

# Viewpoints:

## Buyers and Sellers Briefing Corner

“Viewpoints” is a first class “meeting platform” between sellers and buyers of international programming coming to the World Content Market. Buyers talk about acquisition strategies, required rights and origin. Sellers talk about their new products, share their experience and offer their products to buyers.

# ACQUISITION STRATEGIES

Paula Miranda  
Director, International  
Programming  
TV GLOBO  
Brazil



## What are your acquisition strategies at the beginning of 2010?

We have long-term partnerships with distributors from whom we acquire specific programming, targeting our audience.

## What products are you looking for?

Television is a dynamic, ever changing vehicle so we are always searching for novelties and quality programming in series, documentaries, reality series, animation, films, and variety.

## What rights are you looking for?

Free TV / Brazil.

Kazimierz Sowa  
Managing Director Religia.tv  
Telewizja Religia Sp. Z o.o  
Poland



## What are your acquisition strategies at the beginning of 2010?

Our acquisition strategies in 2010: Content and Media Markets (International: Prague, Cannes, Budapest, national: Krakow, Warsaw), contact with our distributors and Internet research.

## What products are you looking for?

Documentaries: human value/educations/World religious/social and civilizations questions

## What rights are you looking for?

Rights: Pay Cable, Satellite (wire and/or wireless) television rights, whether digital and/or analogue, platform(s), cable networks and DSL (wire and/or wireless) simultaneous retransmission, pay Internet TV distributed by means of ADSL/DSL/xDSL protocol and broadband network via affiliated entities and/or other operators/providers  
Territory: Poland, and for "ethnic program" whit polish voice-over - program for polish minority in USA, Canada, Australia, Spain, France, Switzerland, Austria, Germany, Holland, Belgium, UK, Ireland, Northern Ireland, Denmark, Sweden, Norway, Finland, Italy, Greece, Turkey, Cyprus, Israel, Republic of South Africa, Russia, Lithuania, Latvia, Estonia, Ukraine, Belorussia, Kazakhstan.

Aleksandra Kozłowska  
Acquisitions & Sales  
Coordinator Digital Partners Sp.  
z o.o.  
Poland



## What are your acquisition strategies at the beginning of 2010?

www.tvscreen.pl service has become a very strong brand on the Polish internet market. It means the expectation about the offer, especially regarding the content are very high. The strategy to achieve a success is to not focus on a one special kind of content but according to our users profile give them all they can need. That is the reason why we fix our attention on the high quality content. We have entered into 2010 with two contracts signed with ABC-Disney-ESPN Television and NBC Universal, and now we have a fantastic content base to start off this year. Today, we're continuing discussion with other major studios as well as with independent international studios.

## What products are you looking for?

According to Digital Partners strategy, we're looking for the movie products for all families. Feature films, documentaries and children's content from the top of ranks are what we are still interested in. However, during the World Content Market, we'll focus on feature films and music, which is very popular in our service.

## What rights are you looking for?

As an internet VOD platform, we're looking for VOD internet rights. We're looking for partners who can guarantee long-term cooperation with the high level of service.



Salina Tengku Salahudin  
Brand Executive  
NATSEVEN TV SDN. BHD.  
(NTV 7)  
Malaysia



Emily Ab Rahim  
Brand Manager  
NATSEVEN TV SDN.  
BHD. (NTV 7)  
Malaysia

## What are your acquisition strategies at the beginning of 2010?

The next 12-18 months will see the station still being very cautious with acquisitions. We foresee that the station will still be trying to recover from the current economic downturn and will make sure that we continue to control our programming budget, keep operational cost down while juggling the a&p budget. The station will still be very selective with their acquisition with careful evaluation of each title and will opt for the best deal out in the market.

**What products are you looking for?**

NTV7's 2 core target audience is still targeting Chinese mass and Urban 30+. For Chinese mass, the main focus is still on local programming especially in local dramas, which is one of ntv7's main strength. Other focus includes variety shows with local relevance and local community based shows. As for our urban target audience, the station's direction is still very much focused on wholesome, family entertainment programs for all Malaysians. Genres that work for the station are game shows and variety shows. We also look at content that is skewed to the slightly more affluent and matured group as our urban target audience is skewed towards those ages 30 and above & content that is skewed to women for our weekday morning programs. Another requirement that we look at is to make sure that the content we acquire have to fit the three characteristics of ntv7, which are 'smart, stylish and engaging'.

**What rights are you looking for?**

Mainly FTA, but we can consider online & mobile.

Anna Znamenskaya  
CEO  
Digital Access, LLC  
Russia

**What are your acquisition strategies at the beginning of 2010?**

We are going to acquire the biggest internet video catalog in Russia for distribution through major internet-portals.

**What products are you looking for?**

We are interested in animation, preliminary non-dialog, short forms; feature films and TV-series, sitcoms, comedies with Russian dubbing; webisodes (special films or series made for internet); short funny videos, hidden camera; travel and leisure content (programs, clips etc); auto-content (programs, test-drives); music videos, concerts

**What rights are you looking for?**

Digital rights for Russia and CIS (internet rights).

Gisele Abou Obeid  
Head of Production  
Alsumaria TV  
Lebanon

**What are your acquisition strategies at the beginning of 2010?**

Our acquisition strategies are generally outlined by the audiences that follow Alsumaria TV.

