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WHAT DO
DRAMA BUYERS
WANT?

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WHAT DO DRAMA BUYERS WANT?

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WHAT DO DRAMA BUYERS WANT?



MARIE-SYLVIE LEFEBRE
Director of Acquisitions
CANADA
ICI RADIO-CANADA TÉLÉ

YOUR EDITORIAL STRATEGY:

ici radio-canada télé is the French-Canadian national public broadcaster. Original French-Canadian content represents 85% of our TV scheduling. In high-season, prime-time slots are mainly filled by original French-Canadian productions. Two thirds of our foreign acquisitions are done for afternoon and late evening programming. Drama acquisitions mainly consist of American and European productions already dubbed in French. Our past prime time series acquisitions include LOST, Grey's anatomy, The Tudors, Downton Abbey, Revenge, Luther, Mr Selfridge, Broadchurch (UK), Generation War. We broadcast with commercial blocks and require 44 minutes episodes per commercial hour. Our original French-Canadian dramas perform extremely well in our market. TV series acquisitions programming is a complement and is mainly scheduled during spring and summer

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series Mobisodes / Webisode
One-Off-Drama TV Movies

DRAMA GENRES:

Crime Thriller / Horror / Fantasy Sci-Fi Period
Drama Action Other: romance

WHAT TERRITORIES DO YOU BUY FROM?

North America, Asia, Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We are a public broadcaster. Our drama programming needs are similar to the BBC and PBS. Strong story telling, immersive universe, engaging characters with depth and high production value are the key points in our selection. The drama series we acquire must be appealing to a broad audience. We aim for diversity in our TV offer, for example since we already have Grey's Anatomy it is very unlikely that we would buy another medical series

WHAT DO DRAMA BUYERS WANT?



TARMO KIVIKALLIO

Head of Programme Acquisitions
FINLAND
YLE



YOUR EDITORIAL STRATEGY:

Wide range of drama from all over the world. We have had e.g. all the HBO dramas since 2008, Bron (The original Danish), New Sherlock, Downton Abbey, Les Revenants, Unsere Mütter, Unsere Väter, etc

YOUR ACTIVITY:

Commissioner

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Mini Series Mobisodes / Webisode One-Off-Drama

DRAMA GENRES:

Crime Period Drama

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Email is a good way to start. We usually need to see a full episode before any decisions are made

WHAT DO DRAMA BUYERS WANT?



HÉLÈNE GOUJET

Head of drama team buyers
FRANCE
FRANCE TÉLÉVISION

YOUR EDITORIAL STRATEGY:

We work as a team of buyers: our goal is to provide drama for 4 channels of the French public audiovisual group France Télévisions. The content we look for: Fr 2: procedural crime investigation series. Fr 3: collection of crime investigation TV movies aimed at a 60 + audience. Fr 4: adventure series, sci fi, fantasy, crime investigation aimed at a young audience (under 35)

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Mini Series One-Off-Drama

DRAMA GENRES:

Crime Sci-Fi

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Sales pitches: a storyline pitch, a trailer or finished episode, market share and audience profile on its home channel, and any additional marketing asset relevant to the content

francetélévisions



WHAT DO DRAMA BUYERS WANT?



ALEXANDRE PIEL

Deputy Head of Drama
department / International
Acquisitions and Coproductions

FRANCE

ARTE

YOUR EDITORIAL STRATEGY:

The editorial line of the drama department could be defined by the intent to understand our contemporary environment and to anticipate the future world we shall be living in -- meaning we deal with the main themes and issues of our current and future society. We also need to reflect the strong values of the channel (democracy, diversity, quality), and combine demanding programs with popularity. We are open to any kind of genres & thematic in relation to the editorial line, and we are rather flexible in terms of format & duration

YOUR ACTIVITY:

TV Content Buyer Commissioner

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama TV
Movies

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe Asia Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Any kind of pitch, from a few pages to a full script, or treatment, or synopsis... It certainly doesn't hurt to present a project that already has the involvement or interest of a domestic broadcaster. In terms of prebuys or coproduction, we are only looking for projects concerning series or mini-series

The logo for ARTE, featuring the word "arte" in a bold, lowercase, orange sans-serif font.

WHAT DO DRAMA BUYERS WANT?



