

# WHAT DO BUYERS AND COMMISSIONING EDITORS WANT?

MARCH 2021

**mip**  
driving the  
content economy®





**Peter Andrews**  
Head Of Network  
Programming

## ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers  
• Commissioning Editor • Other

DOC

FORMAT

DRAMA

## ACQUISITION TERRITORY

**Asia:** China • India • Indonesia • Japan • South Korea • Taiwan **Europe:**  
Austria • Belgium • Czech Republic • Danmark • Finland • France  
• Germany • Iceland • Ireland • Italy • Netherlands • Norway • Poland  
• Portugal • Romania • Russia • Spain • Sweden • Switzerland • Turkey  
• Ukraine • United Kingdom **Oceania:** Australia • New Zealand **Latin  
America:** Argentina • Brazil • Venezuela **North America:** Canada • U.S.A.

### What is your editorial strategy ?

At SBS we are inspired by the bigger picture. We deliver a richer more holistic understanding of our world by presenting surprising perspectives in entertaining ways. Our flagship channel inspires you to think new things and to feel a sense of connection, belonging and empowerment.

### What type of projects/programs are you looking for ?

7:30pm Factual Series and Singles - warm, curious and optimistic (40-54 M/F)  
8:30pm Factual/Food Films: bold, surprising and celebrated (40-54 M/F)  
9:30pm Drama: driving passion and engagement (40+ M/F)

### What kinds of sales pitches do you respond best to ?

The soft sell. We will need to view/discuss and then we will make a decision.

### What are you looking for when working on coproduction projects ?

We rarely do full Commissioners but will pre-buy from suppliers and on topics we trust

# ARTE1 - BANDEIRANTES BRAZIL



## Janaina Tadeu

Head Of Acquisitions And  
Coproductions

### ACTIVITY

Acquisitions ● Tv Content Buyer ● (S)VOD Buyers

DOC

### ACQUISITION TERRITORY

**Europe** : Austria ● Belgium ● France ● Germany ● Italy ● Spain **Latin America** : Argentina ● Colombia **North America** : Canada ● U.S.A.

### What is your editorial strategy ?

The Arte1 channel offers 24 hours of a programming completely dedicated to the art universe. Our mission is to contribute with the development of an audience interested in knowing more about visual arts, photography, architecture, design, dance, classical music, fashion design, literature, theater and art cinema. In our programming grid, the audience can find documentaries, series, movies and performing arts.

### What type of projects/programs are you looking for ?

We are looking for sophisticated productions. Our main request is that all the themes of the programs needs to be related to art topics. We have slots for: documentaries (one-off)/ doc-series with episodes of 26' or 52'/ concerts from classical to modern music / ballet performances from classical to contemporary style / awarded and independent art movies. For this year, we are focused on acquiring documentaries from all the main arts subjects.

### What kinds of sales pitches do you respond best to ?

The best pitch is when you receive an accurate selection of titles that might fits your interest. It is always faster to evaluate when you have links and synopsis available to send by email or show during the meeting.

# CBC (CANADIAN BROADCASTING CORPORATION) CANADA



**Jenna Bourdeau**  
Senior Director,  
Acquisitions

## ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

DOC

FORMAT

DRAMA

## ACQUISITION TERRITORY

**Africa:** Nigeria • South Africa **Asia:** China • India • Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam  
**Europe:** Danmark • Finland • France • Germany • Iceland • Ireland • Italy • Netherlands • Norway • Spain • Sweden • United Kingdom **Middle East:** Egypt • Israel • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia • U.A.E. **Oceania:** Australia • New Zealand **Latin America:** Argentina • Bolivia • Brazil • Colombia • Dominican Republic • Ecuador • El Salvador • Mexico • Peru • Uruguay • Venezuela **North America:** Canada • U.S.A.

