



WHAT DO BUYERS AND COMMISSIONING EDITORS WANT?

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Ross Crowley
Director of Content

ACTIVITY

Acquisitions • TV Content Buyer • (S)VOD Buyers
• Commissioning Editor

DRAMA

ACQUISITION TERRITORY

Europe : United Kingdom **Oceania** : Australia **North America** : USA



What is your editorial strategy ?

Foxtel is Australia's leading multi-platform entertainment company, sports, movies, entertainment and premium and original drama across cable, satellite, IP and mobile.

We're actively looking for unique, original content that we believe will suit our customers.

What type of projects/programs are you looking for ?

Original drama with strong underlying story, recognisable talent or such production execution that it overrides less well known content and talent.

What kinds of sales pitches do you respond best to ?

Any format that best illustrates the quality of the final series.

ALIBABA MEDIA & ENTERTAINMENT GROUP CHINA



Qiang Li
Director of Media
Acquisition &
Cooperation

ACTIVITY

Acquisitions • Commissioning Editor • (S)VOD Buyers

DOC

FORMAT

ACQUISITION TERRITORY

Asia : China • Japan • Malaysia • Philippines • Singapore • Taiwan • Thailand • Vietnam **Europe :** France • Germany • Italy • Netherlands • Norway • Turkey • Ukraine • United Kingdom **North America :** Canada • U.S.A.

YOUKU 优酷

What is your editorial strategy ?

Youku is a leading multi-screen online video sharing and streaming platform in China, and forms a key part of Alibaba Digital Media and Entertainment Group. Youku users can search and share video content quickly and easily, as well as access a wide selection of content, both proprietary and licensed, in its library. For more information, visit www.youku.com.

About Alibaba Digital Media and Entertainment Group

Alibaba Digital Media and Entertainment Group leverages Alibaba's commerce data to provide a comprehensive digital media and entertainment ecosystem for users to discover and consume content, and engage and interact with each other. Businesses under the Group include Youku, UC, Alibaba Pictures, Alibaba Music, Alibaba Gaming and Alibaba Literature.

What type of projects/programs are you looking for ?

Premium Formats, Non-scripted Entertainment, Doc& Factual, Web Original

What kinds of sales pitches do you respond best to ?

Proposal with screeners, production team, budget plan and timeline.

What are you looking for when working on coproduction projects ?

Premium Formats, Non-scripted Entertainment, Doc& Factual, Web Original

TV 2 DENMARK DENMARK



Anette Roemer
Head of Acquisitions
& Formats

ACTIVITY

Acquisitions • (S)VOD Buyers

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Europe: Danmark • Germany • Norway • Sweden • United Kingdom **North America:** U.S.A.



What is your editorial strategy ?

TV 2 Denmark's main channel places strong emphasis on local Danish production, both drama and factual. We strive to tell original stories which tap into our viewers' daily lives. Drama series RITA, our belligerent but charming school teacher, delivers a recognizable setting and likewise, the theme of education is covered in our factual series 'Happy Families'. The subjects of children, family, all aspects of lifestyle, housing, health and jobs, as well as the more serious agendas in our society, are covered from diverse angles so that we engage the audience with both 'lean forward' and 'lean back' viewing experiences.

TV 2 Zulu is always keen to find bold programmes that will make a splash with the 15-40 group. Still funny, but now also embracing a wider array of feelings and objectives appealing to male/female co-viewing.

TV 2 Charlie appeals to the mature audience with heartwarming and/or surprising drama and entertainment in a charming, enthusiastic and un-nobbish tone of voice.

What type of projects/programs are you looking for ?

We are focused on feature films and strong factual on topics relevant to our audience, fact ent for our lifestyle channel TV 2 FRI, British drama for TV 2 Charlie and formats for primetime on our main channel.

What kinds of sales pitches do you respond best to ?

Finished tapes with relevant background material as well as pitches for pre-buys.

ZDF ENTERPRISES GMBH GERMANY



Volker Lehmann
Vice-President
Acquisitions And
Coproductions Zdf

ACTIVITY

Acquisitions • Commissioning Editor • TV Content Buyer

KIDS

DOC

DRAMA

ACQUISITION TERRITORY

Europe: Austria • Belgium • Danmark • France • Germany • Iceland
• Netherlands • Spain • Sweden • Switzerland • United Kingdom
North America: Canada • U.S.A.



What is your editorial strategy ?

1. To satisfy clients by providing excellent service
Satisfied clients are the most important pre-requisite for a company's lasting success. ZDF Enterprises has therefore set itself the task of providing outstanding service to both external clients and partners, as well as its internal clients at ZDF.

