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WHAT DO
DIGITAL BUYERS
WANT?

April 2015

WHAT DO DIGITAL BUYERS WANT?

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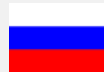
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WHAT DO DIGITAL BUYERS WANT?



WANG YI

Head of Production and IP
Acquisition

CHINA

SOHU VIDEO

BRIEF DESCRIPTION OF YOUR COMPANY:

Sohu Video is a leading Chinese VOD platform. Sohu Video holds an exclusive and diversified online catalog featuring top-quality American content like "House of Cards" and "SNL", British dramas, and also popular Japanese anime such as "One Piece".

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Our recent international acquisition strategy has been gradually shifting from finished tapes to formats.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

House of Cards is a huge hit in China.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

Yes

搜狐视频

tv.sohu.com

WHAT DO DIGITAL BUYERS WANT?



ZHENG YANG

Deputy General Manager
CHINA

UYONG CULTURE & MEDIA, CO
LTD

BRIEF COMPANY DESCRIPTION:

UYong is a kids and family entertainment company in China. Our main line of work involves kid's media operations, consumer products, new media and animation production. We acquire international animations for the Chinese audience

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT ARE YOU LOOKING FOR?

Preschool and kids (6-9) animation content for China..

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

In the Night Garden, Shaun the Sheep, Mouk, Gaspard and Lisa

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

not at the moment.



WHAT DO DIGITAL BUYERS WANT?



NICK DORRA

Head of Content Strategy

FINLAND

ROVIO ENTERTAINMENT LTD



BRIEF COMPANY DESCRIPTION:

Rovio Entertainment, founded in 2003, is an industry-changing entertainment media company and creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release and is now the number one downloaded app of all time. Rovio has launched numerous chart-topping games under the Angry Birds brand for different platforms: Angry Birds, Angry Birds Seasons, Angry Birds Rio, Angry Birds Space, Angry Birds Friends, Amazing Alex, Bad Piggies, Angry Birds Star Wars, Angry Birds Star Wars II, Angry Birds GO, Angry Birds Stella and Angry Birds Transformers. Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. Rovio has grown alongside Angry Birds, and the multifaceted entertainment house currently employs about 700 professionals from 40 different nationalities across its offices around the world.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

We look for shows with quirky comedy that have global AVOD rights available. Short, non-dialogue shows have been doing quite well for us, but other formats have been successful too. The content should be interesting enough for 8-10 year olds, but safe for younger siblings to watch too.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Qumi Qumi, Log Jam, Pucca and Oggy and the Cockroaches are examples of shows from different origins that have all found a great home on ToonsTV.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

May be in the future...

WHAT DO DIGITAL BUYERS WANT?



MARIA GONZALEZ

Partnerships Development
Manager

FRANCE

DAILYMOTION

BRIEF COMPANY DESCRIPTION:

We are a Online video platform.

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT ARE YOU LOOKING FOR?

We are looking for Kids content, Spanish videos, Lifestyle partners, Original online content, New format..

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Canal+ ,DHX ,Telemundo
,Millimages,Orange,Conde Nast.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

Yes...



WHAT DO DIGITAL BUYERS WANT?



ROBERT FRANKE
COO
GERMANY
**VIEWSTER DEUTSCHLAND
GMBH**



BRIEF COMPANY DESCRIPTION:

Viewster (viewster.com) is Europe's leading free online video service. We admire and support fandom and we host the largest online film festival bringing together communities with creators. Our rapidly growing selection of Anime shows, both simulcasts and classics, makes us a first-stop for Anime lovers in Europe, North America and Australia. Meanwhile, fans of Thriller, Horror and edgy factual entertainment will all find hidden gems on Viewster. Mainstream is not why our audience is coming to Viewster. All content shown is officially licensed, available for free and supported by advertising (AVOD). Viewster, and its network of partner sites, serves an 18-24 year old audience of more than 20 million unique users per month across the U.S., U.K., Germany and Australia alone*. You will find us on viewster.com and on our free apps on mobile and connected TV. Based out of Zurich, Switzerland, we are proud of our creative team in Berlin and our world-class engineers in Kiev and Timisoara. Also represented in Tokyo, Los Angeles, New York, London and Sydney, we are a team of international entrepreneurs, tech geeks and pop-culture fanatics who share an obsession about building a community of devoted, like-minded fans. *According to comScore and AGOF:

<http://corp.viewster.com/advertise>

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

TV Series, Feature Films (Horror, Action, Thrillers, Comedy, SciFi, Fantasy)

