

FME's Big Slate

At yesterday's FremantleMedia Press Breakfast, CEO Tony Cohen reflected on a year he characterized as "challenging, but one which delivered solid success." He elaborated that "our big franchises are still performing and growing; *Got Talent*...is number one in seven territories and *X Factor* [is number one] in five." Looking to the future Cohen reported that, in the year following Fremantle's acquisition of @radical, the branded entertainment company has opened offices in Berlin, Sydney and Shanghai, with a London office due to open "shortly." Also acquired a year ago, Montreal-based gaming company Ludia has launched 15 new games; plus, Cohen also announced a "doubling of investment in our kids division in the coming years."

Alongside a commitment to increased investment in kids programs, David Ellender, CEO FME, also announced excellent progress in the group's develop-

(Continued on Page 4)

DMD's Pyne Missing Hit

At the Disney Media Distribution tent, president of Global Distribution, Ben Pyne, made several announcements, including the ratings success of the Turkish version of *Desperate Housewives* on Kanal D and the early international TV licensing agreements for the midseason ABC Studios drama series, *Missing*, starring Ashley Judd.

Filmed this past summer in Rome, Prague, Dubrovnik and Istanbul, so far the series has been sold in over 80 territories. Its World Premiere Screening at MIPCOM was held last night here in Cannes.

Thus far, *Missing* has been picked up by partners including: Fox Channels Italy, Fox Channels Russia and Ukraine, ZZN

(Continued on Page 4)

FOX's Reilly Rallies Cannes

U.S. TV Prez Prizes Int'l Biz

Kevin Reilly, president of Entertainment at FOX in the U.S., hits the MIPCOM stage tonight with FOX stars Kiefer Sutherland and Tim Kring (creator of *Heroes*) as he delivers a keynote speech. Reilly, a domestic executive in foreign territory, comes to the festival to talk about creativity in the interconnected age and how it is at the core of everything we do.



"The age that we live in is interconnected in many ways. It's no longer traditional media or new media, it's just media," said Reilly. "That has both implications as [to] how our product will move through a system, but also how global things will become."

Reilly stressed that sharing international talent and properties has become more prevalent, and evidence of this can be found on FOX, from *American Idol* to Hugh Laurie in *House*. He has found that as an American buyer, it's easy to sit

(Continued on Page 4)

Netflix's Next Move

Netflix has been making the news a lot lately, not only with its announcement that it was to spin off its DVD rental business as a stand-alone under the new brand of Quickster, while maintaining its streaming business under the Netflix brand, but also with the announcement of major original production *House of Cards*, starring Kevin Spacey.

The topic was explored at the Media Mastermind Keynote yesterday, where both Mike Lang, CEO of Miramax, and Ted Sarandos, Chief Content Officer of Netflix, spoke.

Explaining the move into original production, Sarandos complained of "the difficulty presented by so many output deals

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"THE KEY TO IMMORTALITY IS LIVING A LIFE WORTH REMEMBERING"

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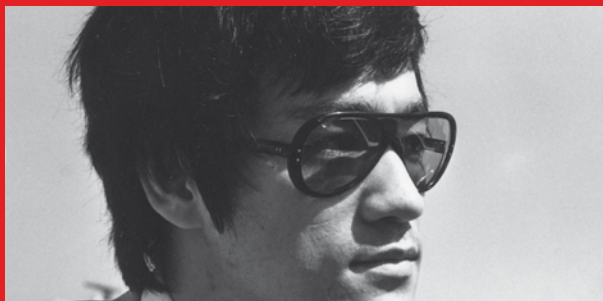
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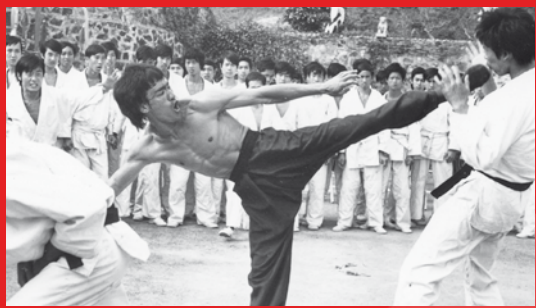
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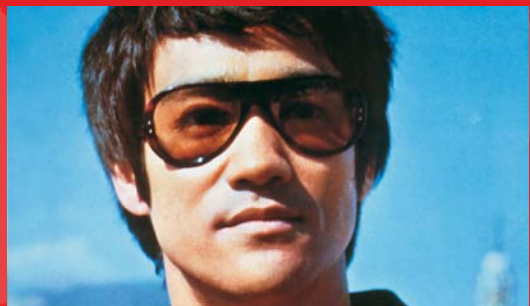
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Netflix

(Continued from Cover)

and the fact that owners such as HBO and Starz don't really want to sell to us!" He went on to announce exclusively at yesterday's keynote that Netflix will be debuting *Lillyhammer* in the U.S., Canada and Latin America.

When asked if he saw the recent move into original production as the first step on the road that could lead to Netflix one day becoming a studio, Sandros replied, "Our DNA is that of a tech company, but we also want to be different, for example, premiering multiple episodes of a series so audiences can binge immediately. So, we'll see how things work out."

He also suggested that the algorithms that underpin Netflix give it a major advantage in that the company can tell which movies a subscriber views, which TV content they are likely to enjoy, and vice versa, citing, "the huge success we had putting *Spartacus Blood and Sand* in the hands of those who had watched *300*."

FOX's Reilly

(Continued from Cover)

back and let opportunities come in the door, but the best way to get things going is to reach out.

He elaborated that creativity is at the core of what we do in our content but also our thinking about how we approach the new age that we are in. Reilly said the new age is a challenge, but FOX has a tremendous opportunity by taking a three-dimensional view.

"We're adding the value now, we're not in a defensive posture anymore," said Reilly. "We're more [interested] in maintaining the value of our product. It's moving across all media. It takes a creative approach on business perspective and content perspective — creativity in an interconnected age."

"There's a tremendous amount of creativity around the world, anything we can do to help our FOX product be better received and more successful in other territories is of equal importance to anything." Pictured below is Marion Edwards, president of Television Distribution at Twentieth Century Fox.



FME's New Slate

(Continued from cover)

ment of drama, reporting, "after two years of development of U.S. drama we have sold 17 projects to 13 cable companies, which has resulted in one new series, *The Wedding Band*, being sold to Turner."