We deliver a variety of general entertainment shows ranging from children's programming to the latest breaking news. Thus, we are inclined to acquire foreign programming that is in tune with the Iraqi ethical and cultural eco-system as we have an abundance of Arabic programming flowing out of Egypt, Syria and Iraq. Additionally, Alsumaria produces its own Arabic shows. So in a nutshell, we're basically looking for the best shows, within the set criteria, that dubbed or subtitled in Arabic.

**What products are you looking for?**

Everything.

**What rights are you looking for?**

Local on satellite. Knowing that we broadcast on Noorsat/ Eurobird, Hotbird and Nilesat.

Marija Kovacevic  
Acquisition manager  
Television Kosava and Happy TV  
Serbia

**What products are you looking for?**

We are looking for all kinds of program (movies, series, telenovelas, reality shows, quiz, documentaries, sports, children's program etc.)

**What rights are you looking for?**

We are looking for free TV rights (terrestrial, cable, satellite) and DVD rights.

Predrag Bajovic  
Director  
AETAS d.o.o.  
Croatia

**What are your acquisition strategies at the beginning of 2010?**

We are looking into the non-major television products. The distribution/exchange of the various formats of the TV products within the former Yugoslav markets have had significantly expanded in the past few years, and we are now investigating expanding it outside the region of Western Balkans, more into the Eastern Europe territory.

**What products are you looking for?**

Easter European TV Fiction /Drama, sitcoms and telenovelas, as we stated in the preliminary overview, we have identified some similarities with those produced in Croatia, Serbia, and Slovenia and so on.

**What rights are you looking for?**

Light Entertainment formats generated in Eastern Europe would also be of interest.

Jean-Paul Ditmarsch  
Business Development Director  
Audio Network  
United Kingdom



We offer a complete music solution, so I hope the following information will be useful.

"Audio Network" is the first company to have created a large scale, rights cleared music catalogue in the UK. Put simply, this means access to high quality music at a fraction of the cost. We are passionate about music, quality and customer care. Our innovative model is fast becoming the standard for the Television Industry and Producers who need music

pre-cleared for international and multi-platform distribution. This is because Audio Network cuts through the traditionally complex and costly processes of licensing music. All high quality tracks in the catalogue are pre-cleared for multiple formats, for the world, forever and producers will never have to pay more than the annual license fee of J3000 for this service. Formed in 2001, by Andrew Sunnucks and Robert Hurst- the company maintains world-class production standards by recording its music in the UK using British studios, performers, orchestras such as the Royal Philharmonic Orchestra. Moreover, we are proud to list composers such as Dame Evelyn Glennie, Debbie Wiseman MBE, Nik Kershaw and Terry Devine King among our partners. The company supplies music to major international television clients including NBC Universal, MTV, SONY/AXN, BBC and Turner Broadcasting. Audio Network currently has almost 30,000 tracks with a commitment to continually increase output. This has led to our continued success in attracting leading talent; furthermore, global demand for our music has led Audio Network to expand internationally. We have recently opened in New York, Sydney-Australia, Toronto-Canada, Poland and Holland.

Pierre-Marie Pasco  
Video Manager  
Blue Fox  
France



**What are your acquisition strategies at the beginning of 2010?**

Our acquisition strategies for 2010, it's creation of new programs in HD format, sports, animation in 16/9, 9/16.

**What products are you looking for?**

We are looking for Full HD formats about everything from sports, animation, lifestyle...

**What rights are you looking for?**

We work with share revenues.

Graeme Ballard  
Managing Director  
Devolution Media Ltd  
United Kingdom



**What are your acquisition strategies at the beginning of 2010?**

2010 is Devolution's sixth year. We have been extremely fiscally prudent in our operations and our acquisition strategy remains to pursue the deals we need strictly on terms suitable for internet broadcast.

The film and TV industries have been amazingly slow to move with what is essentially a worldwide second industrial revolution but we have all been in it for at least 15 years now. This industry inertia means people are still largely taking their products to market using horse and cart or a canal barge, when supersonic aircraft are available.

**What products are you looking for?**

In terms of the content itself, we are looking for high-end, short and long-form content that will appeal to a young(ish), male-skewed audience while remaining inoffensive to women. We are also looking for production and co-production possibilities for our own product slate.

**What rights are you looking for?**

For 2010, I would hope to see much more high-end content, on good business terms, where internet broadcast is considered more than merely an adjunct to DVD and plain old television. We felt the industry only really began taking internet seriously towards the end of last year – and probably only because of the economic downturn and falling advertising revenues. For those distributors and rights holders that did take it seriously, the problem, however, remained a lack of understanding of the rights for each of their products coupled with the perceived high risk associated with something supposedly "new". To help alleviate these issues, we have narrowed our focus in 2010 and are primarily pursuing rights in the UK & Western Europe. I hope 2010 will continue the good progress being made in late 2009.

Bjorn Jensen  
Managing Director  
Ginger Foot Films  
Germany



**What are your acquisition strategies at the beginning of 2010?**

As a distributor, I am looking for high quality documentaries that tell a strong story and are emotionally linked to one or more characters. I am also looking for documentary series on interesting subjects. Worldwide rights should be available, as well as an English language version.

**What products are you looking for?**

Festival winning documentaries 52 min and up, with strong storytelling about social issues, portraits, art and history. And documentary miniseries (travelogues, art, portraits)

**What rights are you looking for?**

TV worldwide.

Maria Chiara Duranti  
International Business  
Jungle Red  
Italy



**What are your acquisition strategies at the beginning of 2010?**

We would like to keep doing big primetime shows as we think this is our main strength, but at the same time, we are looking forward to developing new content for scripted format (comedy, romance etc.). Of course, we hope to find new ideas and new concepts traveling around the International TV Markets, although we think that the key element of our production company is based on the pure entertainment genre with humor and fantasy.