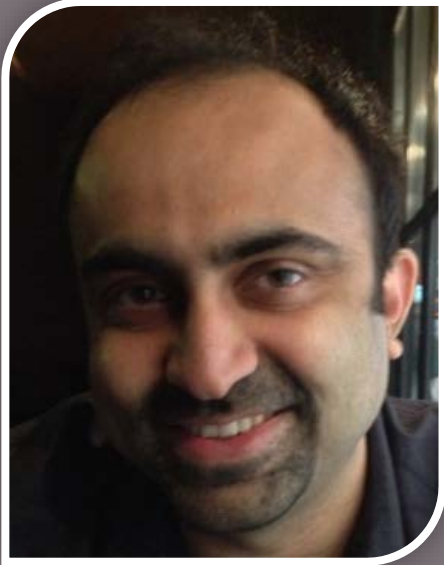
WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Naruto Shippuden, Gintama, Rolling Girls, Fafner Exodus, Cross Ange etc

WILL YOU BE COMMISSIONING ORIGINAL CONTENT?

Maybe in the future...

WHAT DO DIGITAL BUYERS WANT?



HITENDRA MERCHANT

Founder and CEO

INDIA

YOBOHO NEW MEDIA PVT.LTD

BRIEF COMPANY DESCRIPTION:

YOBOHO is a Pre-School Multi Channel Network (Youtube) popularly known as the HooplaKidz Network. We have created popular IPs which includes Hooplakidz, Derrick and Debbie, Kidscamp, AllbabiesChannel, Nellie and Ned and others.. Besides producing Pre-school Content, we are helping other Pre-school Kid's media companies to create and manage their YouTube presence.

YOUR ACTIVITY:

VOD Buyer Commissioner

WHAT ARE YOU LOOKING FOR?

Our expertise and success on the Youtube Platform have led us to accelerate the process of licensing Pre-school content. We are also happy to manage the Youtube channels of other producers and distributors.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

We work closely with the BabyFirst TV Network and are happy to have increased their Youtube views and revenues.

WILL YOU BE COMMISSIONING ORIGINAL CONTENT?

Yes. We are always looking for talented individuals and companies across the world to create video and gaming content..

YoBoHo
DIGITAL CONTENT

WHAT DO DIGITAL BUYERS WANT?



SVEN BRECKLER
Product Manager
LUXEMBURG
POST TELECOM S.A.



BRIEF COMPANY DESCRIPTION:

Post Telecom is the market leader in Luxembourg on GSM, Internet and TV.

YOUR ACTIVITY:

TV Content Buyer, VOD Buyer

WHAT ARE YOU LOOKING FOR?

We are looking for new Channels and VOD/SVOD Partners to add to our IPTV platform.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Redbull VOD

WILL YOU BE COMMISSIONING ORIGINAL CONTENT?

Yes

WHAT DO DIGITAL BUYERS WANT?



DIANA BADI

Program Director

NORWAY

DAGBLADET



BRIEF COMPANY DESCRIPTION:

With over 1.5 mill. daily users and national coverage of 35%, Dagbladet is one of the major media houses in Norway. Dagbladet holds strong positions within all media platforms, and is a driving force behind media development in Norway. The Norwegian audience is highly digital and sophisticated, thus making it necessary to develop for a future where the digital media platforms will take a more prominent place. TV is an essential part of this. In just a few years, DBTV has become a natural ingredient in product portfolio, and a first choice for many of our users. DBTV offers hardcore news, sports and entertainment content from around the world, both produced in-house and acquired from external content producing environments. Dagbladet's ambition is to become the natural starting point for all web TV viewing in Norway.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

We are always on the look-out for content that will engage our current audience and attract new viewers. We want to create a buzz around our content and are particularly interested in content that interacts with the users. Entertaining mini series with strong personalities, documentaries, drama/reality and consumer/lifestyle-oriented shows have previously been a success at Dagbladet, and we want to develop this further. We are increasingly developing content marketing concepts on the TV platform, and will be interested in picking up good concepts with a proven business model. Partnerships where we can share knowledge, development and revenue will of course also be of interest. It's important that the content is customized to the Web TV format, in terms of length, clipping, story building etc - simply putting linear TV content into a web setting will not always work well. News is produced locally, but good sports content is always interesting.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Recent productions with good track records include: Erlend Elias (TV Series 2012-2014) Comedy/Reality dbtv.no/erlendelias #Delverden (TV Series 2014) Travel/Documentary dbtv.no/delverden Glatur (TV Mini-Series 2014) Travel/Sport dbtv.no/glatur Statsraad Lehmkuhl (TV Mini-Series 2014) Content Marketing dbtv.no/lehmkuhl

WILL YOU BE COMMISSIONING ORIGINAL CONTENT?

Yes, we are interested in original content as described above.

WHAT DO DIGITAL BUYERS WANT?



OLGA FILIPUK

VP, Content Strategy

RUSSIAN FEDERATION

IVI.RU.