Additionally, Ellender was also able to report "pre-sales to Channel 5 in the



Disney's Big News

(Continued from Cover)



Spain and Portugal, Mediaset Spain, RTE Ireland, AXN Central & Eastern Europe, Digiturk Turkey, SBS TV (Kanal 5 Sweden), TVNorge Norway and SBS



Reed Midem's Laurine Garaude and Paul Zilk paid a visit to the **Russia House** yesterday. *The Russian Ambassador in France*, Alexander Orlov, was in attendance.

U.K. and to Turner's Latin American operation."

Sander Schwartz, president Kids and Family Entertainment announced *Gorgiband* from FreshTV for Teletoon Canada, among other new series. Trish Kinane, acting president, Worldwide Entertainment, announced something old and something new: new formats such as the Danish smash hit *Hidden Stars* and *Don't Stop Me Now*, are joined on the FM roster by revivals of classic formats such as *Through the Key Hole* and *The Villa*.

In other news, FME and Animation Collective teamed up to develop content for the children's and teen market. According to the agreement, FME also acquired worldwide sales and distribution rights across traditional and emerging distribution platforms for Animation Collective's library of programs. Titles covered in the deal include: *Dancing Sushi*, *Ellen's Acres*, *Kappa Mikey*, *Three Delivery*, *Thumb*

Wrestling Federation: TWF

In addition, FME picked up the global format, distribution and licensing rights to Happy Films' preschool series *Bookaboo*. The global format and distribution rights exclude the U.K. and Australia.

Pictured above left FM's Tony Cohen, David Ellender, Jeff Tahler, Sander Schwartz, Trish Kinane.

Below: FME Kids & Family Entertainment's Sander Schwartz, Bob Higgins, Andrew Berman.

Denmark in their respective markets.

Leaving the European markets, DMD has also licensed the series to air in countries across the Middle East.

Furthermore, in Asia, the series has been picked up for pan-Asian coverage by Fox International Channels (Asia) and has been sold to Youku.com and Tudou.com in China, NextTV in Taiwan, and MioTV in Singapore.

Missing stars Ashley Judd, Sean Bean, Cliff Curtis, Adriano Giannini, Nick Eversman, and Tereza Voriskova. It will launch on ABC in the U.S. midseason in 2012.

THIS JUST IN

- **Mediaset Distribution** is now licensing entertainment formats, in addition to its scripted content catalog. New format titles are *That's Talent*, *You've Got Mail* and *Date Me!*, all from Italian production company Fascino.

- Canada's **Entertainment One** has entered into a distribution financing co-venture with Viasat for drama series *The Firm*. Rights have been secured for 10 territories, including Denmark, Norway and Sweden. Pictured below is *The Firm*



showrunner Lucas Reiter. In other eOne news, the cast of *Hell on Wheels* is in Cannes (Colm Meaney, Dominique McElligott, Anson Mount are pictured above).

- **Lionsgate TV International** has teamed up with Maryann Pasante's TISA for television distribution and acquisition activities in Latin America. The new entity, called Lionsgate-TISA TV International, will focus on distributing Lionsgate's series and feature films, as well as features from Pantelion Films.


- **Starz Media Worldwide Distribution's** Gene George announced an international distribution deal with Steven Paul's Crystal Sky for family series *Baby Geniuses: Baby Squad Investigators*. Starz will represent the property for all markets, excluding the U.S.

- U.S. cable network Veria TV has changed its brand identity to **Veria Living**, enhancing its focus on wellness programming. Veria has signed yoga master, bestselling author and former male supermodel Yogi Cameron as host of its new series, *A Guru For You* (working title). The series will consist of 13 episodes and is currently in pre-production. It's scheduled to make its U.S. debut in the spring of 2012. Ray Donahue is on hand at the Veria Living stand.

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CBSSI Is Gifted

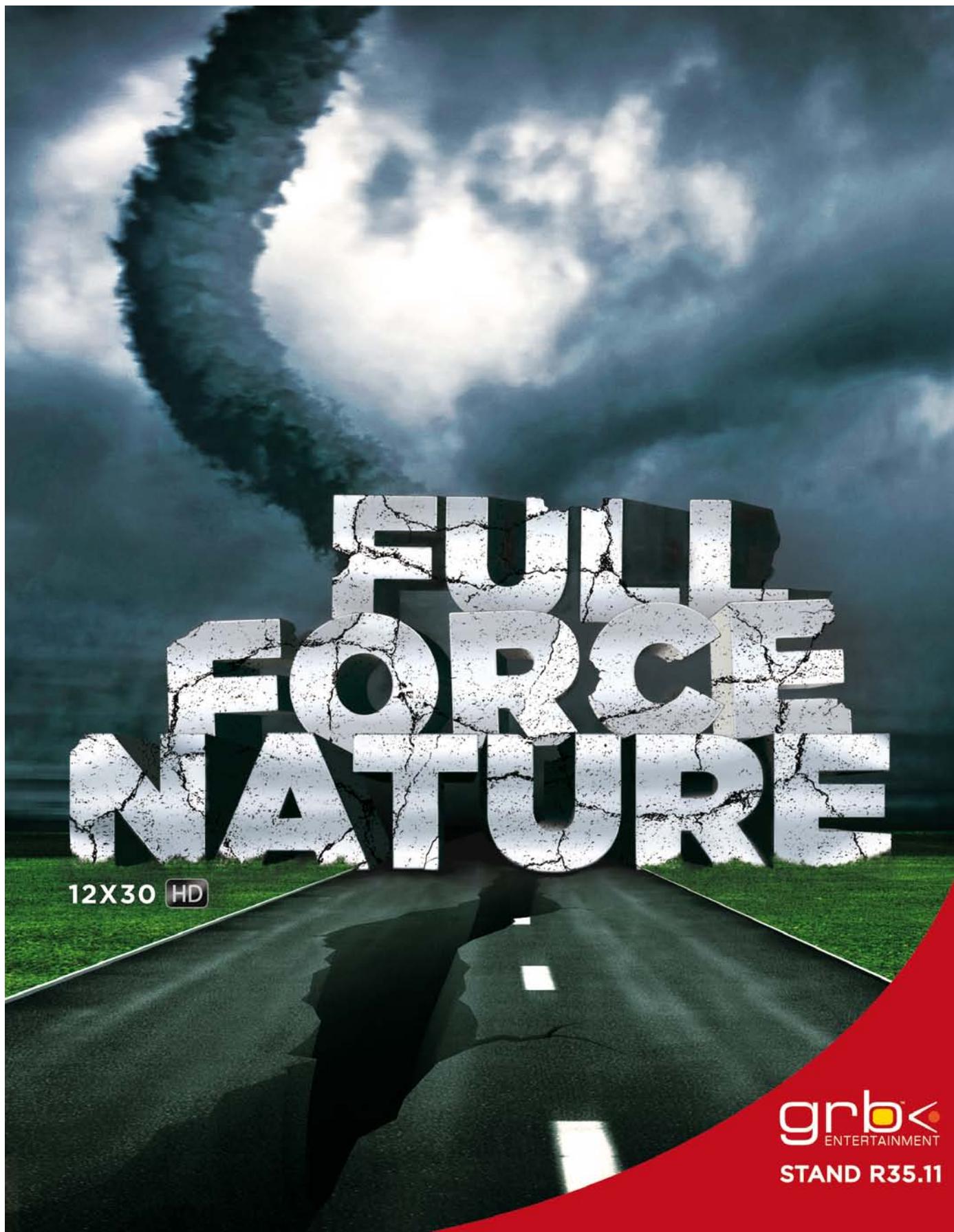
CBS Studios International has its “eye” on everything from the supernatural to dating. Sarah Michelle Gellar returns to television as a woman trying to escape the Mob in drama series **Ringer** (pictured). But when she takes on the identity of her twin sister, she finds out her sister’s life isn’t safe either.

