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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 Horschner, 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

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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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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.

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