

# What do buyers want?

For Mipcom 2025 edition, Prensario International reviews a new survey conducted by RX, with main content buyers: what they are looking for at the international markets.



**KARIN MARELLE**  
VP program acquisitions  
& co-production  
**LIONSGATE (UK)**



a. Editorial strategy: In partnership with Lionsgate, we seek top-tier scripted series to complement franchises, films and local productions across US, Canada, UK, LATAM & Brazil. Our focus: bold, distinctive, cinematic content for adults, alongside hits like “Power”, “Outlander”, “The serpent queen” and “Señorita 89”.

b. Projects/Programmes search: LONSGATE+ seeks premium, provocative scripted series: addictive, ambitious and with high production value. Bold stories with complex characters, diversity and proven talent. Co-productions that connect locally and internationally, renewing familiar genres with a fresh perspective.

c. Acquisitions territory: Latin America, North America, Europe.



**DOYOUNG OH**  
Acquisition director  
**PLUS MEDIA PARTNER (Korea)**



a. Editorial strategy: PLUS MEDIA PARTNER distributes international television programmes to broadcasters in South Korea. Its portfolio includes public channels, terrestrial broadcasters, cable and satellite television, as well as IPTV platforms, built thanks to the extensive network and experience accumulated by its management team.

b. Projects/Programmes search: Looking for documentary and factual programmes on history, lifestyle, nature, wildlife, science and technology, discovery and travel, environment, military arts, music, culture, current affairs, etc.

c. Acquisition territory: Asia.



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



**AXEL KUEHN**  
Managing director  
**TRESOR TV PRODUKTIONS (Germany)**



a. Editorial strategy: Tresor TV is one of the leading production companies in Germany and has a successful history of adapting international formats to the German market.

b. Projects/Programmes search: Reality shows, game shows, light entertainment shows, factual entertainment formats.

c. Acquisition territory: Asia, North America, Europe, Oceania




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



a. Editorial Strategy: YLE is Finland’s top multi-platform kids’ destination, airing 1,300+ hours yearly for ages 2–12 on TV, FVOD Areena and ad-free YouTube. Hits include Pikku Kakkonen (3–6, 55% reach) and Galaxi (7–12, 10% reach). Buu-Klubben serves Swedish speakers. Areena logs 4M weekly starts in a 5.4M market.

b. Projects/Programmes search: YLE seeks kids’ content that entertains, sparks curiosity and laughter. For preschoolers, priorities are diversity, bravery and emotional/social skills. For school kids, themes include mental health, resilience and tackling issues like poverty, loneliness and bullying.

c. Acquisition territory: Europe, Asia, North America.




**ELISABETH HAGSTEDT**  
Head of content  
**HISTOIRE TV (France)**



a. Editorial strategy: Channel dedicated to history in the broadest sense, from ancient civilization to present wars, and from geopolitics to arts and culture. Mainly through documentaries but also some fiction.

b. Projects/Programmes 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.

c. Acquisition territory: Asia, North America, Europe.




**NISA SITTASRIVONG**  
Associated acquisitions director  
**TRUE VISIONS GROUP (Thailand)**



a. Editorial Strategy: Searching good content to entertain customer the most, but need to deliver good value and moral to the society.

b. Projects/Programmes search: Series of breakthrough knowledge that audience can easily related and enjoyed.

c. Acquisition territory: Asia, North America, Europe.




**CHUAN CHIN CHANG**  
EVP acquisitions  
**TEMPO INTERNATIONAL MASS MEDIA (Taiwan)**



a. Editorial strategy: Seeking, curating and localizing a content, regardless its category, like movie, drama, animation, documentary, etc., which can get a well resonance from Taiwan audience on diversify platforms, linear, streaming, non-theatrical and so on.

b. Projects/Programmes search: We seek films with well-known talent and fast-paced plots, simple dramas, and self-contained episodes. Animation for preschoolers and children, with local CP support. Single-episode documentaries on topics suitable for the upper-grade educational market are also welcome.

c. Acquisition territory: Asia, North America, Europe




**MASA OMIYA**  
President, Buyer  
Domestic, Marketing  
**TRANS WORLD ASSOCIATES (Japan)**



a. Editorial strategy: We acquire high quality TV movies, mini-series, documentaries, feature films and animations for the Japanese market (DVD, TV, VOD and theatrical rights). As a distributor, we work with several broadcasters and VOD companies. We are looking for a wide range of programme categories.

b. Projects/Programmes search: We are looking for completed programmes or programmes in the final stages of production.

c. Acquisition territory: Asia, North America.




**MINEAU MARJOLAINE**  
Head of documentary  
**Radio Canada (Canada)**



a. Editorial strategy: CBC/Radio-Canada is Canada’s national public broadcaster. RDI is Radio-Canada’s News specialty channel. Mainly looking for Current Affairs documentaries in a TV-hour format.

b. Projects/Programmes search: Pre-buys and ready-to-broadcast documentaries.

c. Acquisition territory: North America, Europe, Oceania.




**JORGE FRANZINI**  
VP of original content,  
programming, and development  
**Curiosity (US market)**



a. Editorial strategy: We seek visual stories that entertain and inspire. With Curiosity Stream, our SVOD, we strive to be the home of factual programming. We invest in projects such as exclusive originals and acquisitions that expand and renew our content library.

b. Search for projects/programmes: Curiosity is flexible in formats: limited series, documentaries, specials and returnables. Its focus is on science, history, technology and wildlife, as well as crime, adventure, travel and gastronomy, always from a factual perspective and without sensationalism.

c. Acquisition territory: USA, Canada.





