



VIDEOAGE DAY 2

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The Scripted Side Of “Unscripted” Revealed

MIP-TV is big on unscripted content: Seminars, master classes, keynote speeches and over 920 companies (both exhibiting and those without stands) seem to be all clamoring for their unscripted shows.

The questions now are: how much scripted is there in unscripted? And in the 39 format-related conferences held here at MIP, will the scripted side of unscripted stand up?

The thing about reality is you never know whether it is or not — real that is. At least you don't when it comes to 'Reality TV' — so much of which is scripted.

Avi Armoza, CEO of Armoza Formats, said that, “within the reality genre, anything up to 80 percent of the show can be scripted, and potentially more”; although he does acknowledge that, “there is no rule



of thumb for this and the amount of scripted content in a format depends on both the genre and the format”.

This is a view echoed by Maartje Horchner, head of Acquisitions at All3Media, who insisted, “there is no general rule. Our shows, such as *TOWIE* (*The Only Way Is Essex*), use prompts to the cast, who are

(Continued on Page 4)

David Ellender is Back in Action

It was a short break, but this MIP-TV brought back maverick international TV distributor David Ellender. He resigned from his CEO position at the London-based FME three years ago to lead production company Slingshot Global Media, and now is back at MIP as Los Angeles-based Sonar Entertainment's president, Global Distribution and Co-Productions.



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VideoAge Daily on the go



Let's Talk About MIP-TV Weather

Let's talk about the weather in Cannes during MIP-TV. It is a big issue, after all. Everyone complains about it, but no one can do anything about it.

One doesn't know what to pack. Do you bring the same dresses and suits as MIPCOM, or new clothes?

Traditionally, it seems that the weather in Cannes changes from sunny before and after MIP, to rainy during MIP. It is not always the case, but it is always very unpredictable. At times it could be spectacular, causing participants to rush and make lunch reservations at one of the beachside restaurants. At other times during MIP, these same restaurants are closed due to rising sea levels and encroaching waves.

If one is lucky enough to be in town just for a few days, the weather issue is of minor importance, as it is for those executives who don't leave their five-star hotel suites, and for those who are driven from their hotel to the Palais for a keynote speech.

(Continued on Page 4)

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My 2¢

During markets such as MIP-TV and MIPCOM, Cannes is adorned with posters. But like a grand dame covered with fabulous jewels, it is very difficult to spot the most unique gems.



What does the proliferation — better yet, the saturation — of branding seen here in Cannes tell you? Billboards and posters are everywhere, as are mini-cars covered with logos, branded umbrellas, restaurant table placemats with product advertisements (a *VideoAge* invention), flyers, balloons, T-shirts — all branded. You name an outdoor advertising vehicle and you'll find it here at MIP-TV.

The costs of all these “visuals” are astronomical, the results at best dubious. But the key question is this: If online services are replacing print media, why is there so much brand emphasis at the markets? And on top of this, there are even reports that outdoor advertising is growing.

The answer to the above question is simple: at the markets, companies need reinforcements to generate interest and stand out above all others. Not before and not after, but during the market, which, I may add, is what printed trade publications do very well.

Izzet Pinto of Turkey's Global Agency — a user of outdoor advertising at markets such as MIP-TV and MIPCOM — explained that for him, “visibility is the most important thing.”

And, indeed, he has a good point. However, according to the Outdoor Advertising Association of America (OAAA), Out of Home Advertising (OOH) only “strengthens an overall magazine ad campaign by providing a constant presence in the marketplace.”

In addition, OAAA goes on to say that “Magazine benefits,” include: “a high degree of selective targeting, high production quality, focused editorial environment [and...] localized targeting capabilities,” which, I may add, is what printed market dailies do extremely well.

In my view, very few outdoor advertisers actually

perform what ad agencies call SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). This includes consideration for “Awareness” (the recalled recognition factor), “Cross-Read” (visibility across traffic lines), “Facing” (the cardinal direction of the poster) and “Flight” (the length of time that the poster is up).

MIP-TV exhibitors often ask me proudly if I've seen their posters or billboards around town. In order not to be perceived as someone who resents competition, I compliment their great posters, when indeed I did not see them. Even if I make a point to look for their posters, after a while, mainly due to clutter, they all become a blur to me and I'm unable to remember any of them.

The main advantage of outdoor advertising is its high frequency (repeated exposure), however when clutter reduces it to “another tree in the forest,” it loses its effectiveness. Another recognized problem is that it is much more difficult to determine outdoor advertising's CPM (cost per thousand) compared to magazine advertising.

OAAA laments, “companies spend almost 100 percent of

their advertising budgets where consumers spend 30 percent of their time. So, where do those consumers spend the other 70 percent? Out of home.”

Perhaps that assessment is valid for general consumers, but for program buyers attending markets like MIP-TV, the contrary is true: they tend to spend 70 percent indoors (at the Palais, hotels and restaurants) and 30 percent outdoors. Then, if it rains, as often happens during MIP-TV, that outdoor percentage is further reduced.

Dom Serafini



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(Continued from Cover)

Unscripted Shows

real, to create highlight in the drama.” She then explained, “a ‘prompt’ might mean creating a situation in which two specific people are in the same room together. But,” she added, “there is no guarantee of what the outcome will be.” Horchner was also at pains to stress that, “there is a huge difference between dramatized reality formats and dramatized observational formats”.

All of which has led us to what Laurence Llewelyn-Bowen, British interior design guru, star presenter, host of the MIP-TV International Format Awards, and in Cannes to launch his new show *Laurence of Suburbia*, described as “a system that has become addicted to the tried and tested — the genre with a track record, and which,” he insisted, “needs to return to the old system of finding presenters who know their subject and producers who trust their cast”. 🇮🇹

MIP-TV 2016's Best Poster Contest

During MIP-TV, posters, billboards and illuminated panels are everywhere. In today's *VideoAge Daily*, they even warranted a My2¢ column. But here, to satisfy MIP-TV participants' curiosity (and Returns On Investment) we embarked on a quest to find out MIP-TV 2016's “Best Billboard” in terms of creativity, appearance and message clarity. Location and size are not prerogatives, but those at the stands do not qualify.