When a surgeon’s deceased ex-wife teaches him the meaning of life from beyond the grave, he learns that he truly is **A Gifted Man**.

A refined writer and an unrefined personal trainer share an unlikely friendship in comedy series **How To Be A Gentleman**.

The 2-2 centers on six NYPD rookies learning the ropes on the streets of upper Manhattan. Their unique personalities impact how they relate to each other, their boss, and the people they’re required to protect.

A self-loathing management consultant will do whatever it takes to



get his way with — and for — his clients in comedy series **House of Lies**.

In **Common Law**, two feuding police partners head to couples counseling to improve their professional partnership.

Comedian Iliza Schlesinger hosts dating reality series **Excused**, which offers a fresh perspective on dating shows and hones in on the comedic side of relationships.

Stand R30.01

www.CBSCorporation.com

Get In With Carsey-Werner

Carsey-Werner International Television Distribution is in Cannes to showcase its signature sitcoms, as well as some dramas and one-hour docs.

In **With The Flynns** (pictured) is a new six-part comedy series that follows a young British couple living in Manchester who started a family and got married in their teens. Now in their early 30s, they’re raising three headstrong children.

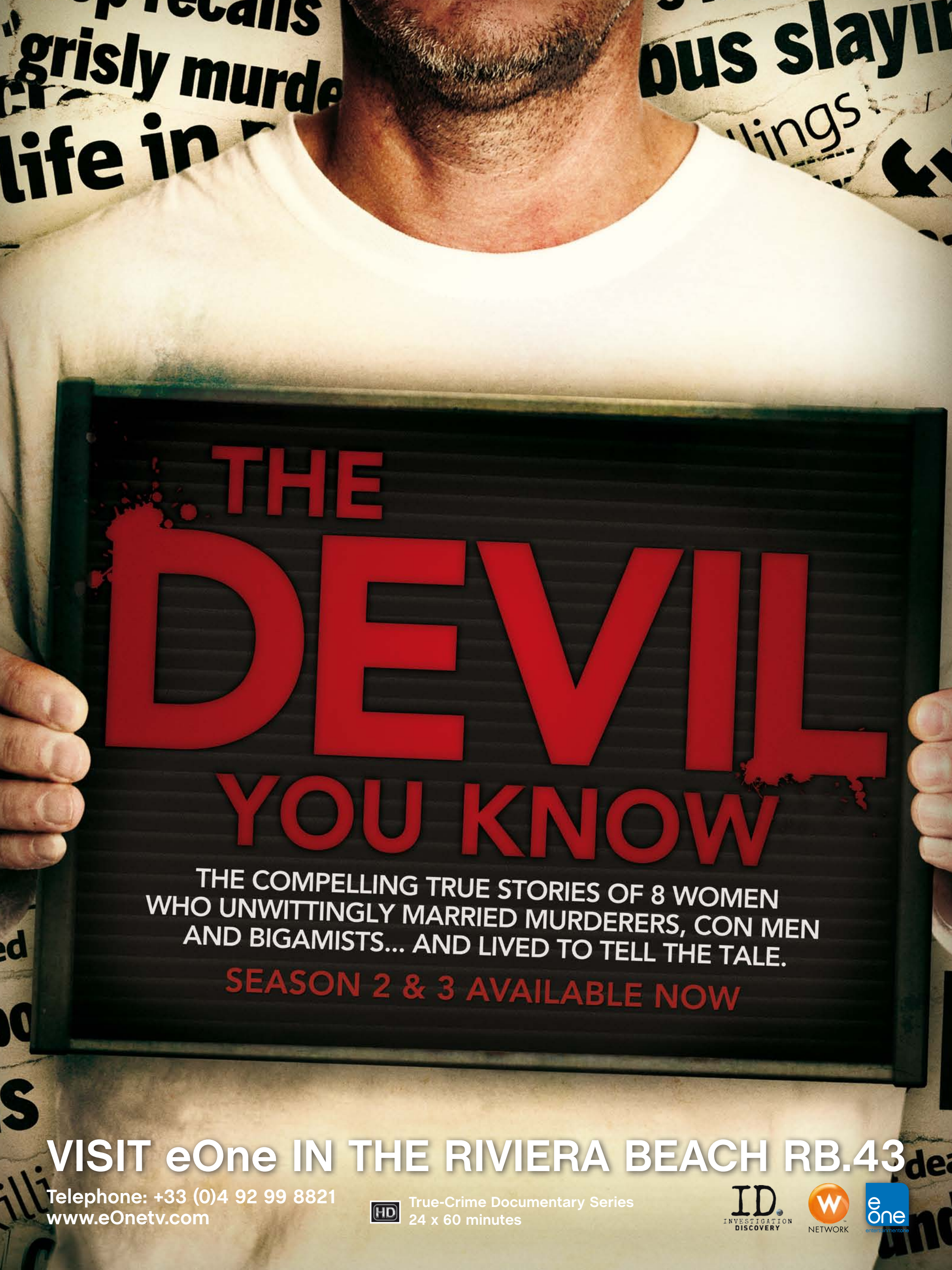


Also on offer are 5- and 10-episode documentaries, including **WWI: The War to End All Wars**, **Great Indian Wars 1540 to 1890**, **Serial Killers: Portraits in Evil**, **America’s 60 Greatest Unsolved Mysteries & Crimes**, **Civil War America Divided**, **Outlaws & Gunslingers** and **Vegas The City The Mob Made**.

