the mayor of Cannes, David Lisnard, the TV Series Festival will include an international competition, screenings, meetings with artists and writers, and networking between creators, producers and broadcasters.

Benoit Louvet, Reed Midem’s Paul Zilk, and Maxime Saada, CEO of Canal Plus Group, which is the Festival’s partner, were also present at the press conference.

Louvet, the former key executive at TFI Group, is the Cannes International Series Festival’s managing director.

with Ooredoo TV for the launch of new mobile TV app ‘Ooredoo TV Go’ to give access to live channels and over 6,000 hours of the latest movies and series.

- Executive VP of EMEA for **Twentieth Century Fox TV Distribution**, Kristen Finney has implemented a new organizational structure for the region, through the company offices in London, Paris, and Munich. The move is part of TCFTVD’s decision to unify licensing efforts throughout all TV distribution media and platforms and to align sales around three main regions (Americas, EMEA and Asia Pacific).

- **Paramount Pictures** has named longtime Disney executive Dan Cohen as president, Worldwide Television Licensing. Cohen will oversee the global licensing and distribution of all Paramount films, television series and other content across multiple platforms and will report to Andrew Gumpert, Paramount COO.

- Orlando-based startup **HotSwitch** — headed by CEO Andres Aranguibel and with a founding team from Disney, HBO and Google — revolutionizes the way viewers interact with their favorite shows’ characters. The startup recently raised \$300,000 in seed investment from some of the industry’s best and was featured in AT&T’s *Future of Entertainment Report*.

- Nomin Chinbat, CEO of **Mongol TV**, announced they have acquired the license of *The Voice* for Mongolia from Talpa. The company will start producing its version in summer 2017 and broadcast in the first quarter of 2018. Mongol TV is the format producer of *Mongolia’s Got Talent* and Gogglebox.

- **Mediaset**’s Manuela Caputi showcased provocative unscripted format *The Phone Secrets* at MIPFormats. The social experiment sees three different couples (engaged or married) giving up their privacy to take part in this gameshow. Pictured at right: Manuela Caputi with Vivi la Vita’s Nando Moscardello.



- Canada’s **Teletatino Network** is in Cannes with a newly assembled catalogue of over 250 episodes of Canadian made culturally connected programming, with a particular focus on lifestyle and documentaries, including *Opening Canada*, an 8-part Canadian food and travel exploration series with culinary personalities Rob Rossi and Craig Harding.

THE DEADLY SIDE OF FAME.
**HOLLYWOOD
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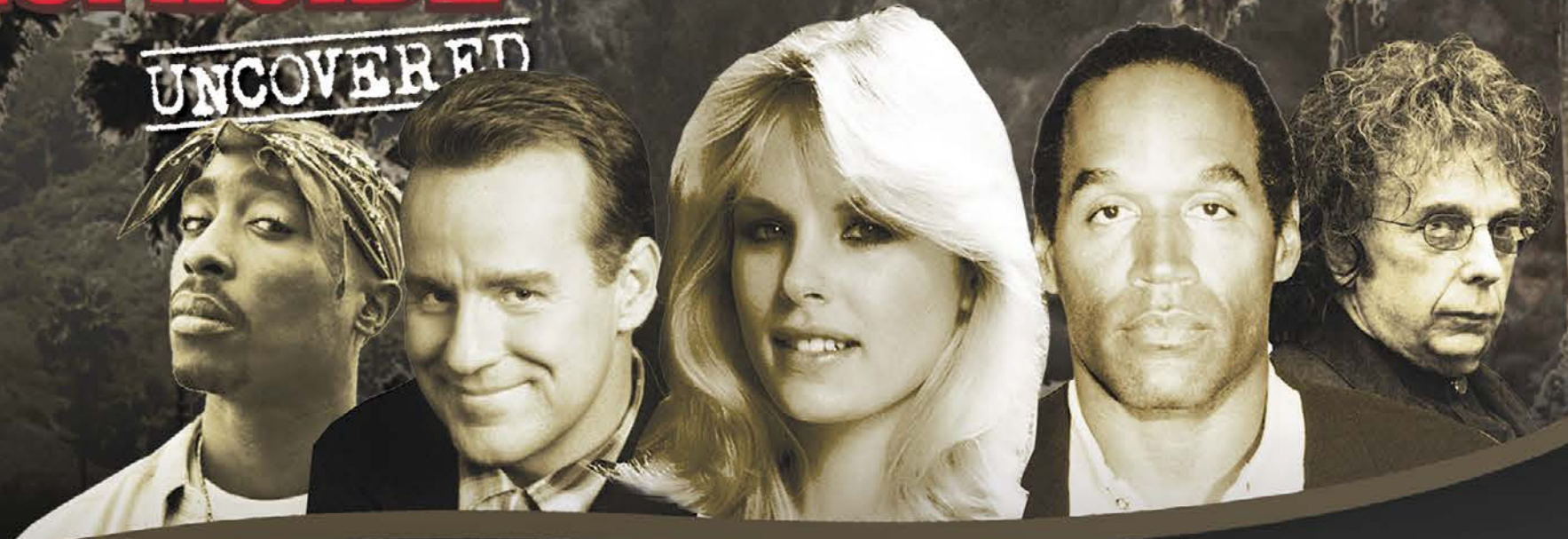