To vote for the Best Billboard, we called upon a group of independent public relations agents and journalists from the U.S., Canada, the U.K., France, Germany and Italy to check out over 200 promotional panels inside and outside the Palais. The invited PR reps were: Mary Powers (Canada); Sheila Morris, MJ Sorenson (U.S.); Celine Xerri-Brook, Debbie Lawrence, Devika Patel (U.K.); Laura Lemens Boy (France); Chiara Duranti (Italy). And the journalists are: Ilana Engelberg, Monica Gorghetto (from the U.S.); Bob Jenkins (from the U.K.); Dieter Brockmeyer (from Germany); Paolo Di Maira (from Italy); and Omar Mendez (from Argentina).

The posters that earned the most votes were *The Story of God with Morgan Freeman*, which is located at the entrance of the Carlton hotel, and the large horizontal poster of *Ash vs Evil Dead* in the main hallway of the Palais on the P-1 level.



Weather in Cannes

Looking back at the weather data of the past few years, we noticed that the closer MIP is to the month of March, the better the weather. In 2012, when MIP was held March 30-April 4, the weather was pleasant every day — with a lowest temperature of nine degree Celsius.

Last year, MIP was held April 13-16 and there were two days of rain. Similarly, MIP 2014 on April 7-10, had two days of rain and a lowest temperature of seven degrees Celsius. However, in 2010, when MIP took place April 10-15, the weather was mostly agreeable, though temperatures dipped to five degree Celsius. Plus, at MIP 2010, the volcano erupted in Iceland, disrupting air travel and stranding many MIP participants.

So, what's in store for the next few days? Well, Tuesday: mostly cloudy and windy; Wednesday: mostly sunny; Thursday: partly cloudy. 🇮🇹



From the MIP Floor

- **Hulu in Japan** has acquired the SVOD rights to **Starz** horror series *Ash vs Evil Dead*, and seasons one and two of drama series *Power*. This new deal follows Hulu in Japan's license of *Black Sails* from Starz Digital in January 2016, which became one of the top three performing series for the Japanese SVOD service. In additional Starz news, Starz Play Arabia has appointed chief strategy officer John Penney as chairman of the board of directors.

- **Zodiak Rights** has secured several additional sales of scripted period drama *Versailles*. Amazon Prime in the U.K. has picked up the first season of the epic drama, in addition to Channel One, an FTA broadcaster, and Sony Entertainment Television in Russia and 15 Eastern European countries. Other European sales include Icelandic national broadcaster RUV and RTP1 in Portugal. Additionally, Globosat Brazil and Directv have landed the rights for Latin America. The series tells the tale of King Louis XIV, a 28-year-old monarch poised to take absolute control of France.

- **Mattel Creations** announced new international deals for all-new *Bob the Builder* series with Channel 11 (Australia), Dreamia-Panda (Portugal), NRK – Super (Norway), Karusel (Russia) and ATV-Minika (Turkey). The company is also launching movie special *Bob the Builder: Mega Machines*, set for television and DVD release next year and distributed by DHX Media.

- **Calinos Entertainment** announced that series *El Secreto de Feriha* debuted last month on Caracol with a 30.4 per cent share, while series *Pasion y Poder* earned a 15.4 per cent share on RCN.

- Television veteran Christian Morsanutto has joined **Ethnic Channels Group** and Nextologies as senior vice president of Business Development and Operations. In his role, he will oversee all ECG's TV transmission sales

David Ellender

“I'm glad to be back in the international arena,” said Ellender here in Cannes. “I left *Slingshot* in good shape and now I'm looking forward to implement two clear strategies for Sonar. While at *Slingshot* I was focusing on the U.S. and Europe, with Sonar I'm on a global scale, leveraging the companies regional offices in London, Munich and Sydney.”

His first strategy is to optimize sales distribution for over 1,000 titles. Then, he will look at Sonar's current production slate. In its new incarnation, Sonar plans to bring theatrical stars to television, or, as Ellender (pictured on the cover) described, “converging theatrical films to TV drama.”

Under Ellender, Sonar wants to be a content provider for all platforms: “from 90-minute to 90 seconds,” he emphasized, explaining, “The spectrum of platforms is expanding.”

Long-term plans are to grow in the drama and format business and, in the near future, look at reality shows without neglecting opportunities in theatrical films.

Sonar's current production slate includes *Taboo*, for the BBC and FX, ready for delivery in 2017; *The Son*, which will start production in June for AMC, and *Mr. Mercedes*, adapted from a Stephen King novel.

initiatives for the U.S. marketplace as well as digital distribution and non-theatrical efforts.

- **Cisneros Media Distribution** announced the U.S. premiere of four-part news special *The Rise of Terrorism* on Sinclair Broadcast Group's affiliated TV stations. The first installment of the series is airing this month.

- **A+E Networks** is expanding the distribution of factual entertainment brands HISTORY, Lifetime, Crime+Investigation, and H2 to Poland's Orange TV. In other A+E news, A+E Networks and book publisher **Harlequin** have partnered to produce a slate of original scripted movies, web series, books and digital content to be made available across A+E Networks' channels and content partners globally.

- **Televisa's** and **La Competencia's** *Los Artigas*, adaptation of global entertaining format *Los González*, recorded an average audience share of 18 per cent for its Spanish premiere and become the most viewed primetime programme of the day. Televisa's unique ‘sitcom’ show format is also currently optioned in Russia, India, and in development in Mexico.

- **SPI International** continues to expand in Africa with the launch of eight FilmBox brand channels on Tanzania's Continental Digital Media Content, a DTH/DTT service operated by Sahara Media Group from Mwanza, Tanzania.