BRIEF COMPANY DESCRIPTION:

IVI.RU is the largest and leading VOD service in Russia with over 30 mill. unique viewers monthly, present on web, mobile and SMART TV devices. IVI's APP is installed on over 17 million devices. IVI provides a wide range of content including major studio productions and all valuable independent content, both local and international, almost 70,000 pieces of content in total, available on different models - AVOD, SVOD and TVOD/EST. Much of recent content is available in FULL HD and ULTRA HD quality, in 3D and with 5.1 sound.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

New original TV series and mini series, hit animation series and feature content in 4K.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Borgia, Crossed Bones, Walking Dead, Hunger Games trilogy, Gone Girl, Interstellar, Third Person, Gorko-2, Yolki quadrology.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

We are developing our own animation series and discussing co-production opportunities with local independent film producers and major broadcasters.



WHAT DO DIGITAL BUYERS WANT?



ELANA KHLBNIKOVA
Senior Acquisition Specialist
RUSSIAN FEDERATION
MEGALABS.

BRIEF COMPANY DESCRIPTION:

MegaLabs is 100% subsidiary of MegaFon, one of the biggest mobile operators in Russia. Our business is innovations and development. We launched our OTT platform, www.megafon.tv, on November 7th, 2013. There are nearly 90 channels and we are currently starting up VOD service. We plan to launch VOD service as of May 2015.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

I'm looking for TVOD and EST rights, preferably high rated content: feature films, animation and drama.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

For now we have undersigned 2 Agreements with major studios and some agreements with local distributors. So we will start with 3,000 hours of high rated content.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?



WHAT DO DIGITAL BUYERS WANT?



NATALIA VOEVODINA
Acquisition Manager
RUSSIAN FEDERATION
X-MEDIA DIGITAL

BRIEF COMPANY DESCRIPTION:

Since 2006, when we launched the first VOD platform in Russia, we have been continuously expanding our expertise and skills on a new media market. We are running one of the biggest global YouTube multi-channel networks with over 700 channels generating about 1,5 billion video views a month.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Our major focus is content for children and family where we have huge success both with local Russian and international titles.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Success Stories: Masha and the Bear (Animaccord, Russia), Fixies (Aeroplan, Russia), Disney catalogue, Winx Club and Pop Pixies (Rainbow, Italy), Robocar Poli (ROI Visual, South Korea), Airport Diaries (DPS, South Korea), Louie (Millimage, France), Olly the little white van (AWOL Animation, France), Ruby (ZN Animation, China), Allien Monkeys (Synergy Media, South Korea)

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

All the content is already presented on our YouTube channels.



WHAT DO DIGITAL BUYERS WANT?



JULIAN RODRIGUEZ MONTERO

Acquisitions Director

SPAIN

TELEFONICA

Telefonica

BRIEF COMPANY DESCRIPTION:

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best-in-class mobile, fixed and broadband networks, television and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth. The company has a significant presence in 21 countries and a customer base that amounts to more than 341 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company, with 1.5 million direct shareholders. Its capital is traded on the continuous market on the Spanish Stock Exchanges (Madrid, Barcelona, Bilbao and Valencia) and on those of London, New York, Lima and Buenos Aires.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Movistar TV is working on providing its customers with a premium entertainment experience: Linear and Nonlinear. Today, the series are on the top and the audience are demanding them. Not only the new ones, but also the previous seasons. Most of the movies produced by the studios are sequels, prequels or remakes, leaving a lot of people with great talent without space to exploit their capacities. So they move to the series field, and that's why we are seeing so many amazing shows everywhere. Our priority is to strengthen our series offer in all genres and to cover all targets.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

This is a very important year for Movistar TV, both in Spain and in Latin America. Our main focus is Movistar Series in Spain where we are releasing the most important series of the year: Better Call Saul, Outlander, Transparent, The Affair, Penny Dreadful, Powers, American Crime, among others. We are also working on the Sports field. We close several events, with partners or directly, in both territories. For example F1 and MotoGP for Spain.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

We are already involved in two new series in Spain for 2016, to be directed by Alberto Rodriguez (La Isla Minima) and David Trueba. We are also analysing other projects as part of this strategy of producing original content.

WHAT DO DIGITAL BUYERS WANT?



ANNA RASTNER

Head of Digital Content
SWEDEN

TV4

BRIEF COMPANY DESCRIPTION:

The TV4 Group is Sweden's largest commercial TV company and has delivered engaging news, grand entertainment of great variety and quality, live sport and top-class drama to Swedish viewers for more than two decades. TV4 Group run a wide range of web and mobile sites and on demand services, for example TV4 Play, where programs from the group's different channels are available online. The main channel TV4 focuses on Swedish drama, broad entertainment, extended news and current affairs programmes and high-class drama acquisitions. The TV4 Group's objective is for all content to be available through all channels of distribution (terrestrial, cable, satellite, ip-tv, mobile and Internet) and on all platforms. The TV4 Group always wants to be available to viewers wherever they are.