Returning titles include **That ’70s Show**, about a group of teenage friends who face hormones, annoying parents and that wacky decade known as the 1970s; **3rd Rock from the Sun**, following four aliens who land on earth and pose as a “normal” American family; and classic sitcoms **The Cosby Show** (starring Bill Cosby) and **Roseanne** (starring Roseanne Barr and John Goodman).

Also available from Carsey-Werner is crime drama **21 Jump Street**, featuring rookie cops who pose as students.

www.carseywerner.com



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Veria's Got A Guru For You

Veria Living is serving up cooking series and a variety of lifestyle and fitness programs at MIPCOM.

Yogi Cameron is willing to do anything necessary to get people healthy — from raiding their kitchens to moving in with them. Each episode of **A Guru For You** (working title) features Yogi Cameron helping one individual transform his or her health.

All-American sports legend and

father of five, Deion Sanders helps families who are determined to make their kids sports superstars refocus on what's truly important — raising their kids and being a family — in reality series **Sports Dads**.

The Incurables tells the true stories of people who used alternative therapies and natural living in order to defeat “incurable” conditions.

Cooking series **Fed Up** is designed for viewers who are tired of eating unhealthy food and are looking for



ways to lose weight and boost their energy levels. Chef Andrea Beaman offers to help.

Natural Companions celebrates the deep bond between pet owners and their

pets, showcasing stories of pets that recovered from terrible illnesses.

Yoga master Kurt Johnson uses strength-building routines to teach viewers **Yoga For Life**.

Chef Jet Tila shares classic Asian recipes by offering step-by-step lessons that take the mystery out of this exotic cuisine in **Chasing the Yum** (pictured).

Stand G3.07

www.veria.com

Alfred Haber Breaks the Code

Alfred Haber Distribution arrives in Cannes to showcase reality series and special awards shows. Reality series **Most Shocking** focuses on the world of law enforcement and showcases action-packed, never-before-seen crime footage.

In this reality series based on the original, popular Fox Television Network series of specials, **Breaking the Magician's Code: Magic's Biggest Secrets Finally Revealed** (pictured), the Masked Magician unveils the secrets behind some of the most fascinating illusions.

Hour-long series **Ghost Hunters** follows paranormal plumbers Jason Hawes and Grant Wilson as they investigate the mystery behind freaky happenings.

The yearly celebration of the video



game industry, the **2011 Video Game Awards**, recognizes the outstanding (and groundbreaking) achievements in this sector.

The **2012 54th Annual GRAMMY Awards** honor the year's best in music. In 2011, the show featured hit artists such as Lady Gaga, Katy Perry, Justin Bieber and Bruno Mars.

2011 Victoria's Secret Fashion Show is an hour-long spectacular featuring supermodels from around the world, red carpet interviews, special features and musical performances by hit artists.

Reality clip show **World's Most Amazing Videos** introduces viewers to powerful, unbelievable footage of dramatic events.

Stand 22.02

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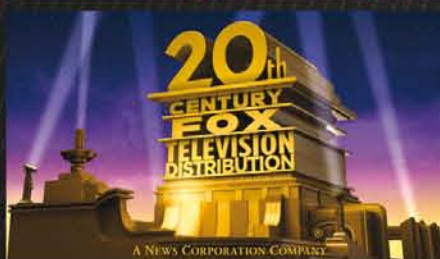
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Canamedia Is Very Cool

Canamedia's MIPCOM slate features a range of non-fiction titles from a couples' competition show to a biography on Vincent van Gogh.

Five engaged couples are put to the **Test of Love** when they have the chance to win a free wedding at the Coral Gables Country Club in Miami, Florida and a free honeymoon to the Caribbean. But they have to survive a host of difficult, hidden challenges in order to win. Couples will be eliminated in the last few episodes.

Foreign Correspondent Martin Himel takes viewers along as he travels the world to discover how different cultures do fundamental things such as love, marry, pray, find cures and learn about their past.

Artist Cory Trépanier goes **Into the Arctic 2** (pictured) to explore the landscape of a dozen arctic locations over the course of three months.



Accompanying documentaries **Into the Arctic I** and **A Painter's Odyssey** are also available.

In **The People vs. Betty Gooch**, viewers are introduced to Gooch, an elderly grandmother who was arrested in the Northwest suburbs of Chicago in 2004. The program seeks to discover the story behind her arrest.

Each episode of **The Cool Guy Files** presents the true story of a real man and investigates what makes him "cool."

Featuring some of the most shocking fraud crimes from around the world, 13-episode HD series **Scammed!** takes a deep look into fraud crime, which targets innocent, unsuspecting victims.

After artist John Koenders found out he is related to van Gogh, he set out to discover the details of his life. Biography **Vincent...The Untold Story of Our Uncle** offers insight into the life of the legendary artist Vincent van Gogh.

Stand G3.23

www.canamedia.com

Tricon Films Rocks

Toronto-based Tricon Films & Television serves up scripted and non-scripted series that explore



heavy metal music, love and crime prevention. Docu-series **Metal Evolution** takes a look at the multi-generational phenomenon of heavy metal music.

Reality series **Love Trap** creates the perfect opportunity for individuals to tell their secret crushes how they feel.

Game Changers centers on ordinary people who created extraordinary things that have the potential to change the world.

Ex Wives Rock is a docu-series that follows the ups and downs experienced by four women who've survived a life of rock n' roll.

The men and women who work in the National Intelligence and Security Agency overcome hilarious mishaps to keep the world safe in **InSecurity**.

David is a psychiatrist who helps Michael, his most difficult patient, overcome his anxieties. David sees **Michael: Tuesdays and Thursdays**.

Stand R33.08

www.triconfilms.com

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Entertainment One *Firms Up*

Entertainment One's MIPCOM roster includes brand new thriller series **The Firm**. Based on John Grisham's best seller, the series continues the story of Mitch McDeere and his family as they try to pick up the pieces of their lives after hiding for 10 years.

In post-Civil War America, a former Confederate soldier seeks revenge on the Union soldiers who killed his wife. Drama series **Hell on Wheels** (pictured) also follows the construction of the transcontinental railroad.

In season two of mystery series **The Haven**, FBI agent Audrey Parker sets out to discover her secret past and learn how she is connected to the town of Haven, Maine.

After two years on the job in 15 Division, the rookie cops aren't so **Rookie Blue** anymore. Now, as they gain more experience, they'll dis-



cover that there's a fine line between who they are as cops and who they are as people.

Police officer Rick Grimes and a small group of citizens struggle for survival in a world ravaged by a zombie apocalypse in drama/suspense series **The Walking Dead**.

Entertainment One's comedy series line-up includes **Mr. D.**, following an under-qualified teacher who fakes his way through a teaching job — and life.