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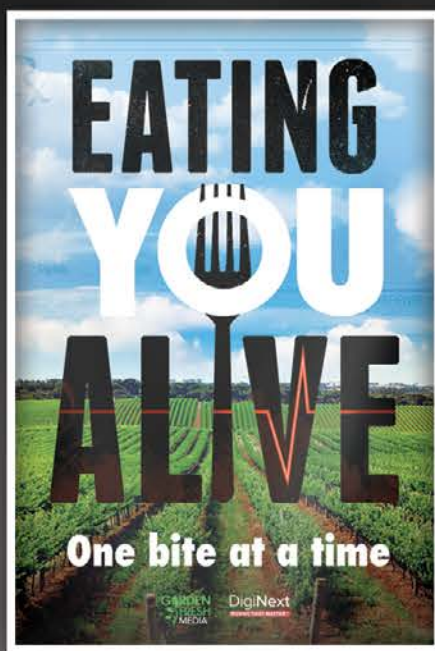
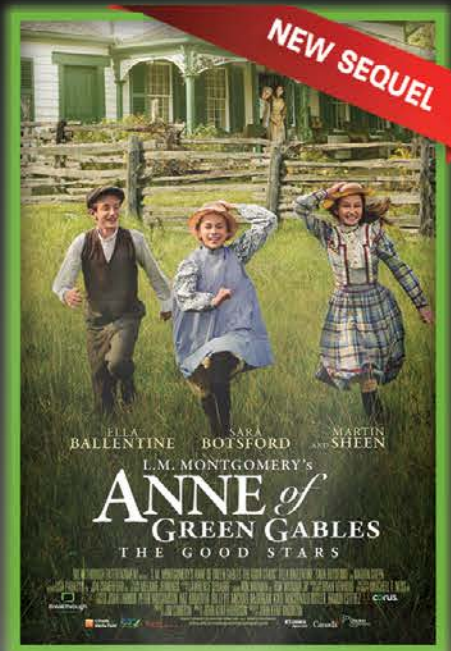
Factual

6 x 60 Minutes

UNCOVERED



New for MIPTV



From Cannes To Paris For Series Mania

A week after MIP-TV comes to a close, the eighth annual Series Mania Festival, organized by Forum Des Images, will take place in Paris from April 13-23, 2017. Almost 40,000 international TV fans and another 1,300 industry professionals were in attendance at last year's festival.

This year, the festival will expand beyond its home at the Forum Des Halles and host screenings at other Paris film venues, including the Grand Rex and UGC Ciné-Cité Les Halles. Writer and producer Damon Lindelof has been selected as Jury President of the international festival, leading four other notables who work within the television industry to decide on the 10 series in the official competition. Series Mania will also hold a new competition for world premiere screenings of Web and digital series, in addition to its traditional categories dedicated to U.S. series, French productions, and new picks from the international panorama selection.

Actress Julianna Margulies has been chosen as the Guest of Honor, and the festival will screen two of her favorite episodes from *ER* and *The Good Wife*. Other guests include writers Adam Price (creator of



Borgen) and Jimmy McGovern, who will be on hand for the screening of series *Broken*.

Priority's Brand Solutions

Priority PR is a global publicity, marketing and creative agency that specializes in traditional media and entertainment. Based out of Los Angeles, the firm counts top companies and leaders in the U.S., Latin America, Europe, and Asia as clients, with services that can be accommodated to various company sizes. Priority PR facilitates strategies for maximum engagement and expanding target audiences or consumer bases on both a domestic and global level. For companies that would like to learn more, Jeff Pryor, Lionel Monez, Tingting Fu, and Zorana Vuckovic are in attendance at MIP-TV.