- **Content Television** has sold the third season of World Productions' primetime thriller *Line of Duty* to broadcasters across the globe, which coincides with its international launch. Content Television has secured pan regional deals for the series with DirecTV in Latin America and BBC Worldwide for Benelux. VOD rights to the series have been picked up by Hulu for the U.S., alongside deals in France (France TV), Brazil (Globosat), Africa (ITV), Norway (NRK), Iceland (RUV), Sweden (SVT), Denmark (DR), Germany (TMG), Malta (Go TV), Australia (NBC Universal) and New Zealand (Sky).



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Filming in New York City Is Big Location Biz

In a typical week, more than 100 programs, including movies, TV shows, newscasts and commercials are granted permits from the New York City municipality to film in the metropolis.

Last month, in a front cover story in its real estate section, *The New York Times* reported that in 2015 the film business contributed \$8.7 billion to the city's economy, up from \$7.1 billion in 2011, quoting official City Hall figures.

According to the *Times*, "During the 75 days that Warner Brothers filmed *The Intern*, the studio spent an estimated \$45 million locally on vendors and payroll."

But the most interesting aspect for city residents is the amount of money collected from renting apartments, offices and restaurants to production companies.

Indeed, an apartment owner can receive from \$10,000 to \$15,000 for a few days of filming a movie and up to \$7,000 for a TV show. Because of these opportunities, a new "House Agent" business has been created, and this is why: The Mayor's Office of Media and Entertainment reported that last year, 336 films were shot in the city, up from 242 in 2014 and during the 2014-2015 TV season, 46 episodes of television series were filmed in New York City.



Ultra HD Blu-Ray Player a Hit

Despite disappointing results, disc sales are not completely moribund. March 1, 2016 was the official launch of the Ultra HD Blu-ray format with the general availability of the Samsung UBD-K8500 Ultra HD Blu-ray player.

However, in a consumer frenzy, U.S. retailer Best Buy was first to ship the Samsung Ultra HD Blu-ray player to consumers as early as February 10. Then, the retailer also released discs earlier in order to accommodate consumers that had purchased the player. That was about two weeks prior to the March 1 street date of the same titles on Amazon, Wal-Mart and other retailers. The majority of the titles made available early to consumers were movies released by Twentieth Century Fox.

Titles sold by Best Buy included, *Kingsman: The Secret Service*; *Wild*; *Maze Runner: The Scorch Trials*; *Hitman Agent 47*; *Fantastic Four*; *The Martian*; *Chappie* and *Exodus: Gods and Kings*.

Other movies that subsequently arrived on the new disc format included *Mad Max: Fury Road*; *Man of Steel*; *Amazing Spider-Man 2* and *The Expendables 3*. In total, more than 20 titles were available by early last month. The new releases on Ultra HD formats were *The Peanuts Movie* and Will Smith's *Concussion*.

The new Ultra HD Blu-ray format is being sold at a premium compared to other disc options because high dynamic range (HDR) on Ultra HD Blu-ray discs offers deeper blacks and more brilliant colors than traditional Blu-ray. But consumers need Ultra HD television sets capable of taking advantage of HDR.

Sometimes life takes an unexpected path...

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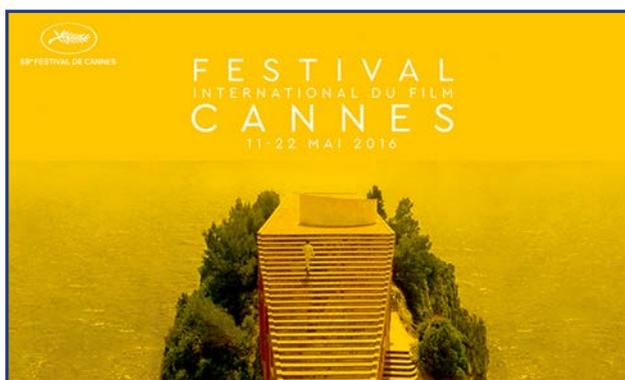
Back to Cannes for the Marché du Film

While the international television industry is preparing to fly to Los Angeles for the annual Screenings of the new U.S. TV season, the organizers of the Cannes Film Festival are touting their own Marché du Film.

This year the Marché has new partnerships for their program of Works in Progress, NEXT will have two days fully dedicated to Virtual Reality among other events, and Doc Corner will hold a Doc Day to focus solely on documentaries.

Held during the Cannes Film Festival (May 11-22), the Marché will be held on May 11-20 at the Palais des Festivals et des Congrès.

More than 11,000 producers, distributors, programmers and other professionals are expected from all around the world, also allured by many networking opportunities, star-studded cocktail parties, conferences, workshops and roundtables.



Eurobest's Dolce Vita

The 2016 edition of Eurobest, billed as the "European Festival of Creativity," will be held in Rome, Italy from November 30 to December 2, 2016.

Last year, the itinerant event, which started in 2007, attracted 1,500 participants and assigned a whopping 414 awards related to all forms of advertising.

There are 20 main categories, eight Special Awards and two Young Talent Awards. Entry fees vary from 260 euro to 490 euro. There are also "pass" fees.

Eurobest is organized by the London-based Cannes Lions International Festival, owned by U.K. publisher and trade event organizer Top Right Group, which is part of British media company EMAP.

Traditionally, the three-day event includes some 80 conferences and an award ceremony that in Rome will be held at the Teatro di Roma.

Italy is the seventh country to host the event, after three consecutive years in Portugal.

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Free Wi-Fi in NYC Streets

New York City is replacing 7,500 public payphones with free Wi-Fi services. If pedestrians stay within 50 meters of a LinkNYC booth, they can connect to a service with up to 250 Mbps download speed. So far it is said to be the largest and fastest public Wi-Fi network in the world. It is owned by City Bridge (a consortium of five companies that includes Qualcomm) and advertising supports it.



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CBSI Goes Gothic

CBS Studios International brings a slew of drama, starting with the fast-paced **Limitless** (pictured), revolving around Brian Finch, who discovers a superpower drug that maximizes his brain capacity. The FBI coerces him to solve cases for them, although the drug makes Brian smarter than the entire bureau.

