

# **WHAT DO FACTUAL & DOCUMENTARY COMMISSIONING EDITORS WANT? (2013 report)**



Cannes, France

<http://www.miptv.com> <http://www.mipdoc.com>

## CANADIAN BROADCASTING CORPORATION (CBC)



Michael CLAYDON  
Executive Producer,  
Documentary  
Programming

**What I'm looking for?** I am looking for documentaries concerning contemporary issues and trends that impact our daily lives. Stories about family, relationships, environment, health and technology. I am looking for broadcaster-to-broadcaster co-productions as well as co-pros with independent producers.

**How to pitch me?** The best first approach is email.

## CBC NEWS NETWORK



Catherine OLSEN  
Executive Producer  
Documentaries

**What I'm looking for?** As The Passionate Eye celebrates its 20th season, our big successes have been topical fast turn-around docs that capture a big news story as its unfolding... docs like Superstorm 2012: Hell & High Water, World According to Lance Armstrong, Oscar Pistorius: What Really Happened?, The Kill List, Will & Kate Baby Fever. But the Passionate Eye has built its reputation as a showcase for international political and social issue documentaries and big Festival docs that are astutely programmed to be timely, and these continue to be extremely popular with our audience... docs like Alex Gibney's "Mea Maximus Culpa: Silence in the House of God" which we aired the same week the Pope resigned, the North American Premiere of "Richard III: King in the Car Park", or the Oscar nominated "Invisible War". We're looking for more fast turn-around docs, so before you finalize a big American sale, check out to see if a small Canadian window is possible as CBC News Network has no bleed into the U.S. The same is true for issue-oriented Festival docs, that deal with controversy or have an investigative edge that explores the depth of a story not seen on the news.

**How to pitch me?** The best way to pitch me - send a synopsis and a trailer, preferably highlighting the main characters you hope will carry your story, and then follow up with a phone call or try to arrange a face-to-face meeting.

## RADIO-CANADA



Georges AMAR  
Réalisateur-Coordonnateur

**What I'm looking for?** We are the major French-language broadcaster of documentaries in Canada. Our main window for independent produced documentaries is Zone Doc which airs weekly about 40 times a year. We commission around 20 documentaries of international length (52 minutes). The rest of the slots being used by pre-buy or acquisitions. We prefer stand-alone documentaries and are not looking for series. We also buy more than 200 acquisitions for our 24 hours cable news channel RDI. Mainly Special Reports and Documentaries.

**How to pitch me?** Concerning the pre-sale or acquisition one page or a DVD if the film is complete are enough. We can also meet during the MIP.

**How to convince me?** Regarding original documentaries and co-production, it's necessary to find a Canadian producer as partner. We only do business with the Canadian part. Without this link the co-pro is not possible.



CCTV9

 CHINA

Yuan TIAN  
Head of International &  
Co-Productions

**What I'm looking for?** I'm looking for non-fiction programs in different genres including Natural History, Science, Wildlife, History and Current Affairs. Both one-offs and series work for my strands, preferred length 50 mins. I'm also looking for feature length films to fill our new weekly strand.

**How to pitch me?** When you have a project to pitch me, better come to me with a one-page proposal with synopsis, rough ideas of the storyline, the total budget and proposed ways of cooperation editorially and financially.

**How to convince me?** I am more convinced by high quality, authentic non-fictions with great story-telling. Without presentation, shot in HD, both informative and entertaining preferred.

HRT / CROATIAN TELEVISION

 CROATIA

Mirjana RAKIC  
Acting Director TV

**What I'm looking for?** What I am looking for on each MIPDoc is the current affairs programmes! It is amazing how many producers are ready to take a risk and produce excellent stories not only about crises and wars but also about others problems that torn the countries around the world. The economy is the number one on the list and every thing that goes with it: mismanagement, corruption, unions and workers rights, health care, environment... So, those are the subjects that I would search again and again.

**How to pitch me?** What will pitch me is the very beginning of the story. Excellent photography, narrators introductions, journalists with good dose of humor...