LeAnn Rimes stars as a big-city girl who's forced to return to her hometown due to a family emergency. She reconnects with family and friends and finds love in romcom TV movie **Reel Love**.

Stand RB.43

www.eonetv.com

Best Boy Goes for a Dip

Best Boy Entertainment's slate is topped by docu-drama series **Pet ER**, exploring the relationship between families and their pets when a pet experiences a medical emergency and the family rushes to save its life. Also available as a format.

Animation, live action, visual fanta-



sy and original music for preschool children abound in children's series **Mickey's Farm**, featuring Mickey, a real Sheltie Sheep dog that lives on a farm with 14-year-old Megan. Young viewers are encouraged to ask questions, make friends, explore new things and problem-solve.

Eve Kelly and a group of strangers are on the hunt for "skinny-dipping bliss." **The Skinny Dip** follows their adventures by boat, kayak, horse, camel and dog sled to reach their final destination. Also available as a format.

Shot in 11 countries, **Soccer Shrines** chronicles pilgrimages by passionate soccer fans to soccer stadiums around the world, including The Chocolate Box, The Stadium of Light, The Theatre of Dreams and The Cathedral of Football.

Find out the history of **The Horse**, which serves as a means of transportation, a mythological hero, and a pet.

Stand 11.16

www.bestboy.ca

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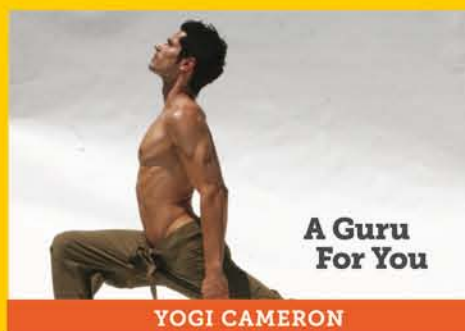
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CABLEready Is King of Cheer

CABLEready comes to Cannes equipped with factual and lifestyle series that introduce viewers to exciting types of art, the minds of killers and even icy cold Antarctica.

In *Saw Dogs* (pictured), "Master Carver" Steve Blanchard and his foreman introduce viewers to the art of chainsaw carving, producing incredibly intricate works.

Documentary series *Prison Diaries* delves into the psyche of America's female murderers to find out what motivated them to kill.

Eric Ripert turns simple meals into adventures shared with good friends in lifestyle/food series *Avec Eric*.

Half-hour weekly entertainment series *ReelzChannel Presents* offers extended celebrity interviews, trailers and clips, behind-the-scenes reporting and news. Specials include: *9/11: Ten Years Later*, *Princess*



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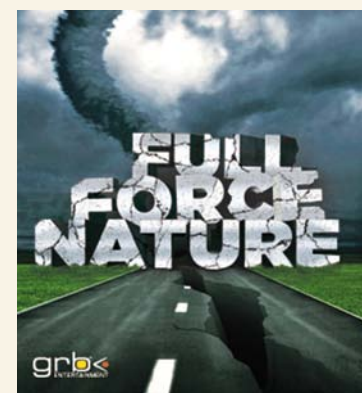
Among the titles in development are *Esther Extraordinaire*, following designer Esther Tracy and her excessive tastes in decorating, and *The King of Cheer*, featuring David-Lee "Trace" Tracey, coach of the Canadian National Cheerleading Championship Team and his original approach to training.

Stand R31.17

www.cableready.net

GRB Expands

GRB Entertainment is expanding its international distribution activity into scripted programming. Marielle Zuccarelli, who developed the plan for the expansion, has been promoted to president of the International Distribution Division. The division's goal is to acquire 10-15 films for exhibition at international markets each year.



In Cannes GRB's factual slate includes docu-soap *Braxton Family Values*, following the rambunctious Braxton sisters, and critically acclaimed CNBC crime series *American Greed*.

Full Force Nature showcases personal experiences with life-threatening, extreme weather through never-before-seen footage.

Viewers go inside some of the most interesting FBI cases in true crime series *FBI: Criminal Pursuit 3*.

Hurricane Hunters follows the Air Force squadron that flies into deadly hurricanes to study the severity of the storms.

Confessions: Animal Hoarding 2 reveals the horrific conditions under which animals and humans live when people hoard animals.

The daily drama of Shorty and his team is illustrated in *Pit Boss* (produced for Animal Planet) as the group tries to overcome stereotypes of themselves and of the pit bulls they save.

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www.grbtv.com

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Show News



NEW EUROPEAN PRODUCT



FME's Got that X Factor

FremantleMedia Enterprises is at MIPCOM to showcase Simon Cowell's newest treasure, plus a number of new series.

FME's drama series include **The Wedding Band**, centered on a bunch of guys who dream of entering the Rock N'Roll Hall of Fame, but at the moment are escaping everyday life by performing in a wedding band (pictured above).

Teenage life is all about "live now, think later" for a group of 17-year-old friends in drama series **Slide**.

Simon Cowell's entertainment format **The X Factor USA** premiered on FOX last month. The competition series gives viewers the opportunity to crown the next musical megastar.

Ex-supermodel and trained patisserie

chef Lorraine Pascale can bake anything. In lifestyle series **Baking Made Easy**, if you can name it, she can bake it.

In **Jamie's Great Britain**, celeb chef Jamie Oliver takes viewers around the U.K., from Yorkshire to East London, reveling in the traditions and cultures that influence British food.

I Am Bruce Lee tells the story of the iconic Bruce Lee and his legacy in the martial arts and entertainment worlds.

Also available on the FME slate is comedy series **Web Therapy**, starring Lisa Kudrow as a therapist who treats her patients through three-minute video chats.

Stand RB1

www.fremantlemedia.com

www.fmescreenings.com

Studio100 Explores the Galaxy

Munich-based Studio100 Media has a large array of children's programs on offer in Cannes.

Hybrid animated series **Woodlies** features furry, funny creatures on a mission to protect their forest from the human "Uglies."

In live action, mystery teen soap **The House of Anubis** a new girl named Nina comes to live in a boarding house. She will soon learn the secret history of that mysterious place.

A little princess named Florrie embarks on adventures and learns about the true meaning of friendship with her dragon friends in animated series **Florrie's Dragons**.

Maya the Bee dances to the beat of her own drum. Unlike the other bees in the hive, Maya isn't content just to do what she's been told.

As the son of Halvar the Viking Chief, **Vicky the Viking** becomes involved in exciting adventures along



with all of the other Vikings.