## What is your editorial strategy ?

As Canada's national public broadcaster, CBC offers a wide array of content to audiences via linear and digital platforms in nearly every genre - kids, news, sports, documentary, unscripted and scripted. CBC's schedule is anchored by award-winning, critically acclaimed original Canadian dramas and comedies

(Schitt's Creek, Coroner, Workin' Moms). In terms of acquired content, we look for leading scripted programming (drama and comedy) that can hold its own alongside such premium originals. The current growth area for acquisition opportunities is currently for our streaming service CBC Gem, which offers Canadians a free and subscription option to streaming service which offers an array of domestic and international content.

Our focus for Gem acquisitions includes high impact content of all genres- specifically- drama, comedy, unscripted, documentary, preferably catering to 40 yr and under demographic.

## What type of projects/programs are you looking for ?

Scripted Genres: Drama, Crime, Comedy, Thriller, Sci-Fi, Holiday MOW, Theatrical Family Features, Younger skewing across all genres

Feature Films: Theatrically released family features, Theatrical holiday features; High Profile Documentary Feature Films

Unscripted: High Profile lifestyle series and specials

## What kinds of sales pitches do you respond best to ?

A detailed email works very well!



# HRT - CROATIAN TV CROATIA



## Mira Vocinkic

Editor - Buyer,  
Acquisitions Department

### ACTIVITY

Tv Content Buyer

DOC

### ACQUISITION TERRITORY

**Europe :** Austria • Czech Republic • Danmark • Finland • France • Germany • Iceland • Netherlands • Norway • Poland • Russia • Spain • Sweden • Switzerland • United Kingdom **North America :** Canada • U.S.A.

The logo for HRT (Croatian Radio and Television) features the letters 'HRT' in a bold, white, sans-serif font. The letter 'R' is stylized with a red square at its top right corner. The logo is set against a dark blue rectangular background.

### What is your editorial strategy ?

Public Broadcaster

### What type of projects/programs are you looking for ?

All kind of documentaries, talk shows, concerts...

### What kinds of sales pitches do you respond best to ?

I buy ready-to-air programmes. Meetings with distributors are very important for me to collect all the information that I need for an acquisition.

The logo for MIP (Marketplace International Programme) features the lowercase letters 'mip' in a bold, black, sans-serif font. Below the letters, the tagline 'driving the content economy' is written in a smaller, black, sans-serif font. The entire logo is enclosed in a black rectangular frame with vertical bars on the left and right sides.

# YLE FINNISH BROADCASTING CO. FINLAND



**Nina Tuominen**  
Acquisition Executive

## ACTIVITY

Tv Content Buyer

DOC

## ACQUISITION TERRITORY

**Asia:** China • India • Japan **Europe:** Austria • Belgium • Czech Republic • Denmark • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • United Kingdom **Latin America:** Argentina • Brazil • Mexico **North America:** Canada • U.S.A.



### What is your editorial strategy ?

Public Service

### What type of projects/programs are you looking for ?

History, science, wildlife, culture

### What kinds of sales pitches do you respond best to ?

Present me an one-pager with synopsis, essential information on production year, production company, commissioning broadcaster, length etc. A list of interviewees (including titles/positions) and film locations is also useful. Always happy when a sales pitch surprises me and I'm eagerly searching for new, untold stories. Hope for docs with high production value, strong stories and innovative storytelling.



# ZDF - ZWEITES DEUTSCHES FERNSEHEN GERMANY



## Marita Huebinger

Chief Editor Knowledge /  
Arte

### ACTIVITY

Commissioning Editor

DOC

### ACQUISITION TERRITORY

Europe : France • Germany



### What is your editorial strategy ?

Commissioning Documentary

### What type of projects/programs are you looking for ?

science Doc

### What kinds of sales pitches do you respond best to ?

science



**Dermot Horan**  
Director Of Acquisitions  
And Co-Productions

## ACTIVITY

Co-production • Tv Content Buyer • (S)VOD Buyers

KIDS

DOC

FORMAT

DRAMA

## ACQUISITION TERRITORY

**Europe:** Belgium • Danmark • France • Germany • Ireland • Netherlands • Norway • United Kingdom **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.