**How to convince me?** It is not a question of convincing me but to convince our viewers that the story is just what they want and are interested in! For me it is clear after screening first 5 minutes. How the programme is developing. If the journalist are well prepared, do they investigate or just transmit what we already know. Very often I search for the names or companies that I am familiar with thanks to their previous excellent documentaries.

DANISH BROADCASTING CORP.

 DENMARK

Michael THOUBER  
Channel Controller,  
DR2 and DRK

**What I'm looking for?** I am looking for Documentaries and satire with an angle on contemporary society.

**How to pitch me?** We are an alternative TV station to mainstream TV so please show me things that are not too mainstream.

**How to convince me?** Show me a new way of format and a new angle on the story.

## YLE FINNISH BROADCASTING COMPANY



**What I'm looking for?** I try to find a few strong projects every year, preferably feature length creative and cinematographic documentaries. I look for strong modern stories with good characters. But I also acquire one hour lighthearted human interest stories for my two weekly slots. What I don't buy is history, science, sports, wildlife or culture documentaries.

**How to pitch me?** I prefer to meet face to face when it comes to co-productions. Meeting the director and the producer gives me a feeling of who is behind the project, which I think is important when you deal with author driven documentaries. The follow-up can then easily be done by e-mail.

**How to convince me?** With respect, open mind, curiosity and passion for what you are about to do.

## ARTE FRANCE



**What I'm looking for?** We're looking for contemporary history, investigations and current affairs programs.

**How to pitch me?** International high standards sought for.

**How to convince me?** An original treatment.

## FRANCE TELEVISIONS



**What I'm looking for?** In an increasingly competitive environment, France 5 is more than ever the prime broadcaster of documentaries in France. Half of the schedule is dedicated to documentary, both in prime-time and day-time. Therefore, in terms of style, we look for very accessible programmes, suitable for the whole family, with entertaining and innovative storytelling and a very visual approach. Genres: archaeology/ancient civilisation, origins of mankind, wildlife, discovery, science, technology, the environment, big dates and commemorations, portraits of iconic personalities, investigation/current affairs. Formats: 52', 26', one-offs and series, big event 90' specials. No presenter-led programmes and no subjects requiring French angle (social issues, health). The team also acquires all factual and documentary programmes for all France Televisions Group channels.

**How to pitch me?** We are quite picky as international co-productions are a part of France 5's scheduling. We invest as a complementary partner in high production value projects whose most of the budget is already secured by major international network or two other broadcasters. We like written a treatment including: - Synopsis emphasizing the ambition and credibility of the project, how the plot is shaped, a clear structure of the programme and the visual approach - Overall budget and financial plan (even provisional) - Track record of producer - No host, or non French-speaking character-driven

**How to convince me?** Unique access, revelation, new angle. Creative visual style. French expert already identified. A previous acquisition experience helps. Trailer is a plus.



## FRANCE TELEVISIONS



Ann JULIENNE  
Responsable du Développement International pour les Documentaires de FTV

**What I'm looking for?** I'm looking for Science, history, discovery, wildlife, archaeology, environment. To a lesser extent social issues, current affairs, arts and culture. The latter are genres we commission primarily from French producers. Presenter-led abstain

**How to pitch me?** I scout for all the France Television channels, so I prefer one-pagers by e-mail. If I think the project/finished programme suits, I relay it to the channel and ask for more details once interest is established.

**How to convince me?** High production value, strong story-telling, innovative filming.

## RMC DECOUVERTE



Guenaëlle TROLY  
Director of the Channel

**What I'm looking for?** RMC Découverte is one of the new DTT french channel launched on the 12th December 2012. She is part of the Nextradio group and during the MIP, RMC Découverte is looking for "factual entertainment" projects on these thematic: Adventures & Travel, Current Affairs, History & Civilisation, Lifestyle & Entertainment, Nature & Wild life, Science & Knowledge.

**How to pitch me?** The best way to pitch new projects is :- to give a synopsis of the project - a short presentation of the company (with past productions etc...) - a previous budget and a rough funding plan - CV of the host or any participant - a trailer if possible.

**How to convince me?** What can make the difference for a project is the originality of the subject, making the link we are looking for between Knowledge and entertainment (how to learn while having a good time). The rythme of the project is an other important criterion as well as all medium used for the narration. The host can make the difference too, he has to be charismatic and above all, recognised and expert in it field.