**JOHN BAGHDASSARIAN**  
VP of Acquisitions and  
Content Strategy



a. Editorial strategy: Olympusat is a leader in television and digital media, offering content and technology to multiple networks and platforms. It has HD channels in English and Spanish and produces programming in Spanish, including feature films and award-winning series.

b. Project/programme search: Seeks intriguing stories and characters. Great stories transcend language and culture. That is why it is always on the lookout for the next big story.

c. Acquisition territory: Africa, Europe, Middle East, North America.



**AHMED FOUAD EL DIN IBRAHIM**  
Acquisition executive  
D-MEDIA (Egypt)



a. Editorial strategy: Our strategy is to find informative and entertaining content.

b. Projects/Programs search: Feature documentary films, documentary series, on various topics; Wildlife, Science, Current Affairs, Modern History, Sports and Futuristic inventions.

c. Acquisition territory: Asia, Africa, Latin America, North America, Europe, Middle East, Oceania.



**MANUEL VILLANUEVA**  
Deputy director  
TVUNAM (México)



a. Editorial strategy: TVUNAM, UNAM's cultural channel, offers high-quality in-house productions and the best of global culture and science. Since 2006, it has been promoting new audiovisual languages and cultural diversity, establishing itself as a benchmark for public television in Mexico.

b. Projects/Programme search: Basically, look for historical, scientific, arts and culture documentaries, as well as classical films.

c. Acquisition territory: Europe, Asia, North America.



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



a. Editorial strategy: We are a one-stop partner for broadcasters and platforms worldwide, offering premium content across genres: documentaries, series, films, kids, music, scripted and unscripted formats. We seek early-stage projects with strong international potential aligned with our key genres.

b. Projects/Programs search: Blue Chip 4K Documentaries. Nature & Wildlife. Sustainability & Conservation. History & Ancient. History Science. Reenacted History and Archive Driven Content.

c. Acquisition territory: North America, Europe.



**KAYE WARREN**  
Acquisition Manager  
SBS (Australia)



a. Editorial strategy: SBS, with its free-to-air channel and platforms such as SBS On Demand, Viceland, World Movies, Food and NITV, celebrates diversity and connects cultures in Australia. It offers films, series, sport, factual programming, drama and animation, with a focus on young people and children, promoting inclusion, debate and reconciliation.

b. Projects/Programmes search: We seek strong storytelling with unique perspectives and global talent that sparks conversation and debate. We value relevant, contemporary narratives and broad appeal. In non-scripted: presenter-led history, travel, science, major global stories, and factual entertainment for our audience.

c. Acquisitions territory: Asia, Africa, Latin America, North America, Europe, Middle East, Oceania.



**MASSIMO BRUNO**  
Director of thematic channels  
DE AGOSTINI EDITORE (Italy)



a. Editorial strategy: We are an independent multiplatform network focused on kids and teens in Italy. Through our Digital and TV channels, we deliver original daily content, enhancing IPs' brand awareness with tailored rollout calendars, ensuring maximum exposure, lifespan, and strong editorial expertise.

b. Projects/Programs search: Fully IP-oriented, seeking content that travels across the ecosystem, engaging kids and families anytime. De Agostini acts as a 360° partner in Italy, boosting editorial and commercial growth. We pursue co-productions in animation and live action to build tailored success experiences.

c. Acquisition territory: Europe.



**NUNO VAZ**  
Content manager  
RTP (Portugal)



a. Editorial strategy: As a public broadcaster, RTP seeks to fulfil its social mission by offering diverse programming that combines knowledge, entertainment, factual, documentaries, fiction and other genres, representing both local and global society and reflecting the world we live in.

b. Search for projects/programmes: Question and answer programmes with a cultural and knowledge focus, brilliant talent contests and factual entertainment formats that are close to the audience. In addition, original technological ideas that bring innovation and new aspects to content creation.

c. Acquisition territory: Worldwide



**JOSE ANTONIO SALSO BARATAS**  
Acquisition and sales manager  
Atresmedia Televisión (Spain)



a. Editorial strategy: Atresmedia is Spain's leading media group, with a presence in television, radio, digital media, cinema and events. Its brands include Antena 3, La Sexta, Onda Cero and Europa FM. Its strategy is organised into divisions such as Atresmedia Televisión (Antena 3, La Sexta, Neox, Nova, Mega and Atreseries).

b. Search for projects/programmes: Finalised versions. No projects.

c. Acquisition territory: Europe.



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



a. Editorial strategy: FAST TV. Revenue share model.

b. Projects/Programs search: All kind of genre.

c. Acquisition territory: Asia, Middle East.



**JAVIERA BALMACEDA**  
Directora de Originales Locales  
para Latinoamérica, CA y AU  
Prime Video & Amazon  
Studios (US)



a. Editorial strategy: Priority is given to creating content with local identity and global appeal, stories with specific roots and universal themes. The aim is to balance creative risk and viability, focusing on innovative projects that generate emotional connection and achieve wide acceptance.

b. Search for projects/programmes: We look for real stories that spark curiosity, adaptations of well-known IPs to connect quickly, content that appeals to young people without sensationalism, and projects with viral potential and wide reach on social media.

c. Acquisition territory: Latin America, Canada, Australia