

BUYERS • CONCEPTS & TRENDS



Delphine Ernotte Cunci,
president, France Télévisions

'This year, our free streaming service **France. TV** has got unique audience records. We've grown about 20% in unique visitors. Our scripted content makes the difference, occupying all ten spots in the top 10 most-streamed programs across all French channels'.





Kazuo Takaya,
global strategy director at Nippon TV/Hulu Japan

'Global business is turning to a very important engine for the future growth of Nippon TV. Since October this year, we launch an alliance with **WBD**, to include a content center of **HBO Max** in Hulu Japan. Also, since November, we emit exclusively in Japan, the special events and shows of **All Elite Wrestling (AEW)**. We'll be more global from now'.





Roy Ashton,
partner at Gersh Agency, USA

'Two big hits today for me are micro-dramas and branded content... the latter turns more and more important. At the US market, a content focused ad agency, **Publicis**, has generated USD 1.5 million per episode in branding for an **Amazon Prime** premium project. Business is different this way...'





Jane Stiller,
chief viewer officer, ITV, UK

'ITVX has recorded a 35% increase in viewer hours. We define ourselves as a 'broadcaster streamer', leveraging the traditional reach to drive traffic to our digital platform. We've moved away from exclusive windowing to simultaneous launches. If something launches, it launches big everywhere, allowing a concentrated marketing push'.





Matt Ford,
VP Digital, Sony Pictures TV, international

'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'.





Sandra Smester,
SVP programming, NBC Telemundo (USA)

'Nowadays, we are looking to generate realities 2.0, the evolution of our unscripted slate. We are adding new genres, different twists and above all, digital DNA'.





Zhifu Yan,
director of Global Business Development at Xiaomi, China

'Xiaomi TV+, our proprietary FAST service, handles over 600 channels now available worldwide. We make focus on the fragmented European market, prioritizing deep localization and content curation over volume. It is key the pre-installed entry point on **Xiaomi Smart TVs**, **STB**, and TV sticks to bypass the friction of registration and subscriptions'.





Jack Ojalvo,
CEO, Copyright Capital, YouTube main partner and investment fund (Switzerland)

'Top hit issues nowadays? One, YouTube is very focused on ecommerce, transactional new incomes. Two, with AI, Likeness is a big issue, how to manage that famous people appear in amateur AI videos. This is worse for short-content platforms as TikTok, because long content is expensive. Three, microdramas, where business is taken mostly by the Asian apps, which are turning into multi-platform players, not only Android. But their problem is the short life cycle of the users, comparing to games, for instance. If they solve this, they will build a huge business'.





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. Linear broadcasting continues as the top issue for us'.

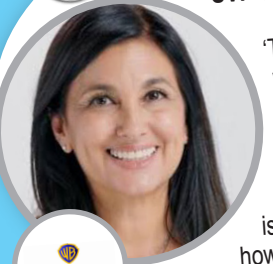




Jangho Seo,
EVP Content, CJ ENM South Korea

'K-content has now firmly established itself as a mainstream genre in the global entertainment market. Our focus must transition from short-term content sales to nurturing long-term intellectual property, ensuring our original stories to generate sustainable global value for years to come'.





Patricia Jasin,
SVP sales Latin America, WBD

'The TV executives must change not only the way of thinking, but also how we present ourselves to the big ad brands, that today listen to YouTube and TikTok. The ratings don't run any more. Not always the most famous product is the most profitable. Today is essential to know how to move the catalogue, how to generate synergies between the contents you have with the new hits'.





Teresa Lopez,
CEO, 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'.