**What products are you looking for?**

We are primarily interested in non-scripted formats that fit for the free television, but we are also approaching other genres such as factual entertainment, reality, dating shows, comedy shows and lifestyle for the digital and satellite Italian Networks. As well, we would like to find new ideas for an original daytime.

**What rights are you looking for?**

We are also looking for finding rights for scripted format. This is a new genre that we would like to produce and we hope to find new products to localize for the Italian Market. Of course, we would like to find long-running series for both the daytime and prime time.

Ales Pavlin  
Managing Partner  
Perfo d.o.o.  
Slovenia

**What are your acquisition strategies at the beginning of 2010?**

Our acquisition strategy in 2010 is to find some interesting formats, which can be developed and adapted locally.

**What products are you looking for?**

We are looking mostly for fiction formats with more focus on sit-com and drama.

**What rights are you looking for?**

We are looking for rights for the territory of Slovenia.

Ian Evans  
Managing Director  
Noisy Planet Limited  
United Kingdom

**What are your acquisition strategies at the beginning of 2010?**

Noisy Planet sells educational DVDs to schools in the United Kingdom and the Republic of Ireland. I am attending World Content Market again, looking for documentaries suitable for high-school-age students. Noisy Planet continues to grow despite the economic gloom and we are acquiring rights constantly.

**What products are you looking for?**

Documentaries that could be of interest to high school students. Our website [www.noisyplanet.com](http://www.noisyplanet.com) gives a good feel for the sort of subjects I am looking for.

**What rights are you looking for?**

Exclusive non-theatric rights for DVD distribution in the United Kingdom and the Republic of Ireland.

Nabil Abu Samra  
Head of Production  
Real Image  
United Arab Emirates

**What are your acquisition strategies at the beginning of 2010?**

Our strategy focuses on tracking the international market for 2010, established relationships with main format distributors, and carefully exploring and identifying emerging companies with fresh ideas and high potential.

**What products are you looking for?**

We are mainly interested in self-contained game shows with a strong finale and prime time studio based shows. More generally speaking, I believe that there will be a greater demand of original but low budget shows (as we all know about the crisis).

**What rights are you looking for?**

We acquire format rights only, we don't acquire finished products.

Iryna Shopa  
Head of Program Department  
MK-Distribution  
Ukraine

**What are your acquisition strategies at the beginning of 2010?**

As you may know, MK-Distribution specializes in selling TV rights for Ukrainian broadcasters and for other companies all around the world. We are oriented towards a wide audience because we work with different channels, and we need to be able to meet different clients' requirements. We're interested in cooperation not only with known companies but also with small private studios that offer interesting products. That's why we are open to all forms of collaboration and develop different projects – the Footage Department was opened at the end of 2009. It specializes in finding and acquisition the unique archive video clips and other footages for its further using in different TV projects of MK-Distribution and our international partners.

**What products are you looking for?**

We are interested in all genres: feature films (comedy, family films, drama etc.), lifestyle and entertainment programs, documentary, animation etc. We're looking for products that will satisfy different clients' needs. We also are looking for different footage for our Footage project. The main requirements of products are quality and a reasonable price.

**What rights are you looking for?**

We're looking for all TV rights, mainly for CIS territories, worldwide VOD, DVD and mobile rights. And also all media rights for our Footage project.

Fredrik Hillerbrand  
Country Manager  
Strix Television AB  
Sweden



**What are your acquisition strategies at the beginning of 2010?**

The strategy is to broaden the search for new exiting formats. We normally search the same markets as everybody else, but now we're going to scan a bigger geographical territory. Who says the next Survivor can't come from Poland?

**What products are you looking for?**

I'm looking for anything original, exiting, engaging, thrilling, provoking within reality, factual entertainment and game shows.

**What rights are you looking for?**

I'm only looking for non-scripted format rights.

Adel Sammakieh  
Manager  
Tele-Picture Promoters  
International  
Lebanon



**What products are you looking for?**

We are looking to acquire for the Middle East: Environment Programs, Technology, Some Good Animation English Version, and Health Programs.

**What rights are you looking for?**

Free television and free satellite rights for all Arab World; Rights must be for five years minimum; multiple runs; English with Arabic subtitles and Arab dubbed version. This is mainly what we are looking for at your market, at the same time we look for other programming available for our market.

Judith Michel  
Content Services Sales  
Manager  
XDC International  
Belgium



**What are your acquisition strategies at the beginning of 2010?**

As we develop our network of digital screens in Europe (XDC is the n°1 digital cinema company in Europe with more than 1,350 committed digital screens out of which 50% have already been deployed) we would like to help exhibitors to find new opportunities in using their Cinema. Therefore we offer them Alternative Content (every content which are not feature films) in order to diversify their offer and the audience. We are developing and European distribution of Alternative Content and we would like to acquire different content from various countries.

**What products are you looking for?**

Lyrical Operas, Sporting Events, Concerts, Classic movies, Biography, Live Events, Gaming, Theatrical and on Stage Productions, 3D Content, Documentaries, Short Films, Live and non-live.

**What rights are you looking for?**

Theatrical rights in Europe.

## SALES STRATEGIES

Oksana Valevska  
Head of International sales  
"Maski" Creative and  
production Company  
Ukraine



**What products will you offer during the World Content Market?**

"Maski" Creative and production Company is producing high-quality audio-visual projects of different styles and genres, such as silent comedy sketches "MASKI-SHOW", entertaining animation for all ages - series and fillers, and our pride - classical 2D animation for children - educational and entertaining programs "The Lessons of the Aunt Owl", which enjoy wide popularity.

