



Today, on the 14<sup>th</sup> of September, the Format Show will take place. It is a one day conference and screening of the newest and the most popular TV formats presented by core international prodcos and right holders from all over the world. Heads and managers of the leading companies in the sphere of development, production and distribution of TV formats will present their reports on the newest trends of format business.

Among the speakers:

- **Avi Armoza**, CEO at Armoza Formats, Israel, with report "Crossing Borders: Redefining the Landscape of Television".
- **Axel Böhm**, Regional Sales Director at SevenOne International, Germany, will talk on the topic "Are hybrid formats the future of entertainment? Success stories from all over the world, with a special focus on Central & Eastern Europe and the CIS region"
- **Tim Crescenti**, President of Small World IFT, USA, will held Master class: "Making Ukraine a Global TV Superpower"
- **Timur Weinstein**, Founder of WeiT Media, Russia, will answer the question "Formats' adaptation boom in Ukraine: accidental phenomenon or normal development of the market?"

Also two unique **panel discussions** will take place within the framework of the conference. They will be dedicated to the next topics:

- TV formats: To acquire? To produce? To Sell? Future trends of Ukrainian market. Presentation of the video "Ukrainian TV formats: do they exist?"
- Scripted formats: adapting formats, original production, market analytics, future trends.

### DON'T MISS!

## 15 BRAND NEW TV FORMATS AT THE FORMAT SHOW



Today during **Format Show** screening-conference largest world TV format-developers and distributors will present their most interesting and promising formats, many of which will be exclusive premieres. For example,

participants of the conference-screening will see three debuts of the game formats from British company **ITV**, three new formats from German company **SevenOne International** and three more from British **Zodiak Rights**. Also the premiere TV-formats will be presented by American company **Small World IFT**, British company **BBC Worldwide**, Swedish **Sparks Network**, Israeli company **Armoza Formats**, British **Cineflix International** and French company **Banijay Entertainment**. Already today you will learn all the details! Don't miss your chance to be the first to see these and many other TV-formats!

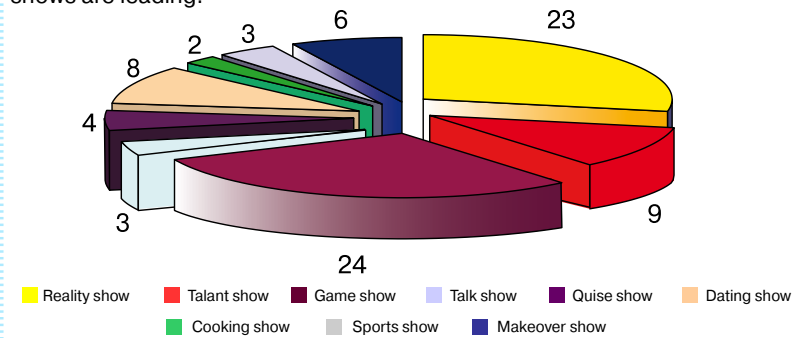
## UKRAINE IS AMONG THE LEADERS OF EASTERN EUROPE IN FORMAT ADAPTATIONS

In the last 12-18 months Ukraine has come to be among the top three countries by the volume of foreign TV formats acquisitions. In the preceding decade (from 2000 to 2009) there were less format shows and programs launched in Ukraine, than in 2010 and first half of 2011. Roughly there were a little over 40 foreign formats adapted in the years 2000-2009. At the same time, in 2010 and first half of this year the amount of format TV-shows produced in this country outnumbered the total of the whole previous decade – the number of foreign formats adapted in the last 18 months crossed the mark of 50 absolutely new projects (not counting the subsequent seasons of the big shows, which were launched earlier).

According to the survey prepared by cee.tv, more than a third of the 410 international TV formats that had been adapted in the countries of Central and Eastern Europe in 2010, have been produced in three countries – Russia, Ukraine and Greece. Moreover, Ukraine became an absolute leader of the region by doubling in 2010 the number of the launched format-shows compared to 2009 (according to the calculations of Media Resource Management analysts, this difference is even bigger: in 2010 there were 25 new TV-shows produced on the basis of foreign formats, while in the crisis year of 2009 only 5 new format shows appeared on Ukrainian TV channels, not counting the subsequent seasons of the shows launched earlier). This was also reflected in the "debuts" statistics: Ukraine together with Turkey and Russia made up top three countries by the number of the launched debut formats.

### Adapted formats in Ukraine, 2010 – 2011

For the whole 2010 and 9 months of 2011 Ukrainian broadcasters aired more than 80 new shows based on the foreign formats. Game shows and reality shows are leading.



## OFFICIAL STATISTICS OF THE UKRAINIAN CONTENT MARKET—2011

More than 300 participants from 24 countries have registered to participate in the first international audiovisual content market Ukrainian Content Market, which starts today and will last three days more. 30 companies-sellers will have their show-benches at the Market and the same quantity will work without show-benches. Over 70 companies have registered as buyers.

Among those registered to attend the Market are Russian TV channels STS, TNT, NTV, Ren-TV, First Channel will

be represented by Izym company; top Ukrainian broadcasters: Inter, STB, Ukraine, New channel, ICTV; leading channels of Kazakhstan: First Channel Euroasia, KTK, 31<sup>st</sup> channel, NKT, 7<sup>th</sup> channel. But these are by far not all the representatives of these countries coming to the Market.

