

Geoff Foster
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Films Media Group



What are your acquisition strategies?

Films Media Group licenses its content from the world's most talented producers. Very simply, our philosophy is to acquire the best programs from the best producers.. We have exclusive relationships with Public Affairs Television (Bill Moyers), and the BBC. Other renowned producers represented by FFHS include HBO, CBS News, PBS, MacNeil/Lehrer Productions, Granada Media International, Channel 4 and 4 Learning, the Open University, NHK, and RTVE, to name just a few. Our programs include the latest Emmy and Peabody Award winners.

What programs are you looking for?

World/American History & Culture, Science, Chemistry, Maths, English literature/ language, Business Studies, Health Care & Treatment, Psychology, Career & Technical Education and Social Studies.

Can you name us the most successful titles that you acquired in 2005/06?

Yes "The Adventure Of English" 8x50 from Granada Media International and "Fighting the Tide: Developing Nations & Globalisation" 5x26 from Network Ireland Television "Do You Speak American" 3x50 from Macneil-Lehrer Productions.

What programs will be in demand at MIPCOM 2006?

I would like to see more high quality documentaries, but I suspect the biggest demand will be for reality live TV.

Alexander van Duellen
Managing Director
EEAP Eastern European
Acquisition Pool GmbH
Germany



What are your acquisition strategies?

We don't have special strategies. We just look if we can find something by accident.

What programs are you looking for?

Feature TV suitable program as TV movies and feature films

Can you name the most successful titles that you acquired in 2005/06?

No, there was nothing most successful in particular.

What programs will be in demand at MIPCOM 2006?

Since the market is so big, I do not share the opinion that there are special programs in demand at MIPCOM.

Susanne Schosser
Managing Director
EM.Entertainment GmbH



What are your acquisition strategies?

Trends influencing the market for children's and youth programs have continued to emerge from the interactive sector, with emphasis on mobile content, games and IP TV. The demand for formats suitable for these new media platforms, alongside classic free and pay-TV, has continued to grow in the last few months. EM.Entertainment is therefore focused on programs with content possessing the potential to be broadcasted across conventional media channels as well as new media. Alongside the establishment of new distribution channels, EM.Entertainment has been faced with the challenge of offering an appealing variety of programs to a broader range of target groups. The company is looking for topics that appeal to both girls and boys, as well as to a variety of age groups including school kids aged between eight and twelve, pre-school kids and toddlers from two to four years old.

What programs are you looking for?

From a content perspective, increased interest in educational language programs is clearly evident - with age-appropriate formats for the one to three year-old age group, as well as educational language programs for pre-school children. In addition, interest in high-quality Action-Comedy series remains at an elevated level. Regarding animation techniques, the share of CGI animated productions is clearly on the rise. Nonetheless there will always be both, CGI animated and 2D formats. The appropriate technique depends on the particular story and the corresponding target group. For example, the haptics of the 3D format fit extraordinary well for an educational program like "CROCO LOCO", which addresses pre-school children. Meanwhile, Action-Comedy series such as "Staines Down Drains" or "Dogstar" are produced in 2D because the comic style is more popular amongst older age groups.

Can you name us the most successful titles that you acquired in 2005/06?

During the period 2005/06 we've acquired a range of high-quality programs that have been enjoying huge success in many countries worldwide. In December 2005 for example, Junior TV GmbH & Co. KG, a wholly-owned subsidiary of EM.TV AG, acquired exclusive pay-TV rights for the German-speaking region to children's series "LazyTown" from Icelandic entertainment company LazyTown Entertainment LLC. "LazyTown" is a funny, fresh show that blends movement, music, comedy and great storytelling in a colorful, fastpaced, upside-down world.

The series was produced in Iceland in 2004 and, so far, consists of 35 half-hour episodes. It made its German Pay-TV premiere on January 1, 2006 on our pay-TV channel JUNIOR. The channel is transmitted by pay-TV provider Premiere, and broadcasts high quality children's and family entertainment 24 hours a day. In the USA, "LazyTown" attracted as many as ten million viewers in the first week alone - of which six million were children between the ages of two and eleven. On German free-TV station Super RTL, the irresistible combination of entertainment, play and music achieved sensational market shares of up to 50.9 percent within the target group of three to 13 year-olds.

Furthermore, we obtained the exclusive pay-TV rights to Finger Tips from British company Entertainment Rights Plc. Finger Tips is a creative magazine for