## BAYERISCHER RUNDFUNK



Ulrich GAMBKE  
Commissioning Editor

**What I'm looking for?** I'm looking for documentaries from 30' up to 45' for regional broadcast (BR/ARD) and nationwide (ARD). Topics: Culture, Society. We are looking for documentaries with emotional approach and a strong narrative. It is helpful, if they refer to Germany or Bavaria.

**How to pitch me?** Pitch me via email.

**How to convince me?** Don't explain or write too much. Be focused on a clear story.

## MITTELDEUTSCHER RUNDFUNK

GERMANY



Katja WILDERMUTH  
Head of Documentaries  
History & Society

What I'm looking for? Looking for inspiration and programs for our MDR slot.

How to pitch me? First approach is email.

How to convince me? Convince me with Exclusive access or story.

## NDR TELEVISION

GERMANY



Barbara BIEMANN  
Commissioning Editor  
Documentaries

What I'm looking for? I am mainly looking for investigative current affairs projects. Mostly I look at coproduction opportunities in order to find ways to match my needs with your project which may result in a special versioning for my slot aside from what you envision such as theatrical or full length feature doc. I am looking for good journalism and strong filmmaking.

How to pitch me? It is best to email me with a short pitch.

How to convince me? Bring a good story and strong ideas to the table.

## ZDF ENTERPRISES GMBH

GERMANY



Kristina HOLLSTEIN  
Director Acquisitions and  
Coproductions Documentaries ZDF

What I'm looking for? Mainly we are looking for primetime specials focusing on historical topics, geology, archeology, less wildlife, but also exclusive, investigative current affairs documentaries. Series for the digital channels and one-offs for the main channel. The slot length in Germany is mainly 45'.

How to pitch me? Send a proposal or a short treatment with a trailer or reference production.

How to convince me? If the information is complete and clear, the content appropriate for the ZDF channels, I am fine. We have a very informative booklet on the ZDF Enterprises website explaining the relevant slots for coproduction acquisition. If producers have a first look here, you can avoid pitches that won't work for the channels [http://www.zdf-enterprises.de/sites/default/files/box\\_sidebar/files/factual-progr20124.pdf](http://www.zdf-enterprises.de/sites/default/files/box_sidebar/files/factual-progr20124.pdf)



**ZDF ENTERPRISES GMBH**
 **GERMANY**


Katharina FINGER  
Commissioning Editor

**What I'm looking for?** I'm looking for blue chip science documentaries that fit into my 45' primetime slot on Public German Broadcaster 3Sat (broadcasted in Germany, Austria and Switzerland). [www.3sat.de/wissenschaftsdoku](http://www.3sat.de/wissenschaftsdoku). I'm looking mostly for acquisitions not so much presale.

**How to pitch me?** Via email with a short synopsis and a screener of the documentary.

**How to convince me?** Convince me with well researched topics, compelling protagonists and innovative ways of telling the story.

**ZDF ENTERPRISES GMBH**
 **GERMANY**


Isabelle  
GERHARDT-SUFFNER  
Commissioning Editor

**What I'm looking for?** I'm looking for Dokumentaries for Crime, Medicine, Nature, History, Science.

**How to pitch me?** Pitch History, Sience and Crime.

**How to convince me?** Convince me per mail or contact on Sunday, 06.04.

**ZDF - ZWEITES DEUTSCHES FERNSEHEN**
 **GERMANY**


Yvette GERNER  
Managing Editor

**What I'm looking for?** I am looking for documentaries in different genres: current affairs, history and science as well as for factual entertainment documentaries and new ideas for news coverage.

**How to pitch me?**

**How to convince me?** I can be convinced by fresh ideas and by simply high quality of storytelling about complex topics.