**What rights do you offer?**

We offer different kinds of rights: TV, DVD/Video, Mobile and Internet.

**Buyers from what countries do you target?**

We are open for cooperation in the entire world. We expect the extension of our business connections as the target audience for our production is growing. We've been collaborating successfully with our partners in Asian, Arabic countries and CIS. Now we are looking for partners in Western Europe, North and South America.



Markus Andorfer  
Senior Vice President, Sales & Marketing  
Your Family Entertainment AG  
Germany



**What products will you offer during the World Content Market?**

Our main titles here on the market are: "Oscar the Balloonist" – 26 x 12' (available in HD), "Dragon Hunters" – season I: 26 x 24', season II: 26 x 24', "Air Bud" – I: 1 x 93', II: 1 x 86', "Altair in Starland" - 52 x 12', "Shadow of the Elves" - 26 x 24', "Adventures Masters of Time" - 26 x 22', "Mission Odyssey" - 26 x 24'. Speaking in genres, we are offering mainly Animation, Children Program, Education, and Feature Film.

**What rights do you offer?**

Rights: all TV rights, Theatrical, DVD/Video, VOD, Mobile, Internet, Interactive

**Buyers from what countries do you target?**

We target buyers from Western Europe, Eastern Europe, but also from North America, Latin America, Asia and Australia. Your Family Entertainment offer consists of more than 3.500 half hours of content continuously distributed to 235 territories worldwide. Our main criteria are to deliver top quality of international appeal programs. We want to expand our customer base in emerging markets such as Central Europe, China, India, South America and Middle East. Telecoms and Video on Demand platforms and independent DVD labels are of our interest. We currently offer a portfolio of more than 100 DVDs with existing cover designs and authoring with bonus material.



Alex Venturi  
Sales Manager  
MONDO TV  
Italy



**What products will you offer during the World Content Market?**

Animation programs for children, more than 1700 episodes and 70 movies.

**What rights do you offer?**

TV and Video rights

**Buyers from what countries do you target?**

Eastern Europe, Russia and CIS, Turkey...



Yasmine Benkiran  
Head of Sales and Acquisitions  
Compagnie des Phares & Balises  
France



**What products will you offer during the World Content Market?**

I'm in charge of the distribution for La Compagnie des Phares et Balises, which is primarily a production company. I therefore sell films that are produced in-house, but I am also in charge of their financing (initial buying and international co-productions).

The films we distribute can be extremely varied. "Afghanistan, the last outpost" is a documentary by Yuri Maldavky and Timothy Gruzca (recently awarded an Emmy) about a combat zone on the border of Afghanistan and Pakistan, it's one of the rare films to portray the Afghan point of view of the conflict. In addition, we distribute many historical documentaries, among them a beautiful portrait of "Alexander Soljenystine", but also social documentaries such as "SuperMom". This is a film about the competition to be "the best Mom of the year" held in the US, it's an unusual theme that helps understand the American society better. The film was selected at Nyons and awarded at the Telluride Mountain film festival in the US. The documentary films that we distribute may vary in the themes they tackle, but these are always dealt with the same objective of precision and quality.

La Compagnie des Phares et Balises also distributes fictions and TV series. Here we are presenting the beautiful costume series "Nicolas Le Floch". After a real success with the audience in France for the first season, the series is now being presented to its international audience and is proving that French series have nothing to envy about American productions.

#### What rights do you offer?

Our productions are developed for French television. We therefore offer television and DVD rights. We are also open to new technologies and offer VOD rights to any platforms who may be interested in our programs.

#### Buyers from what countries do you target?

We have a real desire to work with all five continents. "Nicolas Le Floch", for instance, has been sold in Russia, in the Czech Republic, in Japan, in Switzerland and we are hoping to sell it in Latin America soon. Our objective is to broadcast the programs we are working on as widely as possible. For the world content market, we are targeting Eastern Europe in particular. We wish to work with the countries that are now part of Europe's 27 and with those countries that constitute tomorrow's European Union.



Ania Taylor  
Manager, International  
Television  
World Wrestling Entertainment  
(International) Ltd.  
United Kingdom



#### What products will you offer during the World Content Market?

WWE have been pioneering sports entertainment for over 25 years and WWE has developed into one of the most popular forms of entertainment in the world. Our portfolio ranges from our live event 'telenovela' programming, to PPV and VOD content. We have now also started producing family movies for distribution across all platforms.

#### What rights do you offer?

WWE offers rights to television programming, PPV, VOD and films, as well as digital rights to our TV, web and mobile content.

#### Buyers from what countries do you target?

At World Content Market, WWE is looking to meet companies from Europe, with a particular focus on Central and Eastern European markets, as well as the Netherlands and Scandinavia.



Denise Anlander  
TV Distribution Manager  
Guinness World Records  
United Kingdom



#### What products will you offer during the World Content Market?

Guinness World Records TV will bring more than 700 hours of programming to the World Content Market ranging from one-off specials to complete series. 2009 has been our most productive year to date with 10 original productions in Europe, and Australasia, all of which are packaged and ready for international distribution.

**What rights do you offer?**

We control all media rights to the Guinness World Records programming both in short- and long-form. Although originally produced as long form programs, the shows are very segmented into different record attempts so work equally well as stand-alone clips.