Paul Giamatti plays a driven U.S. attorney and Damian Lewis a hedge fund billionaire with working class roots in financial drama **Billions**. The two face off in the power struggle between the politics of Wall Street and the law.

American Gothic is a murder mystery series focused on a well-known Boston family coming to terms with the long-buried secret that a recently deceased patriarch was a lifelong killer.

Robert and Michelle King (*The Good Wife*) are the team behind **Braindead**, a comic thriller

that chronicles a green Hill staffer who discovers that alien spawn is feasting on the brains of Washington elite.

Rebecca Bunch ditches her corporate law job in New York to move to California in comedy **Crazy Ex-Girlfriend**. Not so coincidentally, she reconnects with her high school boyfriend after running into him on the street.

Stephen Colbert takes over as the host, executive producer and writer of **The Late Show with Stephen Colbert**. The comedian is well known for hosting his previous Comedy Central show *The Colbert Report*.

The Late Late Show with James Corden brings a party atmosphere to late-night television, with acting and musical sketches. Corden also takes viewers into the green room.

Stand R7.E2

www.CBScorporation.com



Lionsgate Gives Royal Treatment

Lionsgate Entertainment offers a diverse slate of content at MIP-TV. Quirky comedy series **Casual** is about two siblings navigating the challenges of dating while living under the same roof. Start-up founder Alex helps his sister, Valerie, embrace her new life after a divorce (pictured).

Created by Jenji Kohan, the drama/comedy series **Orange is the New Black** ventures inside Litchfield prison, where well-off Piper Chapman is incarcerated for an old drug charge amidst a an eccentric group of inmates.

Set in modern-day England, drama series **The Royals** chronicles the lives of a fictional British royal family. With the opulence and glamor, however, comes intense public scrutiny.

Kevin "Pac" Pacalioğlu is a talented medium who is also a bit of a slacker in supernatural comedy **Deadbeat**. Pac sheepishly tries to help ghosts move on to the afterlife and leave him alone.

Action comedy series **RocketJump** follows the daring production team as they create and release high-energy shorts, from horse races to Hong Kong-style wire work.

Stand C15.A8

www.lionsgate.com



Coffee and Cake at Scripps

Scripps Networks Interactive comes to Cannes with lifestyle and cooking shows in tow. In **Listed Sisters** (pictured), identical twins Alana and Lex combine real estate savvy with home design skills. The sibling team helps renovate their clients' homes into hot commodities, so they can move into their dream home.

Globe-trotting baker Paul Hollywood looks for the top family bakeries, corner delis and luxury hotels who shape the baking heritage of entire cities in **Paul Hollywood City Bakes**.

Follow entrepreneur Todd Carmichael as he travels the globe to source the world's best coffee beans in **Uncommon Grounds**. He meets with chefs and coffee experts.

Cake Hunters create the perfect cakes for weddings, family reunions and more. Party hosts meet with three cake designers to determine the best concept for the event.

Celeb chef Ching-He Huang travels across Asia in search of the tastiest dishes in **China's Amazing Asia**. She visits a diverse range of eateries before trying to recreate the food herself.

Tiny chefs with big dreams compete against each other in **Chopped Junior**, creating delectable meals from mystery ingredients under a buzzer.

Guy Fieri's son Hunter grew up in the background of his dad's culinary shows. Now he takes the center stage in **Guy & Hunter's European Vacation**, where the father and son pair travel together on a month-long food adventure.

Stand P4.C20

www.scrippsnetworksinteractive.com



It's Christmas at Starz

Starz delivers the drama at MIP-TV. Christine Reade, a second-year law student and intern, becomes enmeshed in a web of betrayal and intrigue when she becomes a sex worker in Steven Soderbergh's drama series **The Girlfriend Experience** (pictured).

Ash, played by Bruce Campbell, is a stock boy by day and a monster hunter at night. He faces demons of his own in horror series **Ash vs Evil Dead**, when a plague threatens to destroy mankind.

Flesh and Bone spotlights the dysfunction and drive for perfection that comes with the glamour and mystique of the ballet world. In this live-action series, Claire, a ballet dancer with a troubled background, joins an elite New York City ballet company.

Dramatic pirate series **Black Sails** is back for a third season, following the notorious Captain Flint's crew as they fight for power and survival. This prequel to Robert Louis Stevenson's novel *Treasure Island* takes place two decades before the book.

A troupe of touring actors stage a production of *King Lear* during World War II in feature film **The Dresser**. Based on Ronald Harwood's play of the same name, the show goes on, despite bombs overhead and a missing actor. Anthony Hopkins, Ian McKellen, and Emily Watson star.

Jules Cooper is a successful businesswoman who inherits the themed village and tree farm **Christmas Land** when her grandmother passes away. She must decide whether to sell off or rebuild the wacky village with the help of a charming lawyer.

A woman falls in love again after her husband dies in feature film **Betrayed**. When her daughter suspects that her stepfather is cheating, the mother-daughter duo uncovers a dangerous web of secrets.

Stand R9.A32

www.starzglobal.com



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Mediaset Takes You to Task

Italy's Mediaset Distribution brings drama far and wide: from love stories in war, an affectionate Mafioso to false murder accusations. Starting with **Task Force 45—Friendly Fire—Hero for Love** (pictured), set in Herat, Afghanistan, this drama series follows the head of an elite unit, Major Enea De Santis, as he leads the Italian troops. While on a mission, he falls in love with Samira, a young Afghani woman.

Andrea will go at any length to protect her son against the accusation of murder in thriller series **Not My Son**. She fights to protect his name and the family's reputation.

Mafia series **A Matter of Respect (L'onore e il rispetto)**, now in its fourth season, is focused on boss Tonio Fortebracci's struggle for power. The mobster also has a sweet side: the love for his daughter, Antonia.