## YES DBS SATELLITE SERVICES (1998) LTD



Osnat EDEN-FRAIMAN  
Acquisitions Manager

**What I'm looking for?** Our channel always looks for high profile character driven documentaries.

**How to pitch me?** Pitch me via email with synopsis and trailer if available.

**How to convince me?** Convince me with a powerful narrative and strong characters.

## MEDIASET DISTRIBUTION - RTI SPA



Daniela BAGLIANI  
Documentary  
Acquisitions Manager

**What I'm looking for?** We are looking for high-budget series that could be used in prime-time (mainly History and Natural History) and great ready-to-use content in areas such as Science, technology, lifestyle, wildlife and adventure that could be suitable for a younger-skewing channel.

**How to pitch me?** A taster tape or some visuals would help a lot. A short description of the series which includes details on how you think to tell the story (archive footage, colorized or not, CGI, docu-drama, presence of a host ...)

**How to convince me?** By showing me previous works, letting me know which partners you already have on board and, after having listened carefully to my concerns or perplexities, coming back to me with replies that show you have understood and you are ready to incorporate our needs in your concept.

## RAI RADIOTELEVISIONE ITALIANA RAI TRADE



Fabio MANCINI  
Commissioning Editor  
Rai 3

**What I'm looking for?** DOC3 is a 52' slot dedicated to documentaries where situations, contradictions, conflicts and transformations are involved to the contemporary society. DOC3 tries to narrate the human condition, through individual stories on a social background.

**How to pitch me?** Doc3 need audiovisual materials (rough-cut, trailer, sequences) and a script about the film.

**How to convince me?** Doc3 believes in true stories, based on a mix of real life shooting and interviews. We are open minded about the stylistic point of view.



## AVRO INDEPENDENT BROADCASTING ASSOCIATION

 NETHERLANDS


Marijke HUIJBREGTS  
Commissioning Editor

**What I'm looking for?** AVRO Close Up is a documentary slot about arts (photography, architecture, painting, sculpture, movies, design and fashion). Close Up features single documentaries only, with a duration of 52' each. We commission 26 new documentaries a year of which half are international co-productions; the other half are international acquisitions, in house productions and national co-productions. We aim to reach a broad audience; they need to be accessible with a clear and well-structured story line, without re-enactment or hosts. I am looking for Art documentaries, 52', fine arts (contemporary), architecture, photography, film, design and fashion.

**How to convince me?** Every project has to tell something new, a good story-line and suitable for a broad audience.

## DOCUMENTARY ACQUISITION BNN EO HUMAN MAX NTR VARA VPRO

 NETHERLANDS


Nathalie WINDHORST  
Head Acquisition

**What I'm looking for?** We're looking for well made creative and accessible art biographies on famous contemporary artists in music, literature, architecture and film. We're interested in best of the fest' documentary titles. We check out the latest current affairs and science. And we will need more factual series in the nearby future as well. Both the landmarkseries as more entertaining human interest.

**How to pitch me?** Our main focus is acquisition these days. But we want to know what's coming up and now and then we can do a prebuy. Please send us a synopsis by mail and if the story is of interest we will approach you for more detailed information.

**How to convince me?** Is this a unique story with a certain urge and relevance, does this need to be told and do I want to be part of it? Do I know the director, am I convinced he/she got talent, experience, an interesting vision and a good production team behind him/her?

## NCRV DOKUMENT

 NETHERLANDS


Yolande VAN DER BLIJ  
Producer

**What I'm looking for?** work for NCRV DOKUMENT, a weekly documentary slot of Dutch tv, dedicated mainly to social issues in Dutch society. Each season, we do broadcast a few foreign productions, that should be relevant to the situation in Holland.

**How to pitch me?** NCRV Dokument is looking for documentaries that, by dealing with contemporary issues, would concern a Dutch audience too, though they should be very specific in the way they treat the story.

**How to convince me?** Ours is not your average talking-heads film, but a documentary that should have a certain artistic quality, a strong storyline preferably concentrating on a limited number of main characters, and a strong local flavor.

## TELEWIZJA POLSKA S.A.

 POLAND


What I'm looking for? During MIPDOC I'll be mostly looking for human-interest stories which are suitable for my slots, one of them broadcasted at primetime. These slots are very important for me, as well that for my colleagues. I am still working on their profile, but they are already very successful. I have also other slots covering in practice all genres of documentaries, for current affairs and for wildlife. I'm looking mostly for one hour or 30 min. We have them from many years and they have their stable audience. Anyway as the most creative and innovative documentaries seem to be more feature length we try to find a place for them in our spring schedule.