www.prioritypr.net



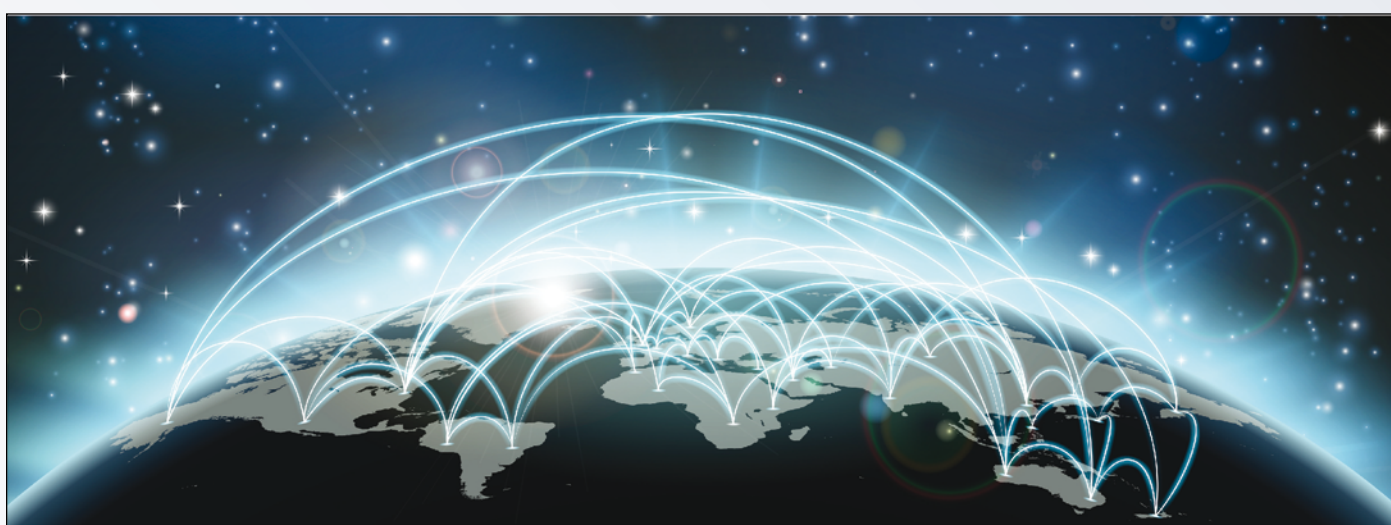
The Value of Sports Rights

Today, the U.S. sports rights market is worth \$20.88 billion a year. That number was \$19.86 billion just last year and is expected to reach \$21.14 billion in 2018. This is according to the London-based TV Sports Markets Rights Traker's Global Report.

The three major leagues: the National Football League (NFL), Major League Baseball (MLB), and the National Basketball Association (NBA), make up 65 percent of the rights market.

With a 36 percent share, the NFL accounts for the largest portion, followed by MLB (16 percent) and NBA (13 percent).

In terms of the TV broadcast market, the leader is ESPN with a 37 percent share of the total media-rights value, followed by NBC (19 percent), FOX (17 percent), and Turner and CBS (13 percent each).









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Film One Brings Out The DogFather

Canada-based Film One is offering 13 episodes of **DogFather of Brooklyn**, featuring James Guiliani as a former mobster who has moved on from crime to rescue animals in need. Production is continuing throughout this year. The MASH unit of **Pet Clinic of South Central LA** takes on the responsibility of saving and sheltering animals. The mix of clientele offers a variety of stories, from the tragic to downright hilarious.

Blow Up Dolls AKA Botox Queens gives an inside look into the professional and personal lives of the employees and clientele at Dolce Aesthetics, a Botox clinic in New York.

Who really governs the world? Are we alone in the universe? These are the questions considered in **The Conspiracy Show with Richard Syrett** (pictured), a documentary series that interrogates unanswered mysteries.

1010 AKA North Star Trilogy tell the story of Erik, growing up in 11th century Northern Europe, as he becomes a warrior, falls in love, and is tested to his limits.

Football Dreams AKA Soccer Dreams travels across North America to challenge soccer players and offer them a chance to win a contract with the Everton Football Club.

Demetrios Kallios buys and restores **American Used Goods**, transforming



Kanal D Is at a Crossroad

Turkey-based Kanal D presents a MIPTV roster topped by crime drama **Innocent**, following a retired police captain as he is put into a difficult situation, when his son tells him that he killed his wife in a fit of hysteria. Will he do as his own wife wishes and use his authority to protect their son?



Evren Erguven is a hotel owner and family man, who used to enjoy a wealthy lifestyle. After a bad investment, his family is at a **Crossroad** on whether to sell their last hotel or keep it and struggle to live.

In an attempt to reconcile, blood brothers Salih and Bayram arrange for their children to marry one another. Salih has two daughters, while Bayram has a son. But Salih's eldest daughter, Huyla, has other plans and sparks her own **Flames of Desire**.

For My Son is the story of a former police officer who has been charged with a crime he didn't commit. He's on a personal mission to get his son back from his father-in-law.

