

Europe: What are the buyers looking for?



Diane Glynn,
social director at Channel 4, UK



'We focus on the new trends: micro-dramas, podcasts, social media... they must be key issues for broadcasters nowadays, to continue leading TV business and also to grow in mobile.'



Peter Kolosi,
CCO RTL Hungary



'We want to check how to integrate the free TV basics with YouTube, Social Media, microdramas. Due to the general funding problems for big TV projects, the branded content side is a hot issue nowadays.'



George Levendis,
general manager Antenna Group,
Greece



'I'd like to find the next big hit in entertainment, a strong and fresh idea. We are also looking for fiction projects, to adapt locally.'



Nick Smith,
head of formats development,
All3Media (EMEA)



'Everything has changed at the formats market. Now the ideas can come from anywhere, smaller regions, digital, podcasts, etc. There are new referents as the Nordics for pods, Asia for digital environments. You must be open-mind and evolve.'



Fabrizio Battocchio,
head of original productions,
Mediaset Italy



'I am looking for a big-big entertainment format, to generate strong impact. Something just for the prime time of free TV, while many suppliers make too much focus on digital.'



Erika Tothova,
head of acquisitions,
TV JOJ Slovakia



'We are looking for fictions and entertainment formats to make a difference in free TV, and also programs, ideas to push ourselves into the digital era.'



Roy Oppenheim,
Lingö Pie, Israel



'We are a multi-language platform, we need content in very different languages: Greek, Spanish, Nordics, etc.'



Anamaria Popa,
acquisition manager,
National TV (Romania)



'We would like to find films, TV series, all free TV alike. This is not easy as in the past, most of the offerings are digital oriented.'



Matt Ford,
Sony Pictures TV,
EMEA



'The breaking point of digital business for big TV players, is when digital monetizes what can't be done by traditional ways... this brings the future to today.'



Teresa Lopez,
Love TV Channels, Spain



'These are times of AI, branded content, YouTube... the fragmentation is so strong, that you can't expect to have a large market share anymore. The share you have, must generate enough value for advertisers. To develop profitable niches.'