Miniseries **Call Me Francesco — The People's Pope** stars Argentine actor Rodrigo de la Serna as Jorge Bergoglio (a.k.a. Pope Francis). The biographical journey begins from his humble beginning as a chemical technician to his role as a spiritual leader.

Veterinarian Walter left his wife and his career behind to move to Africa in comedy series **Suddenly All Together (Tutti insieme all'improvviso)**. After his brother passes away, he returns to Italy to take care of his family and faces a major re-adjustment.

The third season of **Tuscan Passion (Le tre rose di Eva)** follows an independent and strong woman who fights for freedom and love in the vineyard setting.

Stand R7.F7

www.mediasetdistribution.com



The Best Host Ever at KABO

Paris-based KABO International brings sketch comedy, dating and modern sitcom formats to Cannes. In entertainment format **Ciao Darwin** (pictured), contestants in the categories of men and women, young and old, executives and laborers face off in teams to determine who will be the fittest for survival.

Our Crazy Family, a scripted comedy format, follows three generations of a family trying to get along. The series is comprised of individual comedy sketches that can be arranged to fit a broadcaster's programming schedule.

With their instinct and educated guesses, three contestants figure out the occupation, talent or hobby of six strangers in entertainment game show **Who's Who?** and discover surprising truths.

A celebrity guest hosts a prime time studio entertainment show off the cuff in format **Best Host Ever**. The famous host conducts interviews and introduces performers and variety acts.

Matchmaking Kids follows children on a mission to pick a partner for their single parent. The kids select their favorite after a day of activities, a visit to the family home and a series of challenges.

Stand P-1.J56

www.kabofamily-international.com



GRB Sets the Rules

California-based GRB Entertainment examines our complicated legal system with a slew of crime series, starting with **One Bad Choice** (pictured). The docu-series focuses on the lifelong impact of a single terrible decision, from a high school student involved in a botched robbery to a teenager who suffered dire consequences from taking Ecstasy.

From quick gourmet meals to life on social media, lifestyle series **Secret Guide to Fabulous** divulges the way to get to life in the fab lane.

Adventurer, celebrity chef and reality cooking star **Hayden Quinn** travels to South Africa in search of an extraordinary culinary adventure.

Crime doc **Nelson Serrano: I'm Innocent** follows the case of an Ecuadorian businessman accused of quadruple murder. Serrano fights to overturn the case from death row, since evidence suggests he was 400 miles away from the crime.

Feature documentary **Meet the Hitlers** explores the relationship between names and identity. People who are linked by the name "Hitler" are featured — from families with the surname to Neo-Nazis.

Elite teams of FBI agents are on a mission to capture the country's most dangerous criminals in crime series **FBI Takedowns**. Each hour-long episode follows the high stakes pursuits of violent offenders.

Three-time World Championship Barbecue winner and BBQ Pitmasters judge Myron Mixon returns to help viewers recreate their favorite dishes at home in food series **BBQ Rules**.

Stand R7.K17

www.grbtv.com



Spy Season at Multicom

L.A.-based Multicom Entertainment's got docs, drama and more at Cannes. The creators of Cannon Films shook Hollywood's power structure, as explored in the doc **The Go-Go Boys**. Two entrepreneurs became owners of the world's most powerful independent production company.

When Garvey's wife, Evelyn, disappears on their anniversary, the fatally ill man must rethink his plans to die alone. He must live in order to save her, in feature film **Bereave Me Not**.

After a sudden death, a young girl enacts revenge in thriller **Blood is Blood**. As she begins to discover dark secrets about her friends and family, her world starts to unravel. (pictured)

Feature film **William Kelly's War** focuses on a sniper's fight to survive during World War I's Battle of Gallipoli.

Adventure series **Sir Arthur Conan Doyle's The Lost World** takes place at the turn of the 20th century, and follows Professor Edward as he leads a motley crew on an expedition to prove the existence of a lost world.

Peakviewing Films Library offers family features such as *The Christmas Stallion*, *The Sorcerer's Apprentice*, *Little Unicorn*, *The Fairy King*, *Blood of Beasts*, and *Grim*, among other titles.

The **Classic Television Series Package** features *Peter Gunn*, a detective series created by Blake Edwards; *Mr. Lucky*, casino-boat drama where high society meets the underworld, timeless action series *H.G. Well's The Invisible Man* and women's spy series *Decoy*, based on real-life case histories.

Stand R7.F26

www.multicom.tv





- 1. Starz's Michael Messina, Allison Rupp, Meggan Kimberley, Kristen Stanisz-Bedno, Gene George, Alisha Engelgau, Todd Bartoo, Melanie Poehner
- 2. Multicom's Irv Holender, Jesse Baritz, Darrin Holender
- 3. A+E Networks' Mark Garner and Sean Cohan
- 4. 9 Story's Stephen Kelley, Natalie Osborne, Claudia Scott-Hansen
- 5. Zodiak's Tim Mutimer

- 6. Lionsgate's Peter Iacono and Jim Packer
- 7. Content's Saralo MacGregor
- 8. WWE's Stefan Kastenmüller
- 9. Dick Clark Productions' Bob Kennedy
- 10. Priority PR's Zorana Vuckovic and Lionel Moniz get ready to welcome their MIP clients.
- 11. Studio 100 Media's Patrick Elmendorff

- 12. GRB Entertainment's Gary Benz, Michael Lolato, Benn Watson, Liz Levenson
- 13. At the Entertainment One stand: Lloyd Segan, Jason Priestly, Stuart Baxter, Cindy Sampson, John Morayniss, Shawn Piller
- 14. Gaumont Television's Erik Pack and Elizabeth Dreyer



Talking Telenovela with Eva Longoria

At the Television Critics Association's Press Tour for her new NBC comedy *Telenovela*, actress/executive producer Eva Longoria talked about her track record in diversifying network television. "There's a lot to be done to have more diversity in front of the camera, but it starts behind the camera. Our crew is very diverse. Our directors are very diverse...I was a producer turned actor. I've always had a producer's mind. I like the business side of things, and so I always knew I would produce. I took a left turn somewhere and became an actress." While starring on *Desperate Housewives* Longoria did some producing, too.