### What is your editorial strategy ?

Public Service Media organisation which commissions and acquires across all key genres - drama, comedy, documentaries, natural history and children's programming.

### What type of projects/programs are you looking for ?

Drama, comedy, feature films, children's animation and live action, natural history. Both to acquire and co-produce

### What kinds of sales pitches do you respond best to ?

A well-researched pitch which understands the needs of our market.

### What are you looking for when working on coproduction projects ?

Drama series and singles, along with scripted comedy are areas we look to co-fund with like-minded broadcasters and production companies from inception stage on.





**Sharon Moverman**  
Vp Of Acquisitions And  
International Operations

## ACTIVITY

Acquisitions

KIDS

## ACQUISITION TERRITORY

**Asia :** China • India • Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam  
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### What is your editorial strategy ?

Hop! Media Group is the owner and operator of four children channels in Israel: Hop!, Luli, Israeli Childhood and WIZ, and is a market leader with the largest share of preschool viewings and a strong digital presence. Creating and curating content for over 20 years, Hop! is synonymous with high quality and thrilling content, good nurturing values and a safe environment, and is instrumental in building and maintaining leading preschool brands in the territory.

We apply a meticulous screening and evaluation process and cherry pick content to ensure it matches our channels' unique DNA, echoes children's inner world and reflects their everyday routines, challenges and experiences at home and at kindergarten or school.

### What type of projects/programs are you looking for ?

We're always in the market for shows that are entertaining and fun with an added value - whether social, emotional or curriculum based.

Distinctive shows with strong visuals can draw us in but they also need to have strong characters and storylines and to be relatable and engaging to make the cut.

### What kinds of sales pitches do you respond best to ?

The kind that provides as much information as possible and highlights the show's aspects that correspond with our DNA on the one hand, and the aspects that bring something new and fresh, on the other.



**Nathalie Windhorst**  
Head Of Factual  
Acquisition

## ACTIVITY

Acquisitions • Tv Content Buyer • (S)VOD Buyers

DOC

## ACQUISITION TERRITORY

**Asia:** Japan • South Korea **Europe:** Austria • Belgium • Czech Republic • Denmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Spain • Sweden • Switzerland • United Kingdom **Middle East:** Israel **Oceania:** Australia • New Zealand **North America:** Canada • U.S.A.

### What is your editorial strategy ?

Broadcasters of Dutch public television are very active in producing and commissioning in the Netherlands. Acquisition is therefore only a limited percentage of what we air. We focus on the titles and genres we cannot produce inhouse. E.g., award winning international documentaries, talented teams, unique access to a topic, urgent and relevant stories, innovative television that really adds up to what we produce inhouse.

### What type of projects/programs are you looking for ?

- Creative documentaries made by international talent, that tell urgent and relevant contemporary (political) stories (Best of Fest)
- Creative and accessible documentaries on contemporary well-known artists (film, music, literature, architecture, etc.)
- Creative and accesible documentary series on contemporary political and historical topics
- Original fresh factual entertainment and long running factual series for young audiences
- In general: Outstanding new original content that deserves to be seen on public television

### What kinds of sales pitches do you respond best to ?

By email; short synopsis, trailer if possible, info on cv, filmmakers and partners already on board

# ARENA BROADCAST PTY LTD

## SOUTH AFRICA



**Elana Closenberg**  
Head Of Acquisitions

### ACTIVITY

Acquisitions • Tv Content Buyer

DOC

### ACQUISITION TERRITORY

**Europe** : United Kingdom **Oceania** : Australia • New Zealand **North America** : Canada • U.S.A.



### What is your editorial strategy ?

We have 3 channels.

The Home Channel - offers programming for home owners, DIY lovers, decor fanatics, health enthusiasts and foodies alike.

Ignition TV - is South Africa's first and only television channel dedicated entirely to all things motoring. Ignition is not just for people who love cars, it's for people who live them.

Business Day TV - programming provides current, up-to-the-minute information, with key insights and thought provoking debate. The channel has a strong investor focus and is highly rated.