Multi-platform quiz show **Kerwhizz** challenges three teams to answer wacky questions before racing two madcap laps around Raceworld. The series is a 3D CGI experience featuring a live action host and audience.

When six teenagers get jobs at **Galaxy Park**, strange things begin to happen. One of the teens is an alien sent to study "human emotions." But which one is it?

Stand R29.01

www.studio100media.com

Content Takes a Tour

Debuting a series of new high-octane sporting events to the international marketplace, U.K.-based Content Television is joining forces with **BAMMA**, The British Association of Mixed Martial Arts.

Greg Newman is a 40-year-old salesman who hops into an airport taxi only to find out that he's on the ride of his life in multi-platform drama series **The Millionaire Tour**. *Lost*'s Dominic Monaghan stars.

Strictly Sexual spin-off **Strictly Sexual: The Series** (pictured below) follows

friends and lovers as they dissolve and mend their relationships.

In the fifth season of **Heartland**, sisters Amy and Lou Fleming experience daily life on a horse ranch.

Gothic comedy/drama for kids **Young Dracula** returns for a third season, featuring Vlad and his prying father The Count.

The Big Goofy Secret of Hidden Pines tells the story of Howard, Jill and daughter Ally as they experience life with a 14-year-old Sasquatch named Bertie in the small, quiet town of Hidden Pines.

Writer and director Martin Himel investigates the impact **Robot Warriors** have on society.

Stand RB.44

www.contentmediacorp.com



RSI Follows Current Events

Lugano-based RSI (Swiss Italian Television) is at the Palais with a catalog full of docs, delving into culture, crime, human-rights abuses, and even a little bit of kiddie entertainment.

Cult TV: Current Events and Cultural Trends in 7 Minutes gathers the voices and experiences of people who conceive of, experience, and create culture, including both well- and lesser-known creators.

Brother Mauro Jöhri is responsible for all of the Capuchins (an offshoot of the Franciscans) throughout the world in **Where No One Else Is Prepared To Go**. He's also St. Francis' successor.

Mothers Who Kill Their Children delves into the hows and whys of mothers who commit the most unspeakable crimes.

Nearly 2,000 people mysteriously disappeared and 500 were kidnapped during the Kosovo conflict. **Truth a Casualty** explores what happened to them.

Amusing and playful little characters made of cork, bottle stoppers, paper, buttons and pins entertain children in series **TA-PIT** (pictured).

Stand 24.11

www.rsi.ch/sales



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Mediaset Follows Its Dreams

Italy-based Mediaset Distribution is at MIPCOM offering everything from family series to blood-chilling thrillers. Love is always victorious in family series **Kissed By Love**, which is chockfull of emotion, joy and humor.

In thriller **A Cry From The Past**, painful and nostalgic memories are stirred up for Davide when he returns to his childhood home. A deep but complicated relationship keeps him in the small town, where he is faced with love, fear and secret passions.

A priest and professor of theology investigates paranormal phenomenon by looking at the connections between science and faith in thriller series **The Chosen**. Soon, he meets a psychologist who challenges his thinking.

One man has a score to settle in **Love and Vendetta** (pictured), a



drama series loosely based on *The Count of Monte Cristo*.

Antonia, Sergio and Enea are siblings who are separated by a violent act. Now, they must rely on their **Blood Ties** to come together again and seek vengeance against those who harmed them in this miniseries.

Scripted formats include **Follow Your Dreams — The Series**, featuring a group of young performing artists who take part in a talent show, hoping to become famous.

Family series **Beyond The Lake — The Series** uncovers the links between mysteries of today and those of the past among the residents of a tiny village at the edge of a lake.

Stand R32.07

www.mediasetdistribution.com

Bavaria Media Makes Magic

Germany-based Bavaria Media Television presents a host of series, miniseries and TV movies centered on love and crime.

Private investigator Jussi Vares is a ladies' man who frequents the local pub. This movie cycle (pictured) is based on Reijo Mäki's best-selling crime novels.



When chance brings together a group of singles, couples and families for five weeks of lively events, everyone will have a life-changing experience in miniseries **Line 32**.

In series **ASPE**, Inspector Pieter van In and his crew investigate the heinous crimes that are committed in the Belgian city of Bruges.

In TV movie **The Perfect Nanny**, Edgar's former assistant Ana is the only person who can take care of his kids. Too bad he had previously fired her.

A young woman must come to terms with a host of unsolved issues when she returns to her childhood home after her grandmother dies in TV movie **Elderberry Magic**.

As a corporate member of German United Distributors, Bavaria Media can be found at the GUD stand at the Palais.