And with many years of producing under her belt, Longoria has been happy with the response. "What I do love is people automatically come to me with content that is Latino-themed or has Latino cues; but I don't think that you can program to Latinos. I don't think Latinos like that. They want good shows. We are a really great big broad comedy that has a lot of Hispanic cues in it, and so a general audience can enjoy it and understand it and laugh at it. Latinos are going to really — or have really — embraced it and love it because they go, 'Oh, my God. I know that character, that person, that situation.'"

Longoria acknowledged that the popular term "telenovela," unites different Latino cultures. "It's very hard to program to Latinos, they are definitely not a monolithic group, and so, when you have the Cubans and the Puerto Ricans and Dominicans — if you see our cast — we touch all of that and then some. You know, if you tell an East L.A. story, sometimes the New Yorkers don't get it. And I'm a Texican. So sometimes I don't get either coasts, and it has definitely been hard. I don't think, if you cast it, they will come. These roles authentically had to be Latino."

Asked about her future — possibly as a Latina television president — Longoria said that she wouldn't be interested in going in that direction. However, she did note that "in Chicano studies in academia, we call them the 'gatekeepers.' There needs to be more gatekeepers at decision-making levels. Diversity means many things. It means more females [too]. We need more Latinos, Blacks, Asians. We need a lot more perspectives because that's really where it makes a difference."

Longoria also executive produces *Devious Maids* on Lifetime. (By Susan L. Hornik)



VideoAge International's Water Cooler is the coolest weekly news report in the business. Each week, our intrepid reporters tackle topics of interest to the industry ranging from the latest in comedies, dramas and reality shows around the world to in-depth looks at TV's most influential territories to behind-the-scenes peeks at trade business events.

The goal of the Water Cooler isn't to report first, but to report best by generating questions, providing answers and bringing readers the TV news they need most.

Here's a selection of some of the Water Cooler's most popular entries.

To see full versions of the text, visit www.videoage.org.

WCM's Sunbeam on Mart's 10th Year

From May 30-June 1, Moscow's World Content Market will mark its 10th edition. All 15 countries of the former Soviet Union are expected to attend, spanning from Eastern Europe to the Baltic States, from the Southern Caucasus to Central Asia. And, of course, "mother Russia" — with its 21 terrestrial TV channels, 300 pay-TV and 60 VoD services — will be represented.

VideoAge caught up with the market's founder and organizer, Moscow-based Elena Sunbeam, to find out what's in store for this year's event.

VAI: *What's new this year?*

ES: The Latin American showcase, where sales companies will offer series and formats produced in Mexico, Colombia, Brazil, and Cuba, will be highlighted this year. Panel "Key TV Channels in Russia and CIS: New Projects and Challenges" will be focused on face-to-face briefings with representatives of key TV channels in this region. Another important panel, called "Online Video Platforms: New technologies. Expectations and Realities," will be a good opportunity to meet executives from online video platforms.

VAI: *What kind of programs are the former Russian territories looking for?*

ES: All genres are welcome. Despite participation of former Russian territories (like Belarus, Kazakhstan, Armenia, Azerbaijan, etc...), we recommend [companies] do deals with TV channels from Russia, [which] will bring the biggest revenue. As for Russian regional TV channels and former Russian territories, the right strategy will be to find a good local partner in Moscow who will take care of content adaptation and will help to sell it to the entire region.

VAI: *What are the license fee ranges?*

ES: It depends on the TV channel and genre. As an example, in Russia, deals for drama series can range from \$2,500 to \$25,000 per hour, for formats from \$3,000 to \$10,000, for TV movies from \$5,000 to \$35,000.

VAI: *What kind of investment will a distributor have to make to exhibit at the WCM and what kind of return can they expect?*