NICOLE KEEB

Head of International
Coproductions and Acquisitions

GERMANY

ZDF



YOUR EDITORIAL STRATEGY:

High profile, High concept programming. Examples which work very well for us H2o; Dance Academy, Mako Mermaids. Titles which work for children and families appreciated

YOUR ACTIVITY:

TV Content Buyer VOD Buyer Commissioner

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama Soap /
Sitcom TV Movies

DRAMA GENRES:

Crime Comedy Sci-Fi Period Drama

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America South America Middle East /
Africa Asia Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

The idea counts

WHAT DO DRAMA BUYERS WANT?



RUEDIGER BOESS

SVP Group Content
Acquisitions

GERMANY

PROSIEBENSAT.1 MEDIA AG

YOUR EDITORIAL STRATEGY:

Prime Time Series, not too serialized

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Soap / Sitcom

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Be creative but do not sell too much "A meets B"



ProSiebenSat.1
Media AG

WHAT DO DRAMA BUYERS WANT?



**GUDRUN HELGA
JONASDOTTIR**

Head of Programme Acquisitions
ICELAND
RUV

YOUR EDITORIAL STRATEGY:

Our job as a Public Broadcaster is to support and develop original, modern, quality drama series as well as find series that appeal to the mass audience. We currently have seven drama slots per week on prime time and we mainly acquire from the US, Scandinavia and the UK. RUV - Icelandic National Broadcasting Service aim to produce two drama series per year in Icelandic and quite few of our drama series are co-produced within Scandinavia. Our editorial strategy for the upcoming years is to increase North European series and decrease the number of US series on our channel

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama TV
Movies

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Period
Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Person to person



WHAT DO DRAMA BUYERS WANT?



LUCA OTERI

Content Acquisition Manager
ITALY

TELECOM ITALIA S.P.A.

YOUR EDITORIAL STRATEGY:

We look for any Dramas with Italian soundtracks available. We're interested in both Library Series (all the seasons available for the territory) and New Series to be premiered on our SVOD Service (namely TIMVision). TIMVision is an SVOD service owned by Telecom Italia and is mainly targeted to broadband customers (families with children and young adults). The service offers some of the most successful Drama (e.g. Lost, Grey's Anatomy, CSI, Dexter, Sherlock, Mad Men) but also a growing selection of series/seasons never aired in the territory

YOUR ACTIVITY:

VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series Mobisodes / Webisode
One-Off-Drama Soap / Sitcom TV Movies

DRAMA GENRES:

Crime Comedy Sci-Fi Period Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

By email, listing all the availabilities for the territory (Italy) and a link to 1/2 episodes preview and/or any relevant material



WHAT DO DRAMA BUYERS WANT?



SATO HIROMICHI

Director

JAPAN

AXN JAPAN INC.

YOUR EDITORIAL STRATEGY:

We have two channels, AXN Japan and AXN Mystery. The former is mainly for major American drama TV series, such as CSI franchise, Hawaii five-0 etc. and the latter is for high quality European drama series, such as Sherlock, Poirot and so on

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

TV series that have more than 10 episodes

DRAMA GENRES:

Crime Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Firstly, a trailer is the best way. Then if I am interested, we'll need a full episode



WHAT DO DRAMA BUYERS WANT?



MIGNON HUISMAN

Head of Series Acquisitions

NETHERLANDS

NPO

YOUR EDITORIAL STRATEGY:

It is the Golden Age for Series! We are the public broadcasting service looking for interesting Original programmes for our linear and digital channels. Each one has different characteristics and audiences, so we are searching in many directions. Fortunately there are many great series being produced at the moment and they work well for us

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Mini Series One-Off-Drama

DRAMA GENRES:

Crime Comedy Period Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Short and to the point with some humor



nederlandse
publieke
omroep

WHAT DO DRAMA BUYERS WANT?



ANGIE YONG

Senior Manager,
Program Acquisitions
SINGAPORE
A+E NETWORKS ASIA

YOUR EDITORIAL STRATEGY:

We acquire dramas for Lifetime (our general entertainment channel) and HISTORY (factual series). For Lifetime, we're looking for series that are high on entertainment value, strong visuals or action, and memorable characters. We'd consider crime procedurals or serialised dramas with easy to grasp and easy to follow story lines, remembering that English is not the first language for the mass audience in many of our countries, so sophisticated dialogue can make a drama more niche. For HISTORY, drama must have an historical relevance and accuracy. We've aired drama series such as Vikings, Houdini, The Kennedys, and The Bible

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series Soap / Sitcom TV Movies

DRAMA GENRES:

Crime Comedy Period Drama Action, Other: Drama

WHAT TERRITORIES DO YOU BUY FROM?

