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SHOW DAILY

NATPE • MIAMI BEACH

TUESDAY, JANUARY 16, 2018

OTT IS WAVE OF FUTURE

BY CATHY CORCORAN

OTT (Over the Top programming) is “the fourth wave” of programming, said Mark Greenberg, president of the consulting firm MSGCI, “Broadcast was first, followed by cable, then satellite, and now OTT.”

But OTT is not so much a revolution as it is an evolution of the industry. “The structure of our business is changing, but it’s changed before and will probably change again.”

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SO...YOU WANT TO PRODUCE?

BY CATHY CORCORAN

So you want to be a producer? And you have a great idea - or two or three great ideas - for a show. How do you flesh those ideas out? How do you break into the biz? NATPE to the rescue!

The Open Development session can help. Hosted by Dan Goodman, Co-Founder of Believe Entertainment Group with panelists Caitlin McGinty, senior VP and head of Programming and Development for The Story Lab, and Mina

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PHOTO BY ALEX MATEO

As NATPE convenes this week, the NATPE Educational Foundation celebrated its 40th year in operation with a festive luncheon and cake cutting at the Fontainebleau Hotel. The Foundation celebrates teachers, student interns and TV professionals as they shape the future of the medium. L-R: Sheri Beam, intern director, NATPE Educational Foundation; JP Bommel, president and CEO, NATPE; Lew Klein, president, NATPE Educational Foundation and NATPE co-founder; and Greg Pitts, director of faculty and student programs, NATPE Educational Foundation

SYNDI'S FORECAST BRIGHT

BY CATHY CORCORAN

Here at the Fontainebleau, TV execs are ensconced in their suites and settling into their poolside cabanas, ready to make deals as NATPE 2018 opens its eighth year in Miami Beach. The forecast calls for sunny skies and new shows, among them, social media phenom *Caught in Providence* from Lionsgate's Debmar-Mercury, a new syndi offering of 11 seasons of *The Carol Burnett Show* from CBS Television Distribution, as

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at deadline

Gaumont has an agreement with Vivendi Content to distribute 12 original feature length movies from its STUDIO+ original premium short series across the U.S., Latin America, Canada and Asia. The deal has been struck on a multi-year basis. Titles include all genres of fiction including thrillers, dramas and dram-edies and two high profile international projects: *Ahi Afuera (Out There)*, the story of three teenage boys on the run following a botched robbery and forced into the wild jungles of Patagonia in a mission to survive, and the thriller *Crime Time*.

OTT MORE AN EVOLUTION OF INDUSTRY THAN A REVOLUTION

CONTINUED FROM PAGE 1

Greenberg said. “We’re still producing programs, still distributing them, still selling them, and people are watching more than ever. A decade ago, a few hundred new TV series a year were under production. Today, nearly 500 programs are being produced. We’re bringing more programs to more people on more devices.”

Greenberg will chair the NATPE Streaming Summit this afternoon. A member of the NATPE Board of Directors, he has ridden most of the earlier waves in the business, from his days in sales and marketing at HBO, to his work at Showtime, where he was responsible for Strategic Planning, Digital Media and Sales and Marketing. He then became the founding CEO of Epix, where he led its rapid expansion and distribution across new consumer devices, including Xbox, PlayStation and Roku.

“The technology comes at us fast and furious,” he said. “What companies need to do today is not just react. We need to develop a strategy for dealing with this technology.”

“There have been more changes in television in the last 10 years than in the previous 50 years,” said Sandra Stern, President of Lionsgate Television Group.

“On the creative side, it’s a glorious time for television; the world has opened up to writers, directors, actors and show runners. The production values on these new series are amazing, the camera work, the sets, the acting—it’s great.”

Of course, more shows with increased production values require more money, and the business side of things can be tricky. “Now, because of new technology and changes in customers’ viewing habits, many of the rights that studios were able to monetize are falling on the network side of the ledger. It’s put real pressure on the business model of TV and created real instability,” Stern said.

Originally a production company, Lionsgate acquired Starz Network in 2016, which gives them more control of the distribution process. The merger has been “everything we hoped for and more,” Stern said. Lionsgate has no plans to become simply a production arm of Starz—they will continue to produce programs for a variety of channels and other outlets, and Starz will also produce some of its own programs—but the Lionsgate distribution team has been able to help monetize them in new ways. On the Lionsgate side of the merger, Starz provides increased avenues for distribution and a reliable revenue stream.

And revenue is what it’s all about. OTT players Netflix, Hulu and Amazon TV started out by purchasing programming from studios and distributors—classic TV series and movies.

But now, OTTs are producing their

own programming, much of it top quality. Hulu’s *The Handmaid’s Tale* won the 2017 Emmy award for Outstanding Drama Series. Netflix’s *The Crown* won the 2017 Golden Globe for Best Television Series. Netflix has 110 million subscribers globally, and has reportedly allocated up to \$8 billion on content in the coming year. “We look for opportunities that play to our unique strengths because you don’t want to compete head to head with



Sandra Stern



Mark Greenberg

that level of content spend,” Stern said.