How to pitch me? Pitch me via email.

## DISCOVERY NETWORKS ASIA-PACIFIC PTE LTD.

 SINGAPORE


What I'm looking for? I am looking for Factual and lifestyle content across all genres, in particular, science, wildlife, travel and cuisine.

How to pitch me? Why the program would be relevant to my networks and regions.

How to convince me? With a strong trailer and clearly written treatment for productions. Screeners for acquisitions.

## RADIO AND TELEVISION OF SLOVAKIA - RTVS

 SLOVAKIA


What I'm looking for? My interest is in documentaries - mostly series, history, current affairs, nature, science, culture, art, society.



## SVT - SVERIGES TELEVISION



**What I'm looking for?** Our main focus is premium series for prime time. Premium for prime time is great story telling, often high production value and new and relevant content with an appeal for the broader audience in History, Natural History, Documentary, Science, Music and Popular factual. Series for our off prime slots can be more advanced and also includes genres like Arts and Religion.

**How to pitch me?** The SVT Factual team attend several markets so lets meet, otherwise email usually works.

**How to convince me?** Have a great CV with examples of what your company has produced, great 30 sec pitch, great promo/sizzle that shows the idea/feeling and finally some other broadcasters onboard. Since SVT almost never is the main commissioner in major international projects I am very keen on the producer having a well known commissioner from a big channel already signed up or atleast that has shown initial interest. If that makes me interested my first questions will be about structure of story, scripts, who is producing and arguments on why just you could deliver this project.

## SVT - SVERIGES TELEVISION

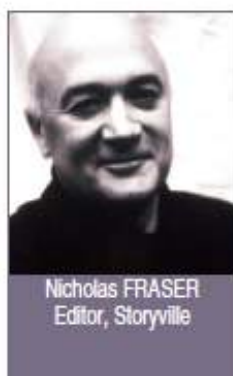


**What I'm looking for?** I'm looking mostly new films for my current affairs slot. But I always keep an eye open for great new feature docs too.

**How to pitch me?** Write an email with a clear outline of your film.

**How to convince me?** It depends. For current affairs the level of journalistic research and access is crucial. For feature docs I need strong stories exceptionally well told. Surprise me!

## BRITISH BROADCASTING CORPORATION



**What I'm looking for?** Storyville is BBC Four's flagship international documentary strand, which continues to enthrall and entertain with definitive stories from around the world. Storyville delivers an eclectic mix of compelling stories from across the globe. Screening over 340 films, from some 70 different countries, Storyville has gathered a staggering array of awards such as Oscars, Emmys, Grierson's and Peabodys. As series editor of Storyville since its inception in 1997, I am looking to co-produce, pre-buy or acquire ambitious, character-based international stories with bold, contemporary themes.

**How to pitch me?** Detailed information and submission contacts on this link: <http://www.bbc.co.uk/commissioning/briefs/tv/browse-by-genre/documentaries/documentaries-on-bbc-four---storyville-strand.shtml>

## MIDDLE EAST BROADCASTING NETWORKS - ALHURRA TV

 U.S.A.

What I'm looking for? Hours or half-hours, series or one-offs about:- current events - public affairs - contemporary issues - women's/gender issues - environmental - civil rights, human rights - freedom and democracy - business and entrepreneurship - health and wellness - science and technology - politics/economy - history - Americana - profiles and biographies - Arab-American relations - U.S. - Middle East affairs - religious tolerance/interfaith, culture.

How to pitch me? Pitch me via email.

How to convince me? On the strength of your programs: The relevancy of the editorial content for our Alhurra TV audience via compelling stories and outstanding production values.



**This report is brought to you by MIPTV/MIPDOC**

MIPTV is the world's leading content markets for creating, co-producing, buying, selling, financing, and distributing entertainment & TV programs across all platforms.

MIPDoc is the key international event for buyers, sellers, producers and commissioners of documentary and factual programmes.

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<http://www.miptv.com>

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