Asia

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

A first full episode is preferable

WHAT DO DRAMA BUYERS WANT?



RUBEN FERNANDEZ-LOA
Series Acquisitions Manager
SPAIN
CANAL +



YOUR EDITORIAL STRATEGY:

CANAL+ and CANAL+ SERIES broadcast internationally-notorious premium fiction series led by celebrated directors, scriptwriters and cast, from promising American network or cable serials to trendsetting European shows

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Mini Series Soap Sitcom

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama Action Other: 1 hour and 1/2 hour
series

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

We tend to focus on edgy and powerful character
driven stories as well as series showing unique
narrative structure and filmmaking

WHAT DO DRAMA BUYERS WANT?



JESUS M. HIGUERA

Head of program Acquisition
SPAIN

EUSKAL TELEBISTA - ETB

YOUR EDITORIAL STRATEGY:

Stories with good dramatic ingredients, the characters might be inspired by famous or unknown people and the plot developed through emotions, crime/investigation elements or adventure. What's important is that the story "grabs" the Sunday afternoon viewer

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series

DRAMA GENRES:

Crime Thriller / Horror / Fantasy Period Drama

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Brief, genre, plot, cast



WHAT DO DRAMA BUYERS WANT?



**JULIAN RODRIGUEZ
MONTERO**

Program Acquisitions Director
SPAIN
TELEFONICA

YOUR EDITORIAL STRATEGY:

Movistar TV is working on providing its customers with a premium entertainment experience, both Linear and Nonlinear. Today, series are on top and audiences are demanding them -- not only new ones, but also previous seasons. Most of the movies produced by studios are sequels, prequels or remakes, leaving a lot of talented people with no outlet 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 strength our series offer, covering all genres and all targets in Latin America and Spain

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Mini Series One-Off-Drama

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe South America

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Email

Telefonica

WHAT DO DRAMA BUYERS WANT?



VALENTINE LORANT

Head of program & acquisitions
SPAIN

COMEDY CENTRAL



YOUR EDITORIAL STRATEGY:

We acquire Comedy in all its forms: sitcoms, dramedies, animation, talk shows, hidden camera, clips, stand-up... Comedy Central channels are present in South Europe, Africa & the Middle East; on Pay Television in Africa, Spain & Italy. The channels offer a mix of local content and international content. Our mission is to provide laughter, a place to have fun and forget everything. We are bold, funny & entertaining and we chase the content that helps us to fulfill our mission

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series, Soap / Sitcom
Telenovelas

DRAMA GENRES:

Comedy

WHAT TERRITORIES DO YOU BUY FROM?

Europe Middle East / Africa

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Comedy, comedy & comedy!

WHAT DO DRAMA BUYERS WANT?



OZLEM OZSUMBUL

Head of sales & acquisitions

TURKEY

KANAL D



YOUR EDITORIAL STRATEGY:

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YOUR ACTIVITY:

TV Content Buyer

**WHAT TYPE OF PROGRAMS ARE YOU
LOOKING FOR?**

Feature Films TV Movies

DRAMA GENRES:

Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America

WHAT DO DRAMA BUYERS WANT?



KATIE KEENAN
Head of Acquisitions
UNITED KINGDOM
CHANNEL 5 BROADCASTING



YOUR EDITORIAL STRATEGY:

Channel5 is committed to acquiring the best in distinctive and engaging drama across a broad range of genres from big crime procedurals like CSI, NCIS and Body of Proof to event drama like Under the Dome and our most recent acquisition from the LA Screenings, Gotham. Whilst we will continue to buy the biggest in US drama we would love to build upon the success we have had with fantastic drama from other territories like Wentworth and Jack Taylor

YOUR ACTIVITY:

TV Content Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama Soap /
Sitcom TV Movies

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

A filtered and tailored approach. Rather than presenting the whole catalogue it's great when you receive a sales pitch which has clearly considered Channel5's programming, audience and recent successes to present dramas that would be suitable or beneficial in our schedule

WHAT DO DRAMA BUYERS WANT?



