

What do the buyers want?



Facundo Bailez,
head of acquisitions,
Sky (UK)

'A priority now is to enter early in drama projects to gain market intelligence and promotion. Business needs going deeper in all content sides.'



Kris Imai,
head of international business,
U-Next (Japan)

'We want to make more productive our current output deals, mainly with the major studios. The actual market demands more density of better products.'



Edina Balogh,
acquisition manager,
TV2 (Hungary)

'We have 1 free TV and 14 pay TV channels. We don't buy digital rights separated from linear, yes catchup rights.'



Craig Junner,
programming senior manager,
BlueAnt (Canada)

'Factual and true crime. These are our basics but today are very on the move.'



Khululeka Khumalo,
programmes coordinator,
Eswatini TV (Swaziland)

'Kids telenovelas, animation and drama series.'



Fabrizio Battocchio,
head of original productions,
Mediaset (Italy)

'We are interested in new shiny floor and other big formats for free TV, which are difficult to find today, due to industry focus on digital.'



Javier Iriarte,
head of programming,
AtresMedia (Spain)

'Big event series and shorts series of 3-4 chapters each Event programming to make a difference for free TV against others.'



Gudrun Jonsdottir,
chief strategy officer,
NRK (Norway)

'We are making focus on boys content, 7+, both animation and live action. They are not so targeted nowadays.'



Jamal Douba,
general manager,
Media Link (Lebanon)

'Feel-good stories, Turkish and Latam dramas, movies, docs. We need content to make people feel warmer.'



Marei Bruckmann,
director,
ZDF Studios (Germany)

'We are looking for fresh animation, 6-9 target, and partners for co-productions. Own content makes difference, but allies are necessary to produce properly.'



Revi Lavi,
head of acquisitions,
CosmoBlue (Switzerland)

'We are looking for contents for our new channel in Canada, which is performing well. American alike but also independent programming.'



Hande Turan,
senior content trends consultant,
TRT (Turkey)

'Preschool to 12 content for free TV, multi-target products for our TABII digital platform.'



Carol Wachira,
marketing & digital transformation director,
Royal Media (Kenya)

'Scripted formats, dramas, movies, children content, documentaries. Content in East Africa is evolving for good.'



Eva Dzurovcinova,
acquisition manager,
STV (Slovakia)

'Comedies, thrillers, dramas, both films and series. A public broadcaster must push imagination more than private ones.'



Anamaria Popa,
acquisition manager,
National TV (Romania)

'Films, TV series, all free TV alike. This is not easy as in the past.'



Mohamed Allig,
acquisitions,
Azam Media (Tanzania)

'Apart from Turkish dramas, we are adding series from Asia: India, The Philippines. New origins bring fresh dramas.'



Avi Himatsinghani,
CEO,
Rewind Networks, Singapore

'Among our 4 lines of contents, we make focus now on recent but not new cinema hits. Good niches define business.'



Apiorkor Ashong,
head of programmes production,
Channel One TV (Ghana)

'We'd like to find good animation, docs, dramas, and also coproduction opportunities. Own content is required more and more in Africa.'