### What type of projects/programs are you looking for ?

Personality driven top quality programming for our channels. Genres include Design, Decor, Home Improvement, Property and Gardening. We are very specific in our programming requirements.

### What kinds of sales pitches do you respond best to ?

Either via email or face to face but must be to the point. Sales people should do their research and know what genres the channel they are pitching to are buying .



# AL JAZEERA MEDIA NETWORK UNITED KINGDOM



**Jackie Murphy**  
Senior Acquisitions  
Producer

## ACTIVITY

Acquisitions • Commissioning Editor • TV Content Buyer

DOC

## ACQUISITION TERRITORY

**Africa:** Algeria • Benin • Cameroon • Central African Republic • Côte d'Ivoire • Democratic Republic of the Congo • Kenya • Morocco • Nigeria • South Africa • Tunisia • Zimbabwe **Asia:** China • India • Indonesia • Japan • Malaysia • Philippines • Singapore • South Korea • Sri Lanka • Taiwan • Thailand • Vietnam **Europe:** Austria • Belgium • Czech Republic • Denmark • Finland • France • Germany • Greece • Hungary • Iceland • Ireland • Italy • Luxemburg • Netherlands • Norway • Poland • Portugal • Romania • Russia • Serbia • Spain • Sweden • Switzerland • Turkey • Ukraine • United Kingdom **Middle East:** Egypt • Israel • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia • U.A.E. **Latin America:** Argentina • Bolivia • Brazil • Colombia • Dominican Republic • Ecuador • El Salvador • Mexico • Peru • Uruguay • Venezuela **North America:** Canada • U.S.A.

## What is your editorial strategy ?

Al Jazeera English is a global news and current affairs channel. Our documentaries should be by and about a range of people, places and perspectives, challenging dominant views and reflecting the human experiences and stories behind current affairs. Our films must speak to our audiences around the world. We give voice to those who rarely get heard in mainstream media and we value films, which are framed and positioned from within the global community. We value well-crafted films with strong visual storytelling and high production values.

## What type of projects/programs are you looking for ?

I am mainly looking for outstanding character-driven observational documentaries for the Witness flagship documentary strand. I look for strong characters and stories, which provide a deeper understanding of global current affairs issues. Witness has a weekly 48' slot and a weekly 25' slot. I frequently acquire award-winning feature-length documentaries, which we cut down to fit our slots. We commission, acquire and coproduce a large number of single documentaries and series.

## What kinds of sales pitches do you respond best to ?

I respond best to people who have a very good knowledge and appreciation of our channel and have watched many of our programmes to understand which filmmaking style works for which strand.

## What are you looking for when working on coproduction projects ?

Exceptional, outstanding films with high production values, which will appeal to our global audience.



# ITV UNITED KINGDOM



**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.

# MIDDLE EAST BROADCASTING NETWORKS INC. UNITED STATES



## Amr Mandour

Manager, Program  
Scheduling And  
Acquisition

### ACTIVITY

Acquisitions

DOC

### ACQUISITION TERRITORY

**Middle East:** Egypt • Jordan • Kuwait • Lebanon • Qatar • Saudi Arabia  
• U.A.E.

**MBN** MIDDLE EAST  
BROADCASTING  
NETWORKS, INC.



### What is your editorial strategy ?

We look primarily for docs that pertain to U.S.- Middle East issues, Counter-terrorism/CVE, Arab-American relations, social issues, human rights, civil rights, women's rights, religious tolerance, contemporary issues with an American or Middle East angle, U.S. history, Americana, business entrepreneurship, biographies from U.S. or Middle East. Hours, half-hours, feature length. Series or one-offs.

### What type of projects/programs are you looking for ?

U.S.- Middle East issues, Counter-terrorism/CVE, Arab-American relations, social issues, human rights, civil rights and women's rights.

### What kinds of sales pitches do you respond best to ?

Current Affairs and investigative





**Register on [miptv.com](http://miptv.com)  
and start networking with  
more than 800 buyers**