**Buyers from what countries do you target?**

One of our main objectives for 2010 is to increase our distribution presence in Eastern Europe. We feel that the World Content Market itself can be a good aid to assist us with this part of our strategy. All of our latest shows are available for first run in these territories so we are very excited about showing them to key buyers and believe by the end of the market several deals will be well on their way to conclusion.



Javed Rehman Khan  
Proprietor & CEO  
Rakhshan Movies Network  
India

**What products will you offer during the World Content Market?**

Rakhshan Movies Network is the global company for buying, selling, financing and distributing cultural contents across all platforms. We provide world audiences with quality and innovative stories across multiple platforms while taking Indian stories to the world at large. We will be offering during the World Content Market: Indian films and TV series, TV movies. Also, we offer excellent content for films; we commission TV programs and classical Indian movies, we offer video-albums on Indian Culture, we are also interested in co-productions.

**What rights do you offer?**

Aggregation of Rights: Theatricals, TV, video, home video, terrestrial, in flight and satellite rights.

**Buyers from what countries do you target?**

Asia, Africa, Australia, Europe, Middle East and North America

Marine Launier  
Sales Executive  
Novavision  
France

**What products will you offer during the World Content Market?**

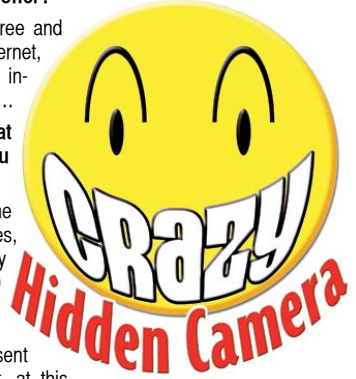
We offer products: 200 x26' "Pop Corn TV" World's Best comedy shows, 100x26' "Pop Corn TV" Crazy Hidden camera shows, 45x26' Hilarious home Videos Shows or 475 clips, 10x26' Mad Boys Shows or 170 clips, 4x26' Junior Hidden Camera shows or 60 clips, 5x26' Pop Corn Xmas or 50 clips 400 Extreme Sport Bloopers, 3x52' or 6x26' extracts of the Last "Festival du Rire de Montreux" for their 20th anniversary, 13x26' Rob Spence Show...

**What rights do you offer?**

All kinds of rights: free and pay TV rights, internet, mobile, VOD, DVD, in-flight, digital signage...

**Buyers from what countries do you target?**

We target all the present countries, because we already sell in more than 70 countries. So, we target all the zones of the world present in Prague. However, at this market, we would like to focus our efforts in the countries we are not present in yet, like Austria, Bulgaria, Hungary, and Turkey...



Emilio Ferrari  
President  
Entertainment 7, Inc  
United States

**What products will you offer during the World Content Market?**

We will be offering theatrical feature films, television films, television series, documentaries, reality television shows. All different genres and budgets from a couple of million up to \$50 million dollars...

**What rights do you offer?**

We offer worldwide rights to all out titles in all media.

**Buyers from what countries do you target?**

We target buyers from all countries worldwide in all different Medias based on what they are looking for.

Jean Christophe Blavier  
CEO/Producer  
MOVING-ANGEL GMBH  
Germany



**What products will you offer during the World Content Market?**

We are very much excited to be attempting to our first World Content Market and our first 2010 market! This we are presenting documentaries and feature films. Our portfolio contains 4 completed projects, 3 in production and at least 2 in development! We are looking very much forward to meet and discuss new opportunities and to widen our network especially for Asian, Middle East and Eastern Europe areas.

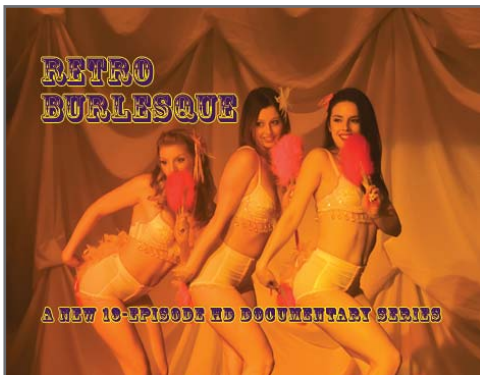


Carolyn Kelly  
Producer  
Retro Burlesque Productions  
Canada



**What products will you offer during the World Content Market?**

This is my first time at the World Content Market, and my Producing partner Kate Grant and I are bringing a 13 x 30 series called "Retro Burlesque", which is about the history and revival of Vaudeville and Burlesque, past and present. Separate from that, I'm bringing a short documentary film called "One Night Only", about 5 retired exotic dancers from Canada who came out of retirement for one final night on



stage! I also have two scripted series in development stage that I'm shopping around for interest. The good thing about being the creator of these shows as well as the Producer is that I can tailor them to meet the interests of your viewers.

**What rights do you offer?**

Currently we have offers from ARTV Quebec, and SKY network UK for "Retro Burlesque", but all other territories are open. All territories are available for the "One Night Only" and my two scripted series.

**Buyers from what countries do you target?**

I will target any buyers who are interested enough and open-minded to my type of scenarios. I do not write for children, but I write for entertainment. I look forward to the challenge, and hope for a successful market.