This comprises:

comprehensive and exclusive utilisation of all ZDF rights

management of programme purchases and Commissioners

implementation of special projects (such as the ZDF Shop)

2. To achieve commercial success

Backed by a firm commitment to ZDF, ZDF Enterprises weighs up the market opportunities and risks in order to forge new, profitable roles for the ZDF Group. We achieve this by means of:

targeted investment in a wide variety of programmes

involvement in Commissioners and co-financing in the sectors of fiction, documentaries and children's programmes

utilisation of the rights created in this way

the development of new commercial activities and the implementation of innovative projects

3. To effect successful management and coaching of associates

ZDF Enterprises facilitates the success of its subsidiary and associate companies in a variety of production and utilisation sectors. To achieve this we provide:

careful scrutiny, structuring and application of opportunities for participation

comprehensive analysis of company tasks

intensive management and coaching of subsidiary and associate companies

effective networking of ZDF, ZDF Enterprises and the subsidiary and associate companies

What type of projects/programs are you looking for ?

We are looking for high quality programmes which meet the requirements of ZDF and its affiliated channels. Also these programmes should attract new audiences, a crucial challenge in times of deep change in audience demographics.

What kinds of sales pitches do you respond best to ?

To competent pitches (in the sense that you can see the sales person is well prepared). Does she/he know my broadcaster's profile? Does she/he know which programmes are presumably interesting for me (and which are definitely not...)?

What are you looking for when working on coproduction projects ?

We are always looking for promising new projects, coming from experienced producers but also from new upcoming authors. These projects benefit from our experience in establishing international coproduction partnerships. This is very often the starting point of a successful collaboration on a very high level.



CARTOON NETWORK UNITED STATES



Adina Pitt
VP Content,
Acquisitions and
Co-Production

ACTIVITY

Acquisitions • Commissioning Editor • TV Content Buyer
• (S)VOD Buyers

KIDS

ACQUISITION TERRITORY

Asia: India • Malaysia **Europe:** France • Germany • Italy • Netherlands
• Poland • Portugal • Spain • Sweden • Turkey • United Kingdom **Latin
America:** Argentina • Brazil • Mexico **North America:** Canada • U.S.A.



What is your editorial strategy ?

We look for content (animation) for kids that can work across our vast ecosystem. We build brands and look to balance our originals with high quality 3rd party IP.

What type of projects/programs are you looking for ?

Children's Programmes (primarily animated)
Animation for kids 6-11 as well as 4-7 years old.

What kinds of sales pitches do you respond best to ?

The ones that have great shows! I don't have a preferred style. People who pitch need to know their content as well as our platform.





Sasha Breslau
Head of Acquired Series

ACTIVITY

Tv Content Buyer

DOC

FORMAT

DRAMA

ACQUISITION TERRITORY

Europe : United Kingdom North America : Canada • U.S.A.



What is your editorial strategy ?

We operate the largest commercial family of channels in the United Kingdom and deliver our content through linear television broadcasting as well as on demand via the ITV Hub and across other platforms globally.

ITV broadcasts a wide variety of content on its family of free-to-air channels. Our investment in programming is primarily funded by television advertising revenue. ITV has the largest share of the United Kingdom television advertising market, with a share of broadcast (SOB) of 47.6% in 2017. We sell all of our key demographics across 13 regional licences.

The family of channels attracted a total share of viewing (SOV) of 21.7% in 2017, the largest audience of any United Kingdom commercial broadcaster. Our main channel is the largest commercial channel in the United Kingdom, delivering 99% of all commercial audiences over five million.

Our free-to-air digital channels provide more targeted demographics for advertisers, such as 16-34s, ABC1s, Men and Housewives with Children, and consist of ITV2 and ITV3, the two largest digital channels in the United Kingdom, ITV4, CITV and ITVBe. We also have high definition versions of our digital channels available on pay platforms.

In addition to linear broadcast, ITV delivers its content across multiple platforms. This is either through our over-the-top (OTT) service the ITV Hub, available on 29 platforms including ITV's website (itv.com), pay providers such as Virgin and Sky and through direct content deals with services such as Amazon, Apple and Netfix.

What type of projects/programs are you looking for ?

For unscripted content we are looking for female-skewed glossy, fun, reality series (not single docs) from America/ Canada that would sit alongside REALHOUSEWIVES/ MILLIONAIRE MATCHMAKER/ PROPERTY BROTHERS. So, either series with distinctive characters, or something with a strong format (cake/ baking shows, dating shows, plastic surgery, motherhood, home improvement and glamorous makeovers). Ideally all content should be exclusive United Kingdom premieres, but we're not averse to sharing with a smaller pay TV Channel.

For our male channel, we are open to American/ Canadian/ Australian male-skewing factual/ fact entertainment shows for 8pm, nothing too factually heavy but with a bit of take out for viewers. No specific subject matter but shows like RIVER MONSTERS/ SALVAGE HUNTERS would work well.

We are also open to miniseries/ docs on the Royal Family (celebratory rather than salacious in tone), or programmes which feature British landmarks.?

For our young-skewed Entertainment channel, the focus is on broad network comedy series, and Christmas-themed content.?

For our kids channel, we are looking for content aimed at 6-12 year olds, with 10 being the key age group. We are only looking for animated comedies aimed at boys, but for live action, open to all genres aimed at a gender-neutral audience.?

What kinds of sales pitches do you respond best to ?

Open to pitches in person, over the phone or over email. Rather than including details of the full slate/ avails, I prefer distributors to ask questions about what kind of content we acquire, and then tailor proposed programming accordingly.