Unlucky with love, Pelin is left at the altar by her fiancé. She believes that her unfortunate case is the **Sweet Revenge** of a man she previously humiliated.

As a young girl, Gülru admired Gulfem, the daughter of the owner of the mansion where her father worked. When she becomes an adult, Gülru meets Gulfem's former lover and enters a **War of the Roses**.

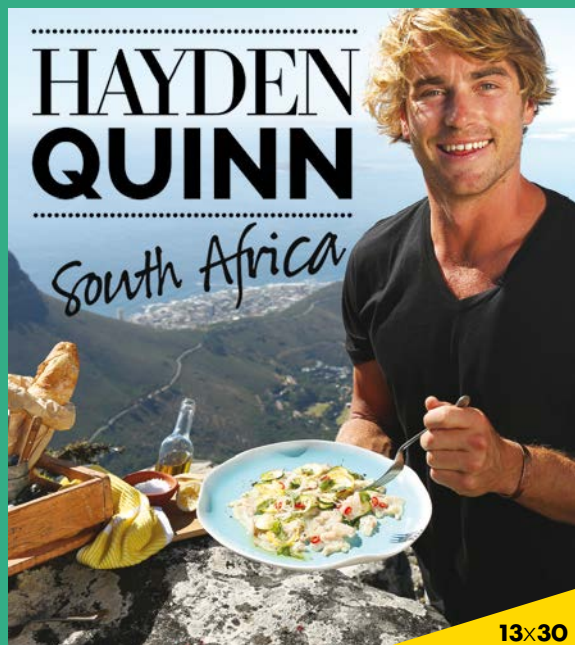
Historical drama **Wounded Love**, set in the time of the Turkish War of Independence, is a story about love and betrayal.

Stand P-1.G51

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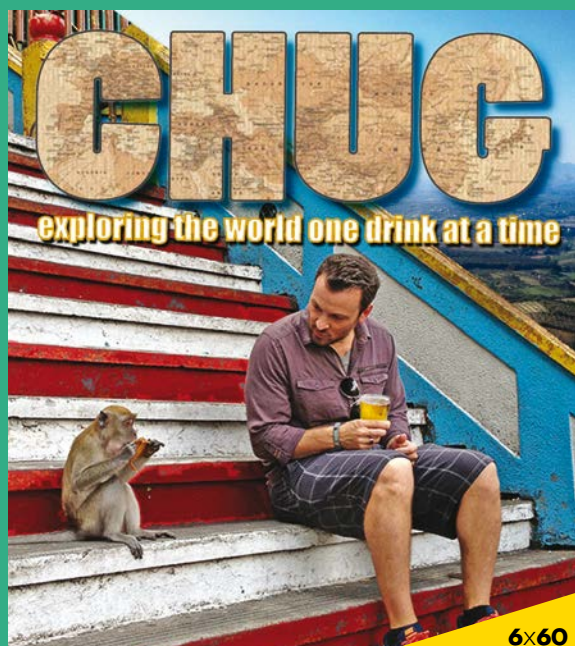
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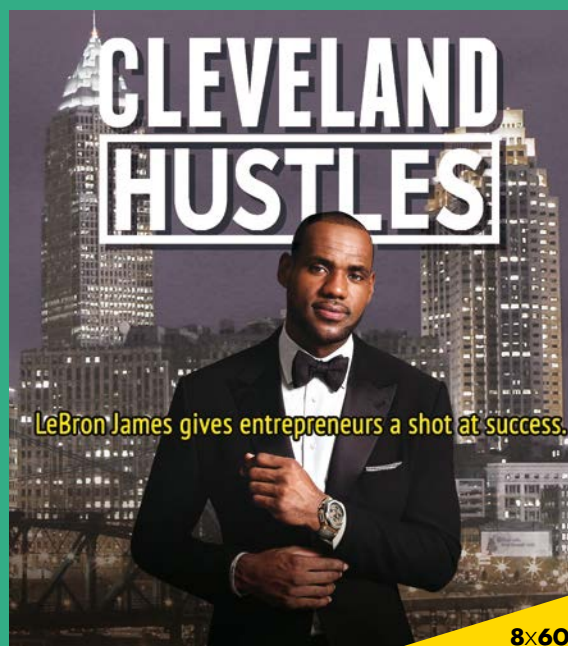
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Bomanbridge On The Go

Singapore-based Bomanbridge Media showcases an assortment of kid's television, lifestyle, and documentary titles. The adventure comedy series **Matt Hatter Chronicles** follows schoolboy Matt who finds out he can access another dimension called the Multiverse.