CATHERINE MACKIN

Director of Program Acquisitions
UNITED KINGDOM
UKTV



YOUR EDITORIAL STRATEGY:

We have 10 channels in our network, several of which have a unique drama strategy. We have a channel called Drama which currently focuses on broadcasting archive drama; Alibi is our crime channel, which broadcasts first run drama and archive drama. Watch, our general entertainment channel has an appetite for first run content mainly from the US majors; Dave, our home of 'witty banter', is a mixed genre channel with an evolving drama strategy - its first foray in to US drama was SUITS, and we are continuing our search for appropriate channel-defining drama pieces for Dave. We are interested in talking to producers and distributors way upstream. We are open to discussing various drama funding models in order to deliver the right content to our channels - we have a network of 10 channels so we have to cast our net wide!

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama Soap /
Sitcom TV Movies

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama

WHAT TERRITORIES DO YOU BUY FROM?

Europe

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

It's always good to meet distributors and producers
face-to-face in order to discuss potential projects

WHAT DO DRAMA BUYERS WANT?



PETER MERCIER
Senior Director
UNITED KINGDOM
MICROSOFT

YOUR EDITORIAL STRATEGY:

Xbox Video focuses on transactional VOD & EST rights for feature films and episodic, scripted TV in 21 markets globally. WE are a cloud-based service serving video across Xbox, Windows, Phone and 3rd party devices. Our editorial policy is broad but focused on new release, male-skewed scripted drama, action, sci-fi and comedy

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama TV
Movies

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi,
Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America South America Asia
Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Email



WHAT DO DRAMA BUYERS WANT?



JASON SIMMS

SVP Global Acquisitions
UNITED KINGDOM
FOX INTERNATIONAL
CHANNELS



YOUR EDITORIAL STRATEGY:

We own a diverse portfolio of entertainment brands with different attributes and audiences, so a short answer is hard to give. However, at their core, all our brands have the same DNA: to bring the best in quality scripted content to international audiences, first on Fox. Primarily our focus is on returning US scripted series, but we're open minded to hear about dramas from other territories too. The recent success of Scandinavian, Turkish, Israeli and Korean dramas outside those originating regions proves that good stories can travel and strong content can come from anywhere

YOUR ACTIVITY:

TV Content Buyer VOD Buyer Commissioner

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series Mobisodes / Webisode
One-Off-Drama

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe North America South America Middle East /
Africa Asia Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

In terms of original production, we want pitches with brains and heart! Projects built on strong, engaging and original stories, which feature grounded yet distinctive characters. By way of example, our LA based Scripted Development Team has recently announced deals for Outcast: a dark journey through the world of exorcism, told through the filter of the brilliant creator of The Walking Dead, Robert Kirkman; and False Flag: a tense political conspiracy that plays out in a very real world arena, which we're co-developing with Keshet. While these are two very different series, they share the hallmarks of being high-quality, thoroughly-conceived, distinctive pieces of content that will stand out in a crowded drama market place. As far as finished series pitches are concerned, discussions are always much more effective when they're targeted, so an awareness of the channel background and how / where series might fit into our various schedules always really helps in the process

WHAT DO DRAMA BUYERS WANT?



SARAH WRIGHT
Controller of Acquisitions
UNITED KINGDOM
BRITISH SKY BROADCASTING

YOUR EDITORIAL STRATEGY:

As Controller of Acquisitions for Sky, my team and I seek to acquire the very best international drama for Sky's wholly owned entertainment channels - Sky Movies Channels, Sky1, Living, Arts, Atlantic and a our transactional service (Sky Store - both rental and Buy & Keep). Whether that is the Best of the US in the form of movies or series from the bigger Hollywood distributors, or documentaries, indie movies and brilliant foreign language dramas, we are passionate about bringing great content to our customers

YOUR ACTIVITY:

TV Content Buyer VOD Buyer

WHAT TYPE OF PROGRAMS ARE YOU LOOKING FOR?

Feature Films Mini Series One-Off-Drama

DRAMA GENRES:

Crime Comedy Thriller / Horror / Fantasy Sci-Fi
Period Drama, Action

WHAT TERRITORIES DO YOU BUY FROM?

Europe Asia Australia / New Zealand

WHAT KINDS OF SALES PITCHES DO YOU RESPOND BEST TO?

Concise, personal, targeted sales pitches are best! It's great when a sales professional is really focused, with real insight into Sky's channels - and the perfect content for me to acquire!