Romy Ricart  
International Sales Executive  
Moving Pictures Film & Television  
United States



**What products will you offer during the World Content Market?**

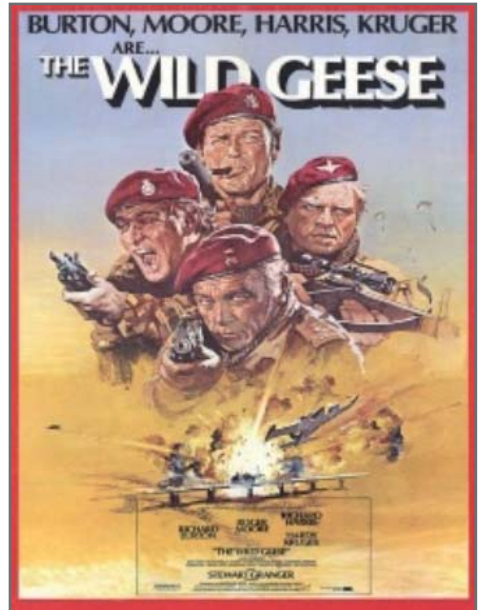
250 hours of High Definition television content, ranging from lifestyle, magazine, and documentary, combined with over 200 feature film titles, including new theatrically released films and vintage classics.

**What rights do you offer?**

All rights.

**Buyers from what countries do you target?**

Buyers worldwide.



Sabrina Eleuteri  
International Sales Manager  
Europe  
RAI TRADE  
Italy



**What products will you offer during the World Content Market?**

Fiction, Films, Docs, Animation, Formats.

**What rights do you offer?**

All television and video rights.

**Buyers from what countries do you target?**

All countries, Eastern Europe in particular.

Hana Hadzikaric  
Junior Sales Manager  
united docs GmbH  
Germany



**What products will you offer during the World Content Market?**

united docs is focused on marketing documentaries worldwide. Every year our portfolio expands by around 100 program hours.

**What rights do you offer?**

The TV, DVD and VOD rights. We offer cover a broad array of styles and genres.

**Buyers from what countries do you target?**

Targeting customers around the globe, we continually strive to offer up-to-date programming on internationally relevant events and anniversaries, such as the upcoming 2010 World Cup in South Africa. We are also proud of our increasing selection of investigative features on both well-known and lesser-known worldwide trends and crises, such as "Salmonopoly", a cutting-edge HD program about the downsides of global salmon production.

Simon Howe  
Director of Canadian and  
International Sales  
CINEMAVALT.COM, INC  
Canada



**What Products do you offer at the World Content Market?**

Cinemavault is coming to the World Content Market with over 350 films covering all genres. We are constantly adding new product to our lineup to meet market demand for high quality films. With over 30 years of experience and acquisition in international film distribution, Cinemavault has a lineup with international appeal: from the star-studded "Lymelife", to the hilarious "Puck Hogs", and the educational "Gashole".

**What rights do you offer?**

At Cinemavault, we have a policy of always doing the best we can for our films. We are coming to the World Content Market prepared to do business either for all rights, video rights, television rights, or new media rights.

**Buyers from what country do you target?**

As an international sales company, all countries are important to us. We have established profitable relationships with many buyers worldwide through years of doing great work together. We attend all the major international markets, and are always looking forward to making new and lasting relationships.



Alan Green  
Sales Director  
FCCE Distribution B.V.  
Netherlands



**What products do you offer on the World Content Market?**

FCCE prides itself with providing high quality finished programming at an affordable price. With one of the largest archives in film- and Hollywood-related content from the last 30 years right up till yesterday, FCCE offers Broadcasters, Digital Channels, VOD providers, Narrowcasters, Mobile and Online Platforms with a wide range of content ranging from short form items to weekly magazines and documentary lifestyle series.

Our flagship program "FILMS & STARS" has been licensed into more than 80 territories including this month on E! Entertainment Latin America. This weekly film and light entertainment magazine is ideal for a family audience and include the latest movies and star interviews. "HOLLYWOOD BUZZ" is currently licensed in more than 40 countries including Poland, Macedonia, Romania, Ukraine, Turkey, Malta and Cyprus. This half hour program has a more female bias with Hollywood news and gossip, as well as the latest LA Premieres, perfectly complementing any broadcast schedule. FCCE produces programs for every target audience, for example "ACTION ZONE" – a weekly half hour magazine aimed at men giving the latest action, horror, comedies and thriller releases at the cinema and on videogames, the

biggest action stars and Hollywood babes are featured. And "KIDS FLIX" is our 10 minute weekly kids' entertainment magazine telling them the latest kids' movies and DVDs available. "GAMEFAQS.TV" caters for the massive gaming audience now existing in all territories with the latest releases, tips and tricks, interviews and reports from around the world.

Recently launched has been our 13 episode docutainment series "SPOTLIGHT ON", each episode gives the viewer a close up and personal look at a different topics such as child stars, power players of Hollywood, musicians turned actors or women in Hollywood, and containing the views of hundreds of stars from the last 30 years. A fascinating look at what it is like to live the Hollywood Life.

For short form content FCCE has launched a "DAILY ENTERTAINMENT NEWS FEED" with a mix of raw material and finished items this is delivered daily with partner Eurovision Operations to broadcasters and production companies. Additionally, we offer: short filler materials "STAR PROFILES", "MOVIES NEWS", "BEHIND THE SCENES SPECIALS" or "FESTIVAL REPORTS".

#### What rights do you offer?

FCCE offers licensing rights for all media platforms from Commercial and Public Broadcasters, Digital Stations, VOD Providers, Film Channels, Narrowcasters, Mobile Operators and Online Portals, Broadband and New Media Platforms.

#### Buyers from what countries do you target?

Over the last two years FCCE has seen rapid growth internationally, especially in Central and Eastern Europe where we have developed solid business partnerships with many clients. Our focus is to extend our low cost programming into more territories across the region and looking at targeting not only national and established broadcasters, but also recently launched platforms that are looking for great entertainment programs and content. Russia and CIS will be another growth area for FCCE in 2010.