Miao Miao tells the pre-school adventures of MiaoMiao and her dog DouDou as they learn the value of fun and friendship.

Animated series **The Mojicons** (pictured) goes behind-the-screen of the internet to introduce the world of the Mojicons, emoticons that are used in daily email and text messaging communication.

French photographer Yann Arthus-Bertrand presents **From Above** series, a documentary series that uses high-end technology to capture landscape aerial photographs.

Baby Animals Around The World showcases the offspring of a variety of animals that come from widely ranging habitats, from the freezing Arctic to the more temperate climates of North America.

Former Miss Great Britain, Amy Kitchingman, is **On The Go** in a



personal quest for fun, fitness, and health in the Middle East.

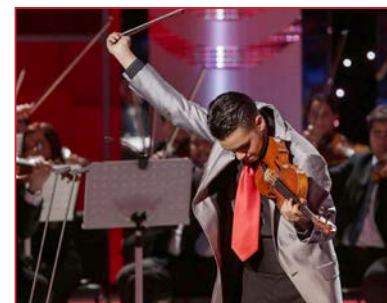
Rooftop Culture centers on a group of seven elite British athletes who reveal the unseen aspects of parkour and freerunning.

Stand P-1.E18

www.bomanbridge.tv

World's Funniest at Dick Clark

California-based Dick Clark Productions' catalog focuses on event programming, reality game show titles. Coming from Hungary, **Virtuosos** (pictured) is a classical music competition that aims to discover the country's top musical talent.



Now That's Funny, a no-host comedy, returns for a second season, combining the most entertaining viral videos with witty commentary.

Fail Army is a showcase of the most entertaining blooper videos. Each episode features about 60 clips of the most hilarious outtakes and mistakes captured on cameras.

Celebrity Page is a daily syndicated TV show, which focuses on pop culture, celebrity, gossip, and lifestyle news.

Mixing lifestyle, animation, culture, and music, **Explicit Language** features vignettes from today's most influential voices in youth culture.

Hosted by Terry Crews, **World's Funniest** includes a panel of three comedians who judge funny videos to award The Golden Terry.

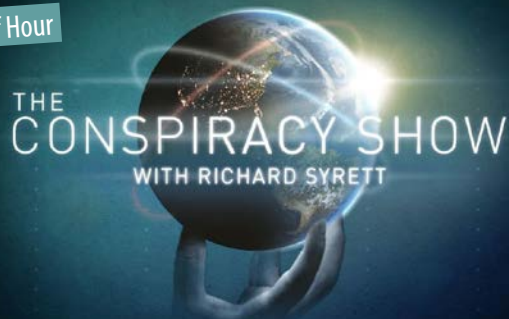
The 2017 Billboard Music Awards will air on ABC on May 21, 2017, and will deliver performances from a number of pop's biggest musicians. Last year's awards show included performances from Britney Spears, Justin Bieber, and DNCE, among others.

Stand R7.B58

www.dickclark.com

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Who Killed Princess Diana? Who Really Runs the World? Are We Alone in the Universe? Is the Government Hiding the Truth about UFOs and ET's?

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26 x Half Hour



Misfit Pet Clinic of South Central LA

This is a MASH Unit at the frontline of animal rescue, in one of the US most dangerous neighbourhood, The Pet Clinic has a daily variety of clients, some vexing, some hilarious, some arrogant and much often desperate

30 x 26 min



Tough Rescue: Brooklyn

(Formerly, *Mobster Turns Animal Savior*)

Star of the TV Show The Diamond Collar, "Discovery Family Channel" for multi episode deal, Former mobster James Guiliani turned his back on a life of crime to dedicate himself to rescuing animals

26 x Half Hour



Blow up Dolls, AKA Botox Queen

View the professional & personal life of Botox Queens Living in Queens NY. You are in for a wild ride, meeting the amazing clients and colorful staff.

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The Good Fight With CBSI

CBS Studios International's lineup for MIP-TV includes popular drama and comedy series, beginning with **MacGyver**, an adaptation of the classic series featuring Angus "Mac" MacGyver, who leads a covert government operation. Using his unorthodox analytic expertise, MacGyver and his team take on missions to save the world.

Dr. Jason **Bull** uses a mix of psychology, intuition, and technology to determine the inner workings of jurors, attorneys, and witnesses. This drama is based on the early life of Dr. Phil McGraw, known through popular culture as TV personality Dr. Phil.

David Lynch and Mark Frost's series **Twin Peaks** makes its return, taking place 25 years after the mysterious murder of homecoming queen Laura Palmer, when the series first began.

The Good Fight (pictured) is a follow-up to *The Good Wife*, taking place one year after the latter series. A shocking financial scam has destroyed



young lawyer Maia Rindell and her mentor Diane Lockhart's savings, after which they join one of Chicago's leading law firms.

