

What do the buyers want?

For MipLondon 2025 edition, Prensario International reviews a special survey made by RX into the mindset of top content buyers and commissioners, and what they are looking at the international markets.


- What is your editorial strategy?
- What type of projects/programs are you looking for?
- Acquisition Territory?




MARION CAMUS
OBERDORFER – ORF Enterprise (Austria)
Director Acquisitions & Distribution Investment




- Editorial strategy: We serve as preferred partner for broadcasters and platforms around the world as a one-stop-shop for high quality content offering a wide range of titles from all genres: Blue-Chip Documentaries, TV-Series and Movies, Children's Programs, Music as well as scripted and non-scripted Formats. We are looking for projects that are in an early stage of production, with a strong international focus and matching without preferred genres.
- Projects/Programs search: Blue Chip 4K Documentaries. Nature & Wildlife. Sustainability & Conservation. History & Ancient. History Science. Reenacted History and Archive Driven Content.
- Acquisition territory: North America, Europe.




VICKY SCHRODERUS
YLE (Finland)
Senior Executive in Charge of International Co-Productions and Acquisitions.



- Editorial Strategy: When measured by ratings and audience satisfaction YLE is the number one multi-platform destination for Finnish Kids. It transmits annually over 1300 hours of children's programming for a two- to 12-year-old audience on linear tv, FVOD service YLE Areena and YLE's add-free YouTube Channels. Pikku Kakkonen - magazine show is one of the biggest brands at YLE. Its main focus is the 3-6 y old kids. It reaches about 55% of the target group every week on linear television. For the 7-12 y old kids YLE has an interactive brand-named Galaxi. It reaches about 10% of its target group every week on linear tv. Galaxi universe can be found on www.yle.fi/galaxi. Buu-Klubben is aired by the Swedish-speaking channel YLE Fem. Its main focus is the 3-7 years olds. YLE's FVOD service Areena gets about 4 Mio starts on kids programming per week (population of Finland is 5,4 Mio).
- Projects/Programs search: I am looking for content that will enhance YLE's offering for kids. The shows need to entertain, bring laughter and awoke curiosity. For preschoolers the top priorities are diversity, bravery as well as enhancing emotional and social skills. For school kids we are also looking for themes like mental health and coping with difficult topics as poverty, loneliness and bullying.
- Acquisition territory: Europe, Asia, North America.



JUNITA BUDVYTIENE
ITHUANIAN RADIO AND TELEVISION (LRT) (Lithuania)
Head of acquisitions



- Editorial strategy: LRT is a public broadcaster. The foreign production is broadcasted on LRT TV and LRT PLIUS.
- Projects/Programs search: The priority is given to drama and documentaries applicable to all the family. On the main channel we have got 5 daily daytime series. Weekends go for day time series and movies. The prime time series slot at 11.00 pm. is more focused to action, thrillers, male target.
- Acquisition territory: Europe.



BENITA RATH
RTL DEUTSCHLAND (Germany)
Head of development




- Editorial strategy: RTL Deutschland, together with Gruner + Jahr, is Germany's leading entertainment company, spanning all types of media: TV and streaming, print and digital, radio and podcasts. It is home to some of the country's strongest media brands, from RTL and VOX to Stern, Brigitte and Geo to NTV, and operates Germany's largest streaming platform, RTL+, with > 2.4 million subscribers. RTL Deutschland stands for positive entertainment and independent journalism, employing around 1,500 journalists covering all the issues shaping contemporary society. Encompassing everything from news to sport, living to lifestyle, and women to family, RTL Deutschland reaches 99% of the German population.
- Projects/Programs search: Unique and scaleable non-scripted primetime formats for TV or online programming that are adaptable for the German territory.
- Acquisition territory: Europe, Asia, North America, Latin America, Oceania.




ELISABETH HAGSTEDT
HISTOIRE TV (France)
Head of content



- Editorial strategy: Channel dedicated to history in the broadest sense, from ancient civilisation to present wars, and from geopolitics to arts and culture. Mainly through documentaries but also some fiction.
- Projects/Programs search: We look for original, momentous and sharp content proving that history is exciting and significant for us all. We acquire, prebuy and coproduce, also on an international level.
- Acquisition territory: Asia, North America, Europe.



KAJA WOLFFERS
AMAZON PRIME VIDEO (Netherlands)
Head of content and programming.




- Editorial strategy: streaming.
- Projects/Programs search: broad entertainment, broad scripted.
- Acquisition territory: Europe.




MORANA BOTICA
CROATIAN RADIOTELEVISION (Croatia)
Editor children's acquisitions




- Editorial strategy: Public TV, Broadcaster.
- Projects/Programs search: Kids programs, target audience 2-10 years.
- Acquisition territory: North America, Europe.




ANNALISA LIBERI
RAI (Italy)
Head of acquisitions Rai Kids




- Editorial strategy: Rai Ragazzi is the department for children and kids of Rai, Italian public broadcaster, operating the 2 free-to-air channels Rai Yoyo and Rai Gulp and providing content for the linear channels, the Rai free VOD digital platform and Rai Yoyo app. Our editorial strategy is offering to the young Italian audience the best programmes from the international market.
- Projects/Programs search: We are looking for Animation, kids drama – series and miniseries - and formats with a strong storytelling, mostly European content. We offer to kid's audience shows to entertain as well as raise curiosity, openmindedness, emotional and social skills.
- Acquisition territory: Europe.




DERMOT HORAN
RTE (Ireland)
Director of acquisitions and co-productions



- Editorial strategy: We are a mainstream public broadcaster with the largest share of audience in Ireland. Commissioning and co-producing Irish programming across all key genres is unique selling point. However, we do also acquire movies, drama, comedy, natural history, documentaries, lifestyle and kid's content.
- Projects/Programs search: Stand out drama series. New and library feature films. 1/2-hour comedies. Blue chip natural history. Documentaries. Lifestyle series. Kids live action and animation.
- Acquisition territory: Europe.



RON HERMELIN
HOT (Israel)
Director of content channels, business development



- Editorial strategy: FAST TV. Revenue share model.
- Projects/Programs search: All kind of genre.
- Acquisition territory: Asia, Middle East.