

What do buyers want in Asia?

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?



Nisa Sittasrivong,
True Visions Group (Thailand):
Acquisition executive



- a.** Editorial Strategy: searching good content to entertain customer the most, but need to deliver good value and moral to the society.
- b.** Projects/program search: series of breakthrough knowledge that audience can easily related and enjoyed.
- c.** Acquisition Territory: Asia, North America, Europe.



Doyoung Oh,
Plus Media Partner (Korea):
Acquisition director



- 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/Program 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.



Masa Omiya,
TRANS WORLD ASSOCIATES (Japan):
President



- 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/program search: we are looking for completed programmes or programmes in the final stages of production. Genres: Drama, Feature Film, Miniseries, Series, TV Movies
- c.** Acquisition Territory: Asia, North America.



Ahmed Fouadeldin Ibrahim,
D-Media (Egypt):
acquisitions, tv content buyer



- a.** Editorial strategy: Our strategy is to find informative and entertaining content.
- b.** Projects/Program 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



Kaye Warren,
SBS (Australia):
Acquisition Manager



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/Program 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.