One of the most iconic sci-fi franchises makes its reappearance on television as **Star Trek: Discovery**. The series focuses on a new starship, along with new characters and space missions.

Matt LeBlanc is the **Man With A Plan**, in this comedy about a contractor, who spends more time with his kids and realizes they are unruly children.

The Great Indoors follows a famous adventure journalist who is used to on-the-scene outdoor reporting, but must adapt to a new work life restricted to his desk.

Stand R7.E2

www.CBScorporation.com

Scripps Reveals Mysteries

Scripps Networks Interactive offers a slew of home, food, and lifestyle programming in Cannes. MMA fighter Bristol Marunde and his wife Aubrey, transform Sin City's deserted houses into remodeled gems in home renovation show **Flip or Flop Vegas**.

Ayesha Curry, cookbook author and wife to NBA player Stephen Curry, prepares **Ayesha's Homemade** (pictured) on her cooking show, which includes glimpses of her marriage and at her life as a mother of two daughters.

Don Wildman reveals **Mysteries at the Museum** — using rare archival footage, recreations, and interviews — highlighting unique relics and the sensational stories behind them.

Beachfront Bargain Hunt follows families who are in search of affordable beach properties, demonstrating that beachfront homes do not have to cost millions.

In **Fixer Upper**, Chip and Joanna Gaines assist homebuyers in purchasing run-down houses and renovating them so they are the new stars on the block.

Tia Mowry at Home is a personal look into this actress and mom's life, as she shares some of her recipes for friends and family.

Jason Kessler and Jeff Miller are **Trip Testers**. They go to popular vacation destinations and find out if they are actually worth visiting.

Stand P4.C20

www.scrippsnetworksinteractive.com



A+E Crusades with Knightfall

At the helm of A+E Networks' roster for MIP-TV is **Knightfall** (pictured), a historical drama series that follows The Knights Templar, a group of guardians of the Holy Grail. This epic retelling leads up to the persecution and downfall of the Knights Templar on Friday the 13th, 1307.

The story of SEAL Team **SIX**, the unit known for killing Osama Bin Laden, is one of brotherhood, and life and death. This series shows the events experienced by these men, while it also shares the emotional bonds developed, to tackle the question: What does it mean to be part of the Team?

Three couples decide to get married against their families' wishes in **Bride & Prejudice**. In this six-part series, the couples plan their weddings while trying to force a connection between their split families.

The Pop Game follows top producer Timbaland as he works with wishful artists trying to make it within the music industry. Over 10 weeks, Timbaland puts these musical hopefuls and their managers through tests to compete to have a song produced and recorded by Timbaland himself.



Four couples experience the **Seven Year Switch**, when they swap partners to see if they can remember what initially drove them to love their significant other.

Leah Remini: Scientology and The Aftermath documents Remini's shocking split from the Church of Scientology after 34 years. Through telling her own story, Remini advocates to help fellow Scientologists who want to leave.

In **Beaches**, two young girls, CC and Hillary, meet on the Venice Boardwalk. CC, an aspiring singer, and Hillary, the daughter of a civil rights lawyer, enjoy a lifelong friendship.

Stand P3.C1

www.aenetworks.com

Multicom Continues To Grow

Multicom Entertainment Group comes to MIP with three new libraries of films, miniseries, and series, acquired since the beginning of 2017. Series package **Larry King Presents...** includes Emmy-nominated *Larry King Now*, *Politicking with Larry King*, *Real Girl's Kitchen with Haylie Duff*, and *Brown Bag Wine Tasting with William Shatner*, among others.

Adventure series **Sir Arthur Conan Doyle's The Lost World** takes place at the start of the 20th century, when a group of explorers led by Professor Challenger journeys to find the Lost World. After a crash landing, the band of adventurers meets a wild woman, who guides them through the land of prehistoric monsters.

The **Cult Classic Film Library** features fan favorites such as horror thriller *Grizzly*, American slasher *The House on Sorority Row*, and sci-fi flick *Oblivion*, among others.

Chris Hemsworth and Victoria Profeta play a husband and wife who are taken on a whirlwind of a trip by a mysterious man who wants his **Ca\$h** back.

Six volleyball-playing girls form **Spike Team** (pictured) and must compete against Madame A's Black Roses to preserve their school. In the process, the young women learn life lessons and become closer to one another.

Set in 1914 Australia, **William Kelly's War** follows two brothers who are tested, both physically and emotionally, on the battlefield of The Great War and back home, where tragedy has fallen on their family.