Stand 20.01

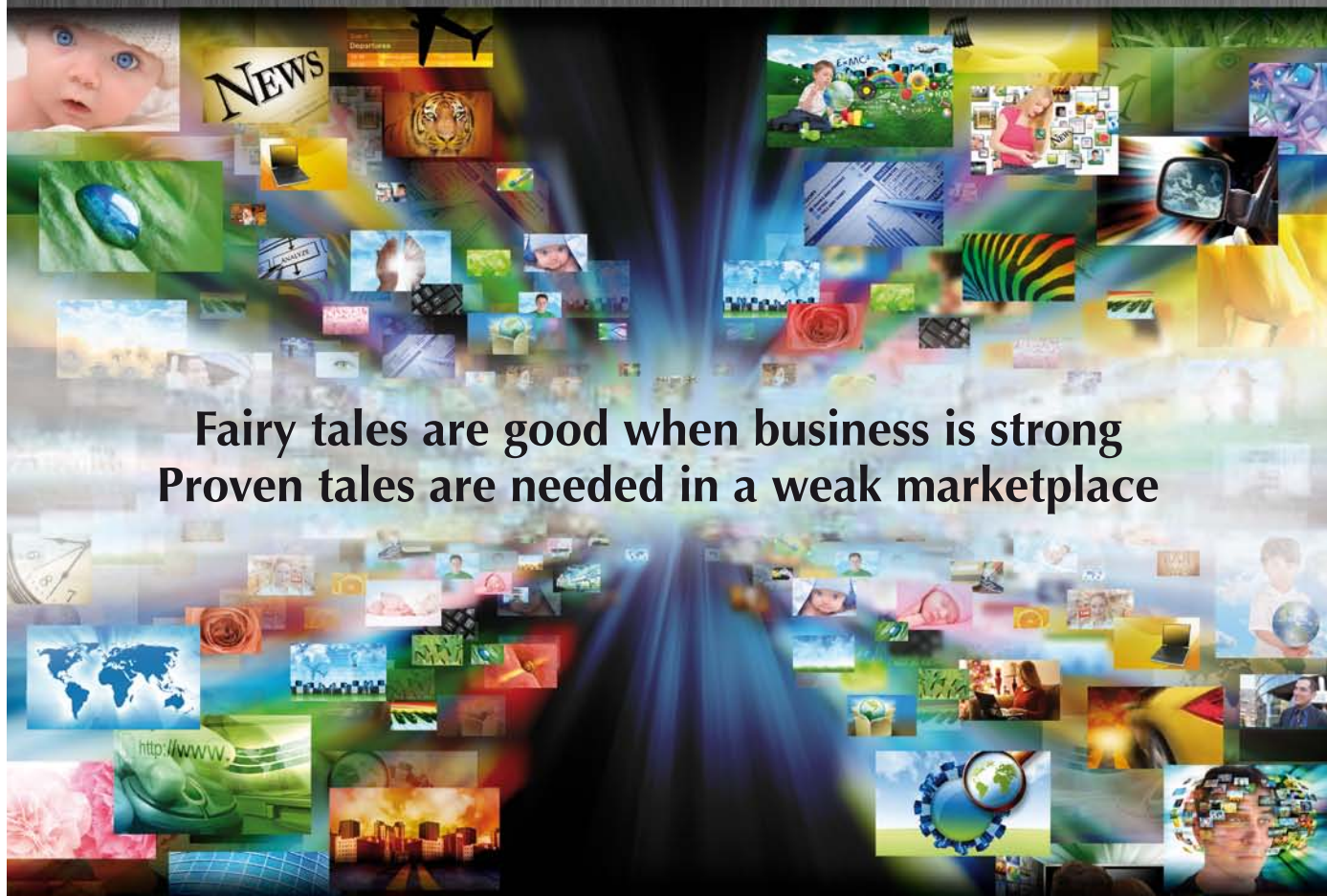
www.bavaria-media.tv

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9 Story's Neighborhood

Canada-based 9 Story Entertainment is launching preschool animation series **Daniel Tiger's Neighborhood** (pictured on the right) at MIPCOM. The series is based on the classic, U.S. public television show *Mister Roger's Neighborhood* and centers on Daniel, a four-year-old tiger who lives in the magical Neighborhood of Make Believe.

A lovable group of animals run a beachfront resort hotel clad only in their underwear in **Almost Naked Animals**.

Wild Kratts features animated versions of brothers Chris and Martin Kratt traveling the globe to rescue their animal friends. The second season is launching at the market.

Woodchuck vigilantes Dilweed and Fungus use their ill-developed kung-fu skills to protect the citizens of their town in **Numb Chucks**.

The **Super Dupers** are 12-year-old twins Danny and Daisy who use their



unperfected powers to have fun — and get into trouble.

Stand 02.10

www.9story.com

MDA Goes On a Mission

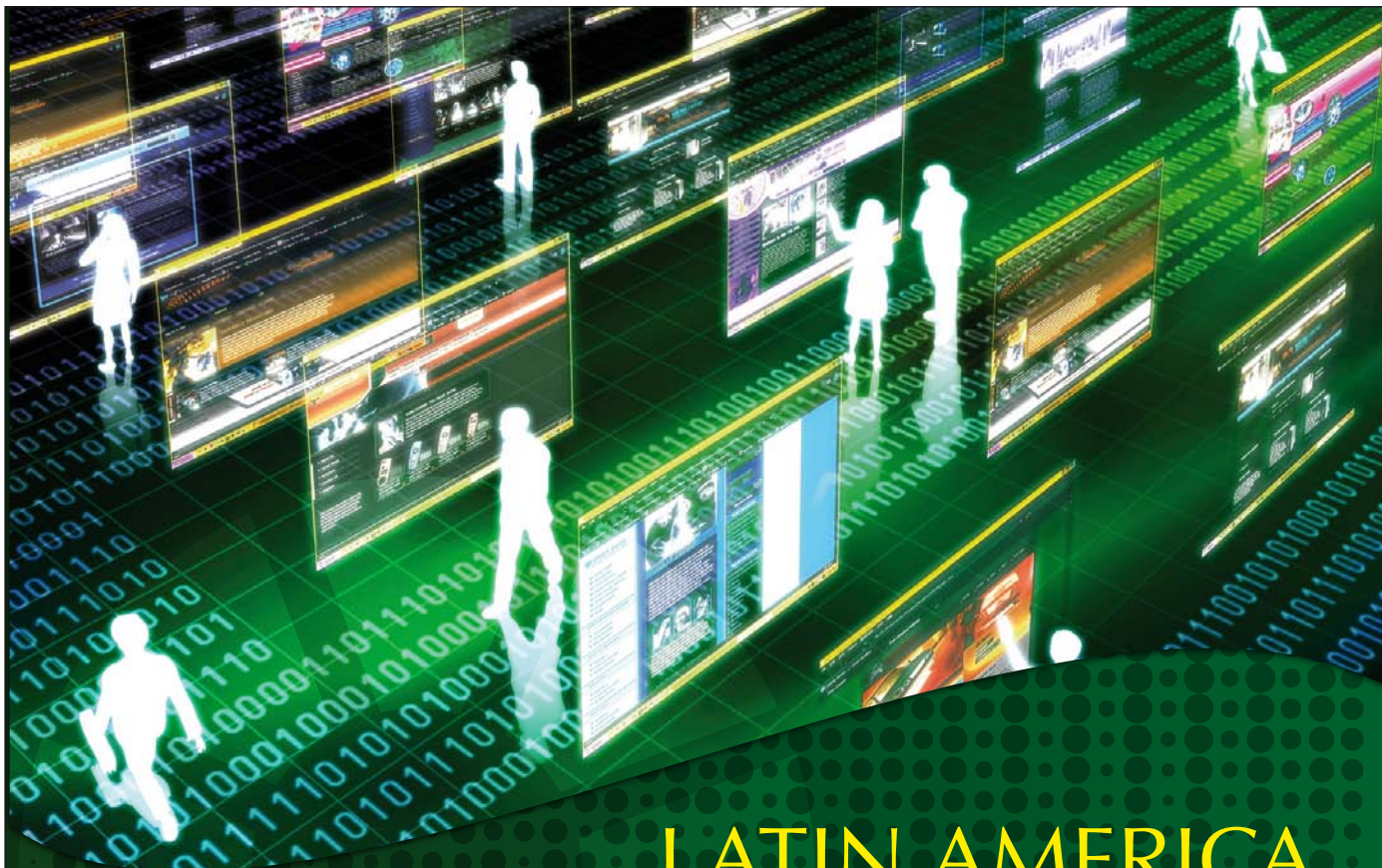
The Media Development Authority of Singapore heads to MIPCOM with a slate of animated children's shows, documentaries and creative game shows.