We look forward to working together with new clients in the near future.

Anne Malenfant  
Television Sales and Marketing  
Manager  
Just For Laughs  
Canada



#### What products do you offer on the World Content Market?

We want to prioritize our "Just for Laughs Gags" (211x30'), "Naked & Funny" (160x30') and "Stand up Comedy" (Hundreds of performances and one-off available).

#### What rights do you offer?

All rights are available, including TV, internet and mobile, DVD, Airline rights, closed circuit, etc...

#### Buyers from what countries do you target?

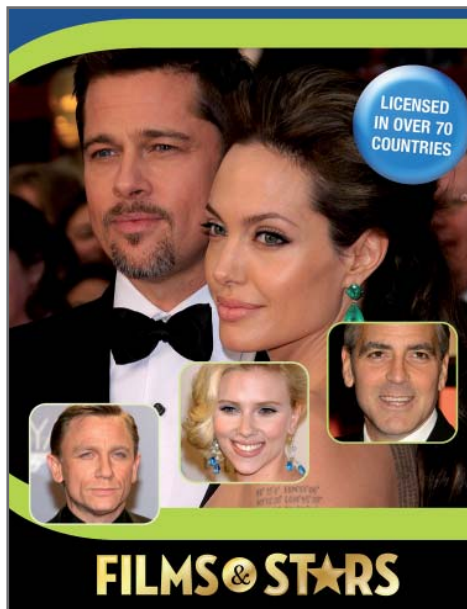
Just For Laughs Gags is seen in 135 countries and watched on 95 airlines. We've reinvented the hidden camera show as a non-verbal experience so that anyone with a sense of humour can enjoy it. It's all about putting unsuspecting strangers in unusual situations for the benefit of good, clean fun.

We are interested in all Eastern, Western European and Middle-East countries.

#### About the Just For Laughs Group

With 200 employees working out of offices in Montreal, Paris, Los Angeles, Toronto and London, the Just for Laughs Group has been in full growth mode since the organization's first Festival in 1983. Growth is concentrated on four major focal points: Festivals (in Montreal, Toronto, Chicago and major public events in Paris); television production (most notably "Gags" seen in 140 countries and on over 100 airlines for an audience of more than a billion); live shows (Jerry Seinfeld Canadian tour dates, Family Guy Live!, Jeff Dunham, Ron White, Russell Peters tour dates, the Capital One Canadian Tour, Arturo Brachetti in London); and talent management. The Just For Laughs Group, ranking as one of the Top 100 Worldwide promoters by Pollstar, has annual revenues of more than \$100 million, more than half of which are generated from activities outside Quebec.

Just For Laughs television shows including Just For Laughs Gags: the world's best non-verbal hidden-camera gags seen in over 135 countries and on over 95 airlines around the world. In 2010, they are celebrating their 10th anniversary.



Yuri Volodarsky  
 Head of Development &  
 Distribution  
 AFL Productions  
 United States



**What are your new highlights for the World Content Market?**

“Police Patrol” (16 x 104 min, TV Movies) - Two policemen are battling with evil when the law and justice are not able to find each other. When Partnered Up – Bad Guys Don’t Stand A Chance!

“Pisa Tower” (1x 90 min) - TV Movie. Russian couple experiencing a crisis in their relationship. They finally reveal their secrets to each other. This could be a good drama movie if it would not a brilliant comedy.

“Theory of Catastrophes” (4 x 60 min) - The Most Shocking Disasters that happened in the last 10 years in the former USSR.

**How are these shows different or unique to stand out from the pack?**

“Police Patrol” is a mini-series of eight well-scripted action packed movies, with separate and self-contained stories for each movie. The Premier of “Police Patrol” took place on Channel Russia in May 2008. The movies were programmed as a strip from Monday to Thursday at 21.00 and they showed tremendous score: 11.3% TVR / 30.7% Share. After the great success in Russia, “Police Patrol” arrived in Ukraine. Channel 1+1 launched “Police Patrol” starting January 17, 2009 and broadcasted movies on a weekly bases on Saturday at 8:00 pm. “Police Patrol” scored the first place in the primetime with 10.62% TVR / 25.6% Share. “Police Patrol” is ready for immediate international distribution with M&E track and English dialogue lists. The original Russian version has English subtitles. The HD version of the project is also available for immediate delivery.

“Theory of Catastrophes” (4 x 1 hour) is a prime-time documentary series, which presents ecological and social catastrophes, natural disasters, accidents, collisions, explosions and other cataclysms. This series not only reveals unique and dramatic footage of actual events, but it also analyzes and investigates why tragedies happen and what could possibly be done to prevent similar devastations in the future.

