

I Thompson
International Business Manager
Wide Entertainment
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What are your sales strategies in 2009?

Wide Entertainment is releasing a slate of new programming covering a range of genres in 2009. We are actually increasing programming production in this tough economic climate due to increased interest in cost-effective programming. World Wide is also expanding its sales and production teams to maintain its core focus on broadcast while continuing to explore and develop new areas of interest such as DVD distribution, digital productions and new media platforms.

What countries are important for your sales?

The Western European market has always been a focus for World Wide Entertainment along with the Middle East, Africa and Asia. In recent years we have seen considerable growth in the Asian European markets and North America. World Wide Entertainment has considerable market penetration – we currently export programming to over

140 countries. We are now producing one hour biographies which are a driver in recent growth.

Can you name your titles that performed well on international TV Channels in 2008?

Our travel and lifestyle programs such as "Landmarks" (26 x 30) have enjoyed great success across all markets, as have our environmental titles such as "Green Matters" (26 x 30). We have seen significant global demand for our newly created selection of one hour biographies. The Al Jazeera News Channel enjoyed great ratings with our special on Barack Obama and the entire World Wide Entertainment catalogue offers internationally appropriate content over a range of genres and formats. This means the spread of sales is quite even, as each client has different programming requirements.

What are your new titles for international buyers for World Content Market?

As mentioned we are gearing up for a huge 2009 with an increased release schedule. We are launching new biographies on Heath Ledger and Kylie Minogue and are excited about our new fashion series "Fashion Memoir" (26 x 30) and entertainment magazine "The Good, The Bad & the Ugly" (26 x 30). These titles are being showcased for the first time at Natpe & World Content Market.

Alaw Griffith
Head of Development
Griffiths Ltd
United Kingdom



What are your sales strategies in 2009?

Griffiths' aim for this year is to build upon the success of 2008! We have a really strong and diverse slate of original animation programme ideas from pre-school through to family friendly comedy, and in 2009 we're looking to make new contacts and establish and build new and long standing relationships with Broadcasters and Co-producers outside the UK.

What countries are important for your sales?

Because animated programmes are relatively easy to translate into other languages every territory is equally important to us. We'd love to build new relationships in the emerging markets and also in the territories that are traditionally strong animation supporters like Germany and France.

Can you name your titles that performed well on international TV Channels in 2008?

Since launching our slate of new programmes at MIPCOM in October 2008 we've been really busy and 2009 already looks set to be a good year for us in terms of selling our new projects. "Gelert" which is our completed 30min special animated film had an excellent reaction in MIP and discussions are going well in terms of distribution.

What are your new titles for international buyers for World Content Market?

I'm very pleased to announce exclusively at the World Content Market that Griffiths have just signed a deal with the European Commission to produce a series of 8 x 8" animation films aimed at kids aged 5-8. The films will be completed in early 2010 and readily available to European broadcasters for free! That's right free content!!! Six of the episodes will cover environmental issues and two will focus on healthy living and getting active. We're really excited about the project and we're working with some excellent partners from across Europe including WWF, REC and 5 children's museums. In addition to this and the slate of programme ideas we launched in MIPCOM we're also looking to discuss two fantastic new projects we have in development with Broadcasters and investors – these aren't included in our products list so if you want to find out more about those and all our other projects you'll have to come over to our suite!



MARKET NEWS

Come Chinese Buyers!

As last year, the Beijing Office of LIC Australia, the largest importer of documentaries into China, will bring buyers from Chinese TV channels and production companies.

With 14 years experience buying high quality, informative documentaries at various international Markets for screening on Chinese Television Networks, LIC presents nightly timeslots on more than 100 TV channels across China, including SAGA, the highest rated nightly documentary nationwide timeslot.

Delegation includes representatives from Tianjin TV, Shanghai Media Group, Jing Continental Bridge Cultural Development Co, Saga Cultural Media Company, Shanghai YSY Film & TV Enterprise Co.

American Floor

Come to the American Floor and enjoy a wide diversity of genres. The American Floor features a suite of companies from the USA and Canada. American Floor Exhibitors:

Amadeus Pictures, Atlas Worldwide Syndications, Cine Excel Entertainment, Olive Studios, Dominique Paul Mougnot Inc., Lightning Entertainment Group, Film Group, Moonstone/Prestige, Princ Films, Screen Media Ventures, Shoreline Entertainment, Taurus Entertainment Company, and Telemundo Internacional.

Canada - Cinemavault.Com Inc, Cookie Jar Entertainment, Distraction Formats, Film One Distributors Inc, Polar Cap Productions Inc, and The National Film Board of Canada.

Focus on German Documentaries

For the second year, AG.DOK will organize an umbrella presentation of German documentaries.

The German Documentary Association / AG DOK are the largest professional association of independent producers in Germany, numbering more than 850 members. It is first and foremost a film and media lobbyist for the documentary genre, but is open to representatives from all film genres.

Exhibitors of German Documentaries Pavilion include Extravista Film & TV, Kloos & Co. Medien, Langer Media Consulting, Vidicom Media, and Le Vision Film – Und Fernsehproduktion.

Czech Film Center Pavilion

The Czech Film Center will host an umbrella presentation of Czech companies. The Czech Film Center is an organization aimed at the promotion of Czech films and the worldwide film industry. Come to the Czech Film Center Pavilion to find information about the Czech film industry!