Moreover, among the numerous buyers attending the Market are also top channels from other countries of our region: ONT (Belarus), TV3 (Lithuania), LNT (Latvia), Imedi (Georgia), Shant (Armenia), etc.

## OPINION

## NICOLA SÖDERLUND

President of Sparks Network (Sweden) about the prospective of Ukrainian format-distribution business



What we now observe in Ukraine is very interesting. Channels are constantly looking for new formats, they are actively negotiating with distributors and are ready to take risks. Western Europe remains not exactly conservative, but quite saturated with regard to TV formats. Accordingly, it's the markets of Central and Eastern Europe that are the most promising and interesting for us.

I'm sure that there are no objective reasons why Ukraine couldn't become another big TV formats exporter. Ukrainian producers have come to understand quite well how to work with formats, they made themselves familiar with production-bibles and learned all the stages of the big format shows production. Just one thing left to do - to create something unique, maybe something characteristic of Ukrainian and Slavic mentality that in its turn could be interesting for other countries too.

## RESULTS OF THE TENDER FOR THE LICENSE IN DIGITAL MULTIPLEXES – SHOCK FOR THE INDUSTRY

At the yesterdays' Forum «Digital broadcasting in Ukraine», people's deputy Andrey Shevchenko expressed confidence that television industry and the public must call for reconsideration of the results of the August competition for the terrestrial digital broadcasting licenses. "I believe that the results of the August tender are a real shock for the public and the industry. By their non-transparent decision National Council on Television and Radio Broadcasting left out of the business the majority of the top regional broadcasters, for whom there's no place in the multiplexes. Besides, National council in fact is bringing to the market a new player, because the five companies that received the regional licenses are connected with each other, but this is not



public." – said people's deputy. According to Shevchenko, there will be a special seating of the parliament's committee with regard to this question, after which deputies will demand the extraordinary report from the National Council, and will also initiate parliamentary hearings at the next parliamentary session.

## FOR THE FIRST TIME IN 8 YEARS KOVAL HAS ASKED FOR THE MONEY FROM THE INVESTORS

The price that Zeonbud has set for the TV stations for their signal transmission in the DTT multiplexes is forcing channels to tighten their belts and look for additional sources of finance. General Director of M1 and M2 channels Valentyn Koval admitted that such high rates have forced him to ask for the financial



support from the shareholders for the first time in the last 8 years. "I suppose that out of 28 frequency assignments for the national broadcast in the DTT multiplexes, maximum 10 big TV channels will be able to pay for signaling using their own income, i.e. be more or less independent from the investors. The rest will not be able to pay the Zeonbud invoices without the help from the channel's owners and shareholders", says Koval.

Indeed, with such rates, starting from 2014 the channels will have to pay annually 1.2 billion UAH (\$ 150 million) to the digital multiplexes operator. At the same time the whole market of the TV advertisement in Ukraine by then will come to maximum 5 billion UAH (\$ 625 million).

## ZEONBUD'S TV ADVERTISING CAMPAIGN WILL BE THE LARGEST ONE IN UKRAINE SO FAR

Zeonbud company, provider of the terrestrial digital multiplexes in Ukraine, will have an unprecedented in the history of advertising business in this country advertising campaign on Ukrainian television. This was announced at the Forum "Digital Broadcasting in Ukraine" by Valentyn Koval, General producer of Teledyn JSC (M1 and M2 TV channels).

According to the conditions of the DTT license, each TV channel starting from September 2011 every day has to give 5 minutes of its air-time (40 % of which in the prime time) for the commercial reels of Zeonbud. Company (in theory) will advertise the advantages of digital television over analog television. Commercials should also be aimed at raising public awareness of the digital terrestrial television and peculiarities of transition period followed by analog switch over.

The only positive side of this for the broadcasters is the fact that these 5 minutes are not included in the 20% advertisement quota, and thus will not effect the amount of commercial advertisement aired by the channels. Nevertheless, "there wasn't a single trademark in the history of Ukraine, which would have 5 minutes of advertisement every day on each of the existing 14 national channels, not to speak of the regional broadcasters", says Koval. However, Zeonbud has not provided its commercial reels to the channels yet.

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Tomorrow, on the 15th of September, **Television as Business** conference will take place. It is the place where representatives

of leading TV-brands, media experts and investors are talking about current content, finances, management and new media technologies. It's a one-day concentration of media business in one place.

Among the speakers:

**Angelo Pettazzi**, Head of DTT Content Factory of Mediaset S.p.A., DGTVi (Italy), will share the experience in his report "Where is television moving on? Italian experience"

**Ross Biggam**, Director General of Association of Commercial Television in Europe (Belgium), will report on the topic "Online and on-demand services as means of generating revenue growth as a complementary service"

**Igor Faletski**, CEO of Mobify (Canada), will answer the question "Mobile internet: companion or rival of television?"

**Vladimir Nabatov**, Projects executive in X-Media (Russia), will tell the situation about "Present and future of legal market of video in the internet"

**Victoria Yarmoshchuk**, Director of Media Resources Management, will report on the topic "Review of European TV advertising market: Ukrainian approaches, tendencies and perspectives"

**Panel discussions** to take place within the framework of the conference will be dedicated to the next topics:

— Human resources of the industry: the growing point

— Top TV advertisers and their media agencies. Special report from All Ukrainian Advertising Coalition and Television Industry Committee

— Television versus Internet. Cooperation or rivalry?









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