**What territories are priorities for you?**

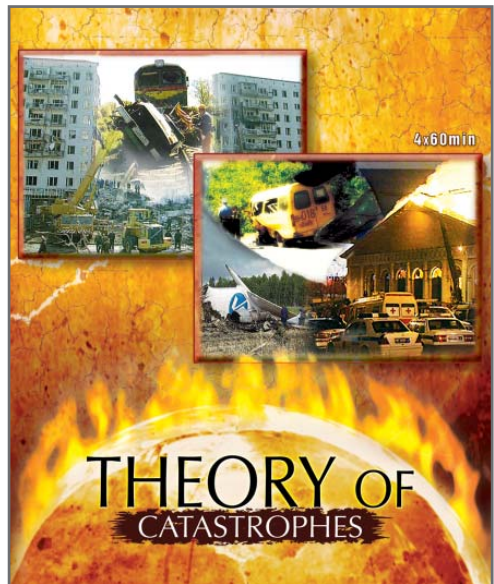
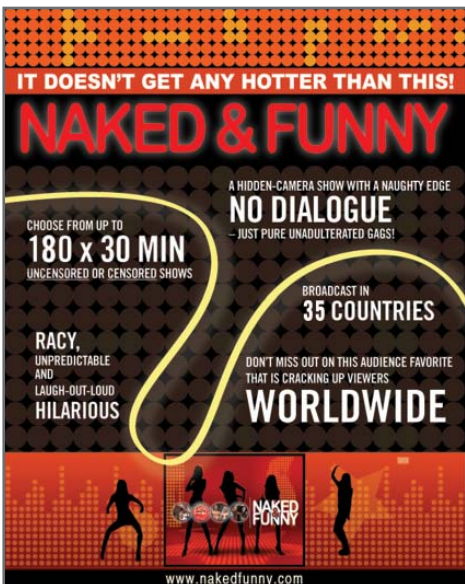
It is obvious that for every title there is always a priority to be sold in every country. For example, we are working hard on a deal for “Naked & Funny” and “Wild and Crazy” in the US. We already received an interest from a few broadcasters, including Comcast In-Demand. “Naked & Funny” will be on air in US by the end of February with its DR Release. “Naked & Funny” was sold to Viasat TV6 & TV3 Hungary first and scored a great numbers in prime-time. Then series became a hit in Bulgaria on BTV following by tremendous success in Poland on TV PULS. “Naked & Funny” is also sold to Ex-Yugoslavia. Our target on World Content Market to offer this series to Czech and Slovakian broadcaster.

“Theory of Catastrophes” is a new and fresh series. Our priority is to sell these series to our existing clients who already bought and have had success with our series “Wild & Crazy” and “Caught on Tape”, which are France, Germany, Korea, Brazil, and Finland. This series is available for Eastern Europe, so World Content Market will help us to promote it accordingly.

“Police Patrol” had a great launch in Russia and the CIS. We are expecting it to continue successfully in Eastern Europe and in Scandinavia.

**Are there are any other goals you’ll be looking to achieve during this market?**

To support all our agents in their sales efforts with marketing and promotion. And, of course, we should never forget about important goals, such as meeting with colleagues and friends, the exchange of ideas for new projects, and have a good time in Prague.



# LATIN AMERICAN PRODUCTS FOR ALL BUDGETS

Delmar Andrade  
International Sales Director  
Rádio E Televisão Record  
Brazil



Rádio E Televisão Record (office 1315) presents series and telenovelas suitable for all audiences.

In "The Law and the Crime", Catarina is a high society woman who decides to study and become a police officer after her father murderer in a robbery. Uncharged of the most problematic police department of the region, her only goal is to make the law being accomplished. Her path crosses with Nando's, a boss of drugs traffic, and with Romero's, a policeman. The plot unleashes itself when Nando kills his father-in-law, who is father of Romero. The brother-in-law is a policeman too, ignores the formalities of the law and swears to revenge the death of his father. He is tight of his points, joints the militia to get more strength, go up the hill and accomplish his goal.

Anabela is a proficient and hardworking young girl in "Ugly, Bela", but her messy appearance hampers her professional life, making obstacles when she tries to get a job. Bela tries to get a job in an important agency of publicity, but she loses her post to an incompetent, but very beautiful woman. Ironically, Bela accomplishes in supersedes the ancient concurrent some days after, occupying the post of secretary of a new president-director. Rodrigo, a player and swinger boy takes the post of president-director, surprising everyone. The inexperience of Rodrigo, plus his ambition, makes he commits deep mistakes on conducting the producer, he appeals, so, to Bela, who, in love, makes everything to not disappoint him.

In "The Slave Isaura", Isaura was born in 1835, in the farm of Commentator Almeida, daughter of the slave Juliana and the tenant of the farm, Miguel. Juliana dies right after the birth, because she denied lying down with the Commentator, who whips her to death in revenge. So, Isaura is raised and educated by Gertrudes, wife of Commentator, who always wanted to have a daughter. Besides excellent education and the white skin, Isaura, as a daughter of slave, she will always be treated as a slave. In 1854, Isaura is 19 years old and she is a beautiful maiden. Her problems begin when Leoncio, son of the commentator, appears into her life and develops a sick passion for her, but all trials are useless.

In "Flames of Life", a criminal fire in a factory develops histories of love and hate, revenge, friendship and the rejoining of two friends since the childhood, who did not see each other since a long time ago. Pedro is a fireman, 32 years old and has chosen the same profession of his father because he thinks his father was a big hero. After her parents' death, Pedro started to take care alone of his 3 younger brothers. Carolina is a 28 years old girl who has her own filmmaker company. Daughter of an important entrepreneur, owner of the ice cream factory, she is saved by Fireman Pedro when the factory was set on fire. "What's Up" tells the story of six college students and tackles about themes that evolves life of youngsters when they enter the college: difficulties, possible and impossible loves, first job, among other things that happens at that age. The telenovela shows also the change of fathers' life, in consequence of the children's choice. "Ways of the Heart" is the first soap opera that mixes science fiction, fantasy and special effects. This is a story for the whole family that brings together comedy, romance, emotion and many adventures, based on arts, education, philosophy, history, scientific breakthroughs and love. "50 by 1" presents what is most beautiful, astonishing and fantastic in the world. Many people have lived at least one unforgettable experience.

