

# What do European buyers look for?



**Tarmo Kivikallio**  
head of content,  
YLE, Finland



'We look for good stories but not crime, because it is a hot theme but present everywhere nowadays. It is too much'. Berengere Terouanne, acquisitions manager, M6 France: 'We'd love to find innovative series, but they are hard to see, both in topics and ways of shooting. We remember 'Spartacus', for instance, that kicked the table of premium series some years ago. Nothing with the same impact today'.



**Evert van der Veer**  
VP programming EMEA,  
Disney+, global



'We are looking for all kinds of contents, because the big OTTs now are hubs for general entertainment, not only fictions. The new segments as sports or live shows, are big opportunities to expand the landscape'. Polly Scates, acquisitions manager, Channel 4, UK: 'We like to find procedurals, big international releases, true crime realities, which is a twist of the crime move'. Mila Mayi, head of acquisitions, RTVE, Spain: 'we are looking for quality fictions, that surprise the audiences. Our broadcaster has a line that we must feed progressively'.



**Nico Nulens**  
SVP acquisitions,  
DGP Belgium



'We are looking for good dramas and procedurals, but it is difficult to choose when you see just trailers, not pilots, at the screenings'. Ruediger Boess, acquisitions director, Constantin Germany: 'At Paramount we liked the comedy, 'DMVA', because it is a spin-off and fresh. At NBCUniversal, 'Amadeus', with the iconic character. Amazon MGM has series with big budget, as 'Citadel', it is to stress that'. Henrik Palm, head of acquisitions, SVT Sweden: 'We'd like to see series with good vibes, no so dark stories, or everything related to crime. Feel good fresh roads'.



**Eva Dzurovcinova**  
acquisitions  
manager,  
STV Slovakia



'We'd like to see crime series, procedurals, fictions specific for free TV. The studios are handling less products the last years'. Benjamin Cappele, acquisitions manager, TF1 France: 'In LA Screenings we look for good US dramas, to compensate our local/European content. The product must follow the basics but with a sort of twist or refresh'.



**Eduardo Arias**  
VP international acquisitions and  
partnerships, Pluto TV, global



'At this fall we'd like to get episodic series with a large volume of chapters, procedurals, realities, niche sports, that are a good way to refresh the audience'. Red Spencer, acquisitions director, Tubi: 'We look for feature films, action films especially, which have permanent demand'. Mette Ernst Gravesen, acquisitions manager, TV2 Denmark: 'We are broadcasters that have added a streaming service, so we look good series for streamers, to gain new followers'.



**José Fragoso**  
RTPI, Portugal



'Series, films, formats to produce'.



**Avi Himatsinghani**  
CEO, Rewind Networks,  
Singapore



'We have to feed 4 segmented channels: classic films, blockbusters from 15 years in the past, current cinema hits, entertainment'.

PRENSARIO has attended LA Screenings last month, in Los Angeles, USA, where the Hollywood Studios introduce their new series and films to buyers of the world, especially European and Americas. It was a great chance of interviewing big European buyers. What are you looking for your channels and platforms?



**Polly Scates**  
head of acquisitions,  
Channel 4, UK



'Procedurals, big international releases, true crime realities, which are a twist of the crime move'.



**Mila Mayi**  
head of acquisitions,  
RTVE, Spain



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**Red Spencer**  
acquisitions director,  
Tubi



'Feature films, action films especially'.



**Mette Ernst Gravesen**  
acquisitions manager,  
TV2 Denmark



'We are broadcasters that have added a streaming service, so we look good series for streamers'.



**Gregoire Delarue**  
acquisitions director,  
TF1 France



'In LA, good US dramas'.



**Henrik Palm**  
head of acquisitions,  
SVT Sweden



'We'd like to see series with good vibes, no so dark stories'.



**Ruediger Boess**  
acquisitions manager,  
Constantin Germany



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## European top buyer preferences, autumn 2025

- True Crime
- Procedurals
- Innovative series
- Fresh realities
- Series good for free TV
- Episodic series
- Niche/different sports
- Good US alike dramas
- Big international releases
- Series for streaming audiences
- Good 'not crime' series
- Good vibes stories
- Twisted comedies
- Big budget productions
- Premium series

Source: 40 buyers interviewed by Prensario, at LA Screenings