Stand R7.F26

www.multicom.tv





Close Up With GRB Entertainment

GRB Entertainment offers a roster of feature films and docu-series. Star-studded celebrity series **Close Up With The Hollywood Reporter** features a roundtable of famous actors and directors.

In the apocalyptic drama **Day 5**, a mysterious epidemic has swept over mankind leaving the population tired and afraid of dying in their sleep. The meth addict protagonist Jake must struggle to stay awake and find answers to this outbreak.

Four graduate students accidentally open a black hole that will end the world. It's **Crunch Time** (pictured) for this group of pseudo-scientists, as they must work with a secret government agency to save the world.

Cien Por Uno, a crime thriller, follows an esteemed lieutenant of the Cabrillo cartel who, against his better judgment, hires a dishonest mobster.

The partners of **Arabia Motors**, the Middle East car magazine, travel in search of outrageous automobiles in this lifestyle docu-series.

In the documentary series **Lights, Camera, Caught**, infamous



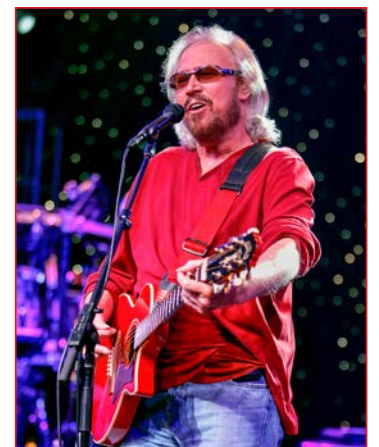
crimes against celebrities are revisited, with special attention and information given as to why the criminal chose the target, how they committed the crime, and how they were able to get away with it.

Super Fan Builds looks at Hollywood's top prop builders as they construct unique objects for fanatic lovers of comic books, video games, and film.

Stand R7.K17
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Alfred Haber Salutes The Bee Gees

Alfred Haber Distribution specializes in annual event programming and reality series. **Stayin' Alive: A Grammy Salute to the Music of The Bee Gees** (pictured) celebrates the five-time Grammy winners on the 40th anniversary of *Saturday Night Fever*. Hosted by John Travolta, the event included Celine Dion, Demi Lovato, John Legend, and many other musicians.



A group of determined fishermen are after **Wicked Tuna**. Fishing in the freezing cold North Atlantic waters, these fishermen are competitively angling for the famous Bluefin tuna.

Top 20 Funniest collects the most hilarious viral videos, home movies, and news bloopers for a hysterical countdown.

The **2018 60th Annual Grammy Awards** will serve as a milestone for the most popular TV music event. The 59th show featured performances from Beyoncé, A Tribe Called Quest, Adele, Chance The Rapper, and many other musical stars.

Ghost Hunters ventures into haunted mansions and supernatural hangouts to investigate paranormal activity.

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1. Lionsgate's Faruk Alatan, Peter Iacono, Gabriella Ballabio, Gene George

2. Sonar Entertainment's Thomas Lesinski and David Ellender

3. Content Media's Vicky Ryan with Palatin Media's Bernd Schloetterer

4. Sandra Stern (center), president of Lionsgate Television Group, took part at the session 'Brands: Creators of Entertainment'

5. Film One's Jalal Merhi

6. Breakthrough Entertainment's Craig McGillivray, Owen Kelly, Nat Abraham

7. Inter Medya's Melissa Okan, Can Okan

8. GRB Entertainment's Liz Levenson, Michael Lolato, Marielle Zuccarelli

9. Caroline Dhavernas and Richard Short from eOne Television's Mary Kills People

10. A+E Networks' Patrick Vien, Paul Buccieri, Sean Cohen

11. Corus Entertainment's Rita Carbone-Fleury

12. FilmRise's Danny Fisher, Melissa Wohl, Max Einhorn

13. Kanal D's Kerim Emrah Turna, Ezgi Ural, Selim Türkmen, Alaa Elabasy

14. Multicom's Jesse Baritz, Andrew Baritz, Darrin Holender, Irv Holender





My 2¢

Old and new journalism in the era of “fake news”:
a byproduct of mainstream media that takes tape-recorded
news at face value.

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Recently, *The New York Times Book Review* reviewed “High Notes,” a new book from U.S. journalist and author Gay Talese. The review’s headline was “Good Old New Journalism,” which happens to be both a paradox and an oxymoron.

However, the point is not about the clever headline, but the fact that in the “new” era of so-called fake news, old and new journalism are both being questioned on the left, in the center and on the right of the political spectrum.

Talese’s book is a collection of his newspaper articles and the reviewer, Meryl Gordon, a New York University journalism professor, points out that Talese “has an aversion to tape recorders.”