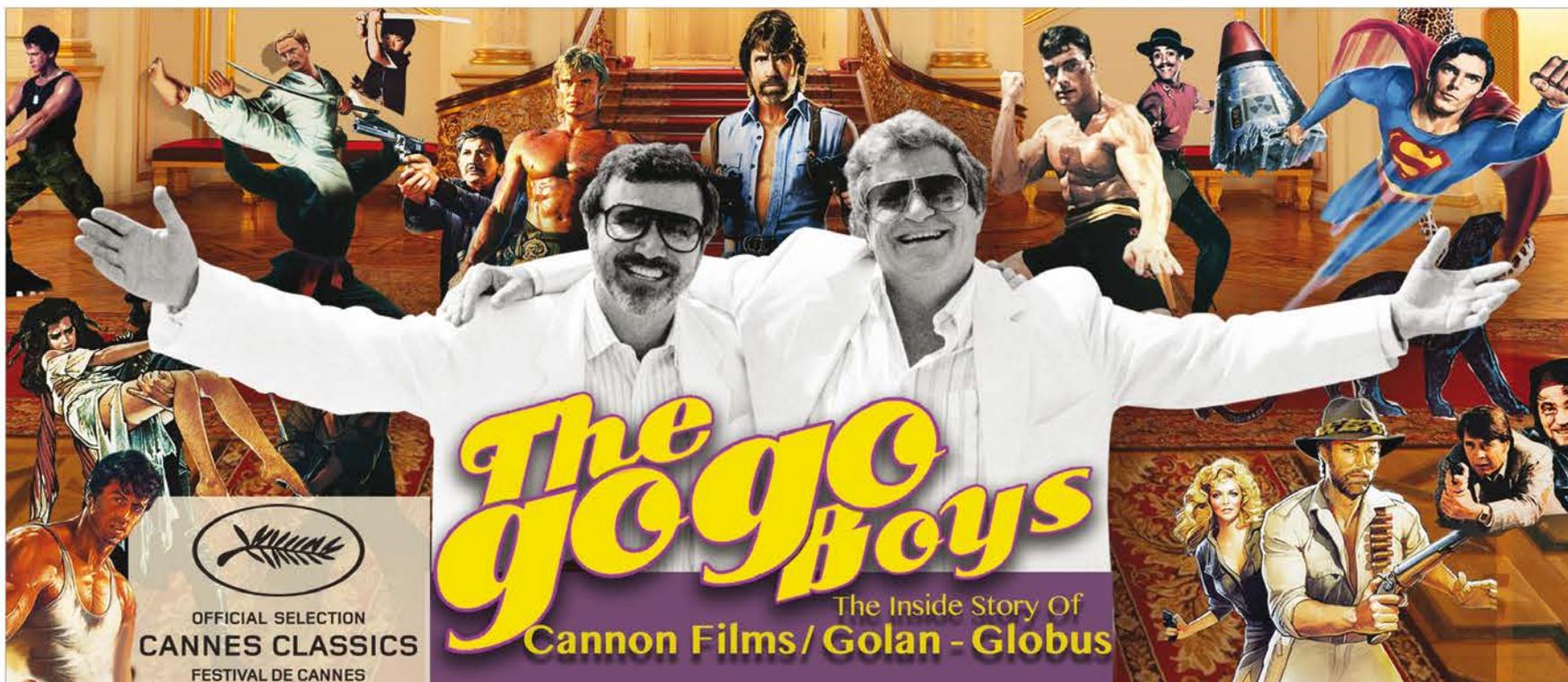
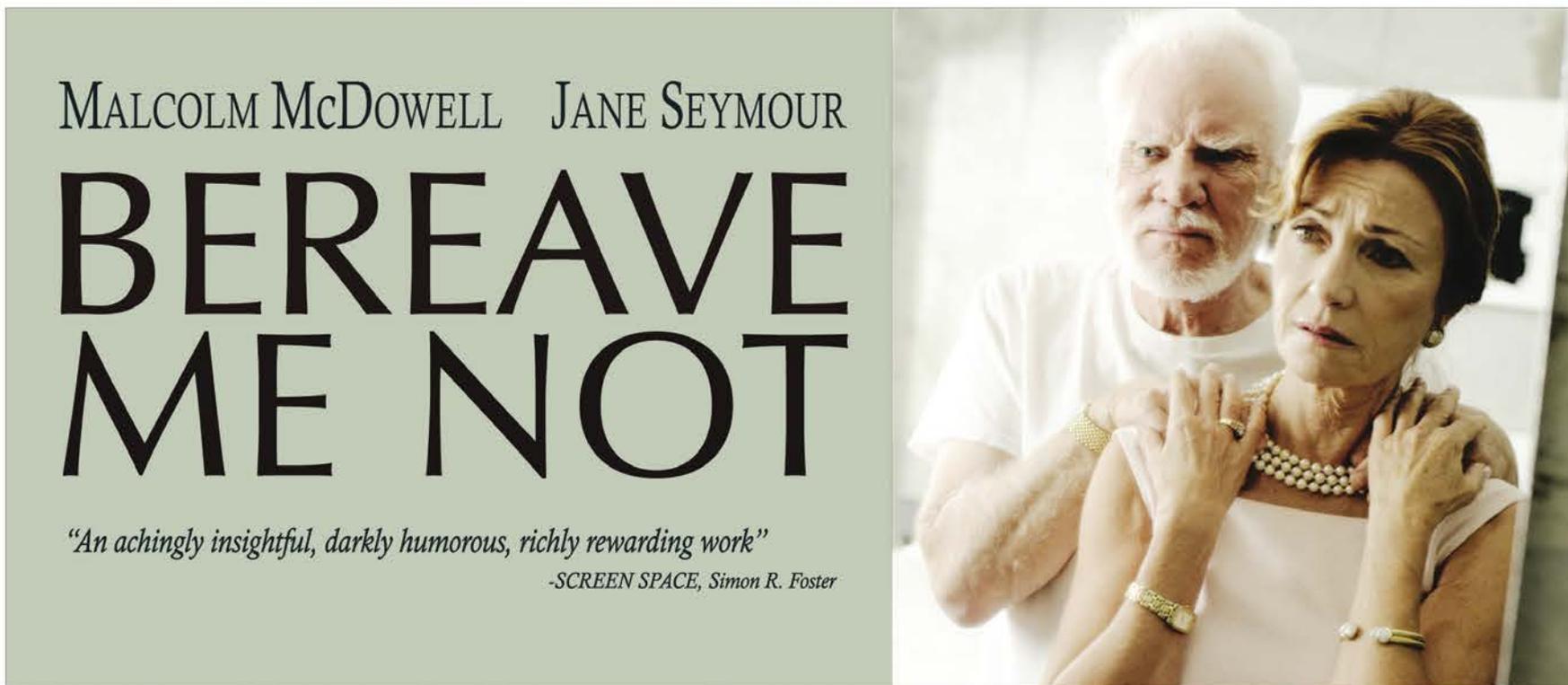
ES: The cost of a minimum exhibiting package is much cheaper than the cost of a visitor badge at MIP. At the same time, exhibiting in Moscow will give a unique opportunity to close deals with key Russian TV channels. You will meet face-to-face with almost all serious players in this business.

More on WCM in tomorrow's Daily.

