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For Studios It's Making \$\$, Not Sense at Panels

This year the presence of the big U.S. studios on the MIPCOM exhibition floor seems to be inversely proportional to their presence at conferences. Of the 31 conferences listed in the MIPCOM program, no one MPAA studio is participating, leaving the likes of Lionsgate, HBO, Viacom and Fox's Nat Geo to maintain a somewhat scattered presence at the various sessions.

On the other hand, the U.S. studios' presence on the exhibition floor is as massive as ever, if not even bigger, than at past MIPCOMs. With over 70 new TV series to sell in order to recoup deficits, which could amount to a compounded estimate of \$1.7 billion, it's not surprising that studio executives are thinking more about dollars than making sense during conference talks.



Approaching a studio executive during these two days of MIPCOM — even for a quick photo — has become quite the feat. Back-to-back meetings and unscheduled buyer walk-ins cause them to run endlessly between several offices within their large booths. Sales executives at each U.S. studio meet with 120 buyers

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Changing Times: The New Era of Gordon Ramsay

An old American joke described "Heaven" as a party organized by Germans, with the Italians cooking and the English providing entertainment. "Hell," on the other hand, was when the Italians were the organizers, the Germans were in charge of fun, and the English were the ones at the stove.

Today, much of that has changed (although the Italians still shouldn't be trusted to organize anything). The Germans provide great entertainment and many a top chef — including Gordon Ramsay, Jamie Oliver and Marco Pierre White — hails from England. Of course, Brits like Patience Gray, Elizabeth David

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The DSM Will Not Find a DMZ at MIPCOM

An important event that will take place tomorrow morning here in Cannes is the "European Digital Single Market" (DSM) conference. Ever since the European Parliament approved measures to remove geo-blocking and permit the portability of online content, E.U. residents have been able to access online services while in other E.U. countries for a "limited" period of time.

While it sounds good, some are concerned that this measure may jeopardize investments in European content and affect rights-holders' abilities to license movies or TV shows on a territory-by-territory basis.

Claire Bury, deputy director general of the European Commission (E.C.), is expected to speak at the session, along with media commentator Kate Bulkley. (The panel was originally set to feature U.S. media consultant, Russ J. Kagan, but he was unexpectedly replaced at the last minute.)

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