I find this aspect of Talese’s interviewing technique fascinating, because I too, never used a tape recorder in any of my interviews. In my experience, observing other journalists placing a tape recorder on the table before an interview, the person being interviewed clams up, becomes very guarded, formal and suspicious. Under those conditions, the answers tend to be, “everything is fine,” and “yes” or “no.” Not much for an interesting article.

Once, during a telephone interview that required checking dates and facts, I put the speakerphone on in order to have another journalist take notes. The person on the other line, upon hearing the typical booming sound of a speakerphone, became so uncomfortable that I had to turn it off. My tools are a notebook and a pen. Actually, two pens because one tends to run out of ink exactly when needed the most.

And yet, Talese’s book reviewer advises her students “don’t try this at home,” considering the “mistrust of journalists and the proliferation of fake news.”

Fortunately, during the 36 years of *VideoAge*’s life, we were never accused of being inaccurate. At most we were reprimanded for the “tone” of some articles, but never called inaccurate.

This doesn’t mean that people weren’t upset by *VideoAge*’s reporting. To the contrary, the publication

lost many ad pages because of its “edgy” coverage. Keep in mind that we write for executives who know the industry better than we do. In effect, we’re like a mirror that reflects without distortion of what’s out there.

And speaking of “distorting” the news, we move to the Oliver Stone-produced documentary, *Ukraine on Fire*, which in effect blames mainstream media for “fake news.” Directed by Ukrainian-American Igor Lopatenyuk, the documentary argues that the mainstream media fabricated the news that Russia was the aggressor in the Ukraine conflict, when instead it was the U.S.

Well, both Stone and Lopatenyuk should not bundle all mainstream media together. In this case, a-la-carte bundling would have been better. For example,

on March 26, 2015 in a comment for the U.S. Italian-language daily *AmericaOggi*, I wrote that “For Russia, having the NATO troops in Ukraine or in Poland is like if China or Russia were to amass their troops on the Mexican border with the U.S.” For the record, *AmericaOggi* is the largest Italian daily outside Italy. Subsequently, other mainstream media in Italy and Canada picked up the comment.

In my view, it is not that the mainstream media creates “fake news.” The problem is that American news, which is picked up by other countries’ media, tends to reflect the U.S. government’s views, which — like in the case of the Iraqi War, the Syrian War and the Ukraine War — are totally misguided. As author Scott Anderson pointed out in his 2013 book *Lawrence in Arabia*, from 1918 on, the U.S. State Department has not understood the Middle East. And I can see these shortcomings in my son’s outlook as a student in the SAIS Master’s program at Johns Hopkins University, which has close links with the U.S. State Department.



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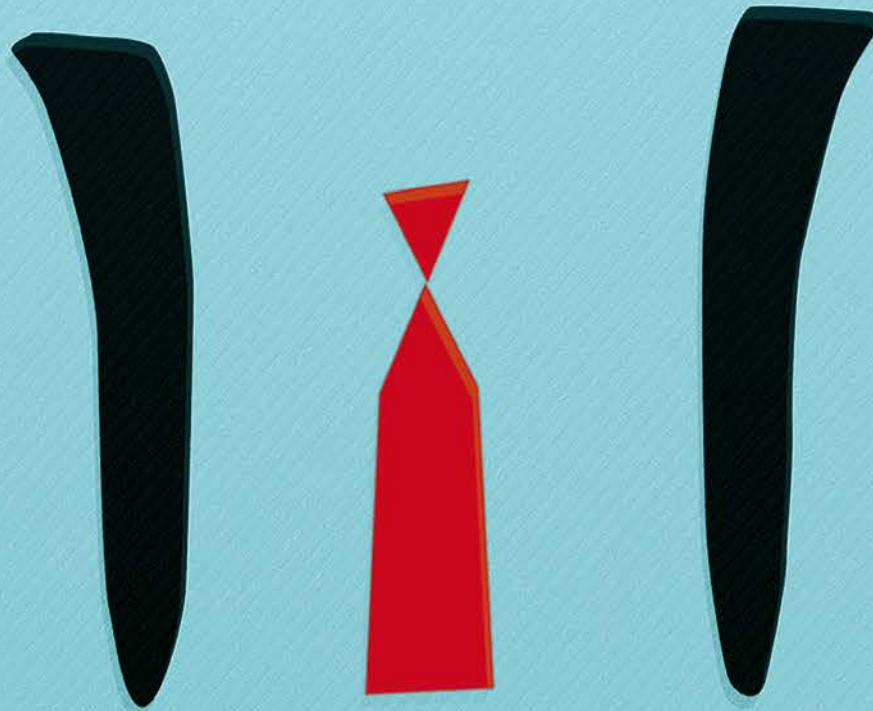
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