YOUR ACTIVITY:

TV Content Buyer, VOD Buyer, Commissioner

WHAT ARE YOU LOOKING FOR?

Successful online formats, entertainment and news.
Especially looking for mobile content

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

"Young parents" reality show
Morning show for news

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

Yes.

TV4 GROUP



WHAT DO DIGITAL BUYERS WANT?



NADIIA ZAIONCHKOVSKA

Head of content Acquisitions
UKRAINE

MEGOGO.NET

MEGOGO

BRIEF COMPANY DESCRIPTION:

MEGOGO is the first legal online video-on-demand service operating in 15 countries of the former Soviet Union. Launched in November 2011 with both international & local content, it became available worldwide by the end of 2012 with Russian-language packages. Last year we launched our services in the Czech Republic and Slovakia. We have also started to sell linear TV packages to our users in CIS and Latvia, as a separate service.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

We look primarily for CIS+Baltics:

- TVOD/EST for current theatrical titles with territory-friendly short holdbacks
- 2015-2013 theatrical/cult/family titles for SVOD
- theatrical/cult/family/libraries for AVOD + TV content that was either on local or key domestic (US/UK/France) cable networks for AVOD + animation broadcast on key local/domestic (US/UK/France). We consider in-house localization only in exceptional cases.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

We strongly follow local TV content and offer day-to-day catch up for our users (avod). In terms of TVOD - local theatrical blockbusters are in predictably high demand during early window time slots.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

We are open to considering such a commissioning.

WHAT DO DIGITAL BUYERS WANT?



KAMAL NASSIF

Director New Media

U.A.E.

**EMIRATES CABLE TV &
MULTIMEDIA L.L.C. (E-Vision)**

BRIEF COMPANY DESCRIPTION:

E-Vision, a subsidiary of Etisalat, is the leading source of TV entertainment in the MENA region. Leveraging on strong relationships with major players from the media industry for more than a decade, our aim is to provide end-to-end solutions to multi-screen and TV businesses across MENA, all through a single point of contact. Our unmatched experience and impressive track record with content providers guarantees top-notch content from Major Hollywood Studios, Bollywood and the latest Arabic productions, as well as over 500 TV channels from around the globe, catering to all the family.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Premium-quality content for VOD service.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

Subject to consideration.

e-vision
part of etisalat 

WHAT DO DIGITAL BUYERS WANT?



RADIA SAADAoui

Associate content Specialist

U.A.E.

ICFLIX

BRIEF COMPANY DESCRIPTION:

ICFLIX media FZ LLC was established in Dubai in 2012. The company provides its members with convenient access to Hollywood, Bollywood and Jazwood (Arabic) content. It is the first subscription-based online streaming service of its kind and offers movies, TV series, cartoons, and documentaries.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

We tend to look for new content in the form of movies, TV series and documentaries in the following genres: Action, Drama, Romance, Horror, Comedy, Thriller, Sci-Fi as well as children's animation.

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Action, Drama and Sci-Fi have proven to be successful for the Middle East and North Africa followed by Comedy and Romance..

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

We are only currently commissioning original Arabic content but are open to ideas, suggestions and proposals.



WHAT DO DIGITAL BUYERS WANT?



MATT NEWMAN

Head of content Acquisitions
UNITED KINGDOM
AMAZON

BRIEF COMPANY DESCRIPTION:

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Feature Films

WHAT RECENT ACQUISITIONS HAVE BEEN SUCCESSFUL ON YOUR CHANNEL/PLATFORM?

Our customers enjoy a broad range of film content across several categories (e.g. pay-window, library, indie). Individual film categories perform differently and are successful on different metrics. We continue to license film content across a range of categories in order to acquire and engage customers.

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

We commission original content through Amazon Studios. We also look for co-production and early-licensing opportunities in the UK.



WHAT DO DIGITAL BUYERS WANT?



ALESSANDRO IACOPONI

Business Development
Manager

UNITED KINGDOM

BUZZMYVIDEOS

BRIEF COMPANY DESCRIPTION:

BuzzMyVideos is Europe's leading YouTube Network. Our creators have more than 16 million subscribers and have reached more than 3 billion total views. We have 5,000 channels in more than 100 countries.

YOUR ACTIVITY:

VOD Buyer

WHAT ARE YOU LOOKING FOR?

Kids & Teens
Animation
Docs for Kids
Kids Interactive
Docs & Factual
Archive
Miniseries
Series
TV Movies

WILL YOU BE COMMISSIONING ORIGINAL ONLINE CONTENT?

Yes!