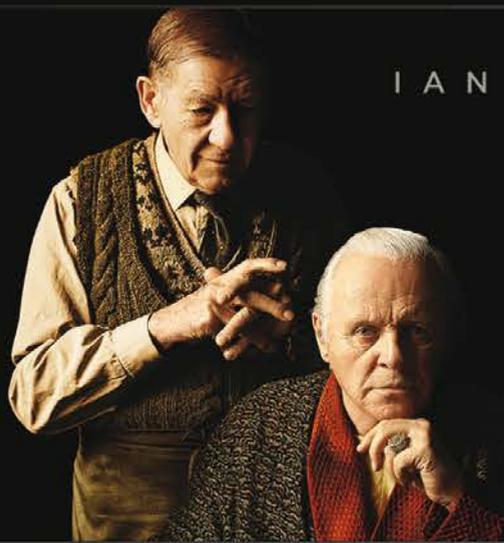
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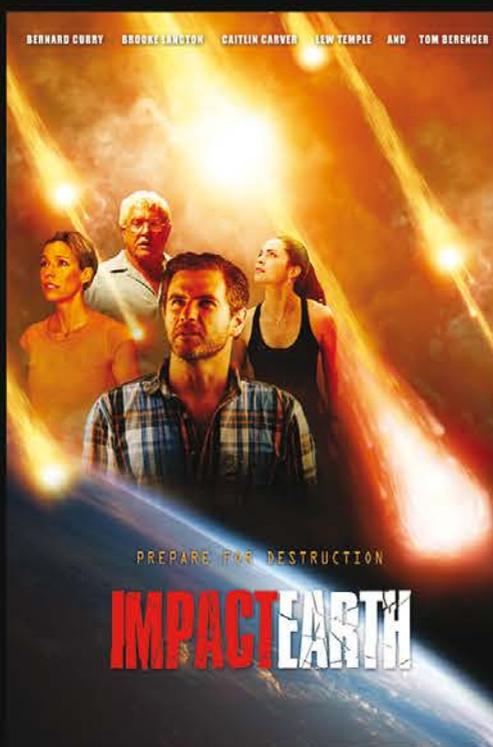
IAN MCKELLEN AND ANTHONY HOPKINS

RONALD HARWOOD'S
THE DRESSER
ADAPTED AND DIRECTED BY RICHARD EYRE



Nikki Deloach Luke Macfarlane
Christmas Land

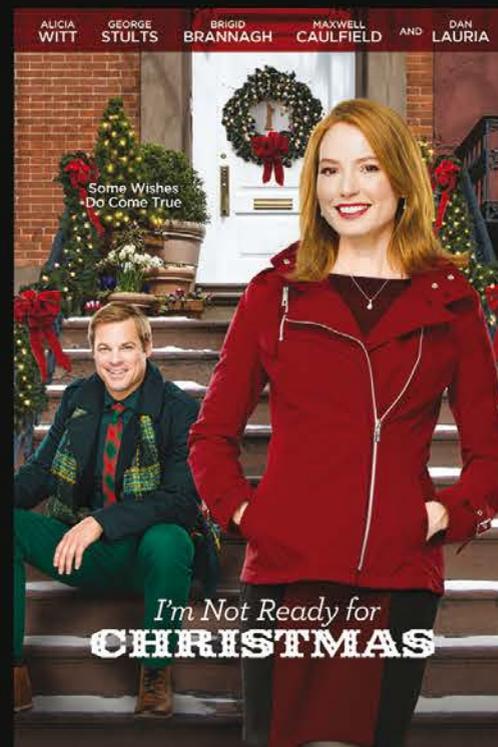
Love Comes Home for the Holidays



BERNARD CURRY BROOKE LANGTON CAITLIN CARVER LEW TEMPLE AND TOM BERENGER

PREPARE FOR DESTRUCTION

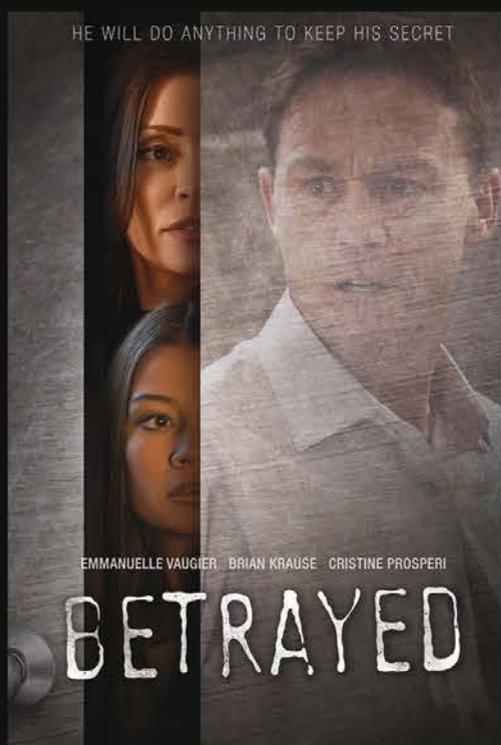
IMPACT EARTH



ALICIA WITT GEORGE STULTS BRIGID BRANNAGH MAXWELL CAULFIELD AND DAN LAURIA

Some Wishes Do Come True

I'm Not Ready for
CHRISTMAS



HE WILL DO ANYTHING TO KEEP HIS SECRET

EMMANUELLE VAUGIER BRIAN KRAUSE CRISTINE PROSERPI

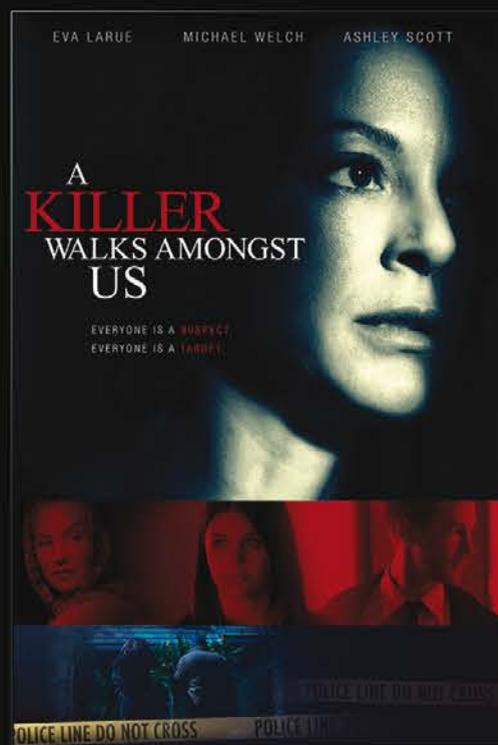
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Katrina Law Aaron O'Connell and Donna Mills

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12 Gifts of
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