Jack is a human-like being from the asteroid Beano who travels to earth with his friends. In this 3D CGI animated series, Jack tries to help his human friends with their problems, but he often ends up making their troubles worse.

Along with his best friends Silva and Gold Star, **Mr. Moon** explores constellations, planets, black holes and distant galaxies.

In documentary **The Rest of My Life Is For Sale**, a 23-year-old girl opens an online shop where she "sells" the rest of her life. She does what she's asked and documents her life through pictures posted on her website.

New smartphone treasure hunt TV game show **Thumb Wars** features four cross-generational teams on a daylong



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A regular boy becomes the smallest superhero on a mission to save the micro-world from villains in children's animated series **Nanoboy: Mission Health**.

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Herb Lazarus' Fund Brunch

On October 9, at the Woodland Hills, California, home of Carsey-Werner's Herb Lazarus and his artist wife Shelley, a brunch will be served to invited guests to raise funds for Medical Center Cedar-Sinai's Robert David Lazarus Pulmonary Fund.

The occasion is what would have been Robert Lazarus' 50th birthday. Robert, a film and TV distribution executive, died in 2005 from a pulmonary illness.

The Lazaruses are not at MIPCOM, but interested parties can get more info by sending a request to: rdlfundraiser@yahoo.com. While Herb is known among MIPCOM participants as president of various program distribution companies, Shelley is popular for having documented life in Cannes in many of her paintings.

The Robert David Lazarus Pulmonary Rehabilitation Education



and Support Fund was founded in 2005 in Robert's memory to provide support and education to others.

Taylor Promoted

This past September, Herb Lazarus, president of Carsey-Werner International Television Distribution, announced that Alexandra Taylor was promoted to executive vice president of Carsey-Werner International Television Distribution.

Taylor joined the company in 1998, and in her new role, she will continue to lead the company's London-based operation, which manages business activities in the U.K., Europe, the Middle East and Africa. The London office also oversees sales and distribution of all rights and digital initiatives for Carsey-Werner programming.

Peter Iacono's Save Venice Project

Recently, the conservation work of Save Venice was celebrated at the Bel Air, California house that Lionsgate's Peter Iacono shares with Manfred Flynn Kuhnert.

The invites were sent on behalf of the California Chapter of Save Venice, a New York City-based organization



created to raise funds to restore works of art and architecture in Venice, Italy. The organization has chapters in Boston and Los Angeles. The latter was founded by Italian-American Terry Stanfill, whose husband, Dennis, was CEO of 20th Century Fox from 1971-1981, chairman of KCET-TV in the 1980s, and co-chair and co-CEO of MGM in the 1990s.

A cross section of Hollywood executives responded to the invitation titled "Prosecco and Puccini," including studios' international TV presidents, such as NBC Universal's Belinda Menendez, Warner Bros.' Jeff Schlesinger and Lionsgate's CEO Jon Feltheimer.

Pictured above: Manfred Flynn Kuhnert (l.) and Peter Iacono.

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M Y T W O C E N T S

At times, I don't necessarily agree with everything I write (this line has been lifted from Marshall McLuhan), but that's not the case in this editorial, which can be titled "Underpricing, Part 2: Redux" (it's also not original, but will do for now). In one of last year's L.A. Screenings May issues, VideoAge's two-cents editorial analyzed how TV programs are priced on the world marketplace, stating that, "In the international television distribution business pricing is a market consideration, not a cost consideration. Pricing is based on what the market will bear, regardless of cost."

The following November, David Hulbert, the founder of media consultancy firm Ravensbeck, answered through the pages of *Television*, the Royal Television Society's house organ: "Far too often, managers make meaningless statements like, 'I price at what the market can bear.'"

Reached by phone in London, Hulbert explained that, in his experience, sales executives do not always get the fair price for their content.

In the May 2010 editorial, I wrote: "The fair price concept has been tried, but quickly proven ineffective and short lived, as it was the attempt from buyers to form cartels."

Naturally, Hulbert knows what he's talking about, having been, among other roles, the president of Disney International Television in London. But in this particular case he's not completely accurate.

Hulbert's main grievance, as he wrote in his opinion piece, is that "Timid television executives are underpricing their shows and channels to the point where they risk being unable to invest in quality programs." He also added: "Getting even five percent better price for movies means that the studio will be the one that signs the major talent next time around."

Now, we all know that the U.S. studios will produce programs solely for the domestic audience under the guidance of American TV networks, which pay for a good portion of the pilot and serial production. Getting more money from the international buyers will not improve the casting or bring better talent. When series such as *House* reached the \$5 million per episode price tag, the international market couldn't support the cost increase, only the U.S. domestic market could.

In addition, Hulbert was reminded, international buyers could care less if a U.S. comedy show, such as *Two and Half Men* doubles its production costs, and he agreed, recognizing that comedies don't travel to most territories.

U.S. studios subject theatrical movies to "Ultimates" (costs and revenue estimates) that rely heavily on the international market. On the other hand, TV series are defined by deficits that the international market helps cover, but profits are generated on the U.S. domestic syndication market.

Over the phone, Hulbert pointed out that, at times, sales people are too set in their own comfortable positions to explore whether content is underpriced or overpriced. More than content though, Hulbert decried the underpriced value of channels, meaning the per sub fees that companies get from cable TV and satellite operators.

Hulbert also wrote that, "When business grows, costs do too." But this element cannot bear a relation to content licensing. One could expect increased fees only if a bidding situation develops. And bidding could develop independently of growth. To the contrary, bidding could develop in order to fight stagnation.

In addition, pricing cannot be affected by the economic environment. Traditionally, microeconomics affects small businesses more than macroeconomics does, but neither one can change the "what the market can bear" business model for international TV content sales.

"The U.S. studios will produce programs solely for the domestic television audience under the guidance of American TV networks."



Dom Serafini

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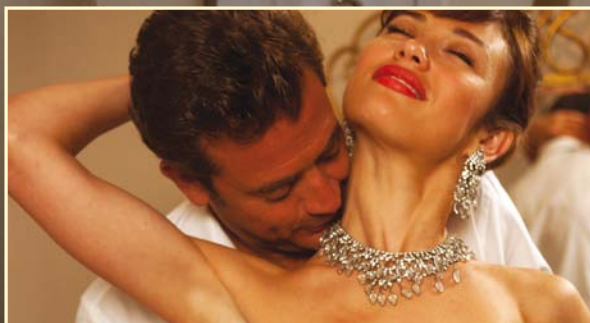
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