OTT means not just more content, it means consumers watch this content differently, now bingeing on their favorite programs as soon as an entire season of shows is released. These viewers watch TV the way they read books. “No one reads one chapter of a book only for an hour on Wednesday night at 9 o’clock,” Stern said. “When I’m engaged in a story, I read the whole book. And I watch a TV

series one episode after another until my eyes are falling out.”

Of course, not all viewers watch this way. “You’ve also got to provide shorter form programming for people who have less time, or less concentration, and those who only want to watch for 15 minutes,” Stern said.

New OTT players aim to provide short and long programming. Apple, Google, YouTube and Facebook are now in the game, each backed with billions in Silicon Valley dollars.

Facebook’s Head of Development & Programming Mina LeFevre is at NATPE this week, along with her boss, Ricky Van Veen, to talk about their new initiative to acquire and/or fund original scripted and unscripted shows for exclusive distribution on their service. LeFevre came to Facebook in 2017 from MTV, where she oversaw



Mina LeFevre

all scripted development and programming.

Among other shows, she’s now overseeing the Facebook series, *Returning the Favor*, hosted by Mike Rowe, famous for his shows *Dirty Jobs*, which aired on Discovery, and *Somebody’s Gotta Do It* on CNN.

Rowe has said, “*Returning the Favor* is a non-traditional show, on a very large platform (Facebook), inspired by a very simple idea—to introduce America to regular people who are doing something decent, and then, do something themselves.”

He added that the project came together quickly and has a spontaneous edge to it. “I have no idea how many episodes we’re going to do, and the truth is, we’re figuring a lot of this out as we go along.”

LeFevre said that “figuring things out as they go along” is Facebook’s strategy.

“We’re not just looking to ‘air’ a show,” she said. “We want interactivity, a deeper engagement with our fan base. At Facebook, we already have connective ‘tissue’ that binds communities, and we want our video programs to enhance that connectivity. Mike Rowe already has more than 5 million very engaged fans on Facebook. He was a natural fit for us.”

While Facebook’s initial programming has been unscripted, it is beginning to feature scripted shows as well.

Currently, they have a 10-episode scripted series available with actress Kerry Washington (*Scandals*). Each episode is 10 minutes in length, and though set in a high school, is geared to an adult audience. Another scripted show will be teen drama *Skam*, already a huge Scandinavian hit, where it broke all streaming records in Norway, Denmark and Sweden and attracted an active international fan-base on social media.

In the next two years, Facebook plans to be a major OTT player. And in five years? “Oh, no one can predict what’ll be happening in five years,” LeFevre said. “Things are changing too quickly for that.”

The biggest change, of course, could be the 700 pound gorilla in the OTT marketplace—the proposed \$60 billion merger of Disney and Fox. If approved, this could dramatically affect both old and new OTT players, who will find it harder to compete with the mega dollars involved in the new Disney world.

Referring to the proposed merger, Sandra Stern said that, though she has no knowledge of the deal other than what’s she’s read in the press, she remains optimistic about the future of OTT for Lionsgate and other companies. “I’m sure (Fox chair) Rupert Murdoch knows a lot more than I do about certain things,” she said, “but ultimately, we’re all looking for the same thing—the next big hit.”

Mark Greenberg said, “When you factor in costs and CPMs, broadcast TV is still the most cost efficient way to reach a large audience, but today, more than 50 percent of current viewership is not on broadcast. You can’t ignore that and stay in business.”

Sandra Stern said, “I’m not a Pollyanna. There are real business challenges now and in the years ahead, but there’s tremendous opportunity here. It’s up to us to figure out a way to reinvent the business in ways where we can all make money.”



9 YEARS & GROWING!



#1 IN GROWTH AMONG ALL TALK SHOWS WITH WOMEN 25-54*



*Source: NSI Live+SD, weighted avg, 25 LPM mths; primary telecasts: Season through November Sweep (9/18-11/22/17) vs (9/19-11/23/16)
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SYNDI FORECAST: SUNNY, WITH SCATTERED NEW SHOWS...

CONTINUED FROM PAGE 1



Debmar-Mercury's *Caught in Providence* with Judge Frank Caprio

well as returning favorites *Page Six TV*, *Top 30* and *Dish Nation* from Twentieth Television, *Matter of Fact* from Sony Pictures Television, and others.

CBS Television Distribution has just announced it will be offering digital multicast rights for all 11 seasons of *The Carol Burnett Show*. The agreement, which comes as the legendary show celebrates its 50th anniversary, provides CTD with rights to over 276 hours of the classic comedy showcase—many episodes of which have never been seen beyond their original broadcast.

"Carol Burnett is one of the very finest comedic performers in the history of television," said Paul Franklin, president of CTD. "Acquiring digital rights to her library allows us to not only ensure that the show's legacy is protected, but that her genius is also shared with audiences for years to come."

When the agreement was announced, Burnett said, "I'm thrilled to be back home at CBS, and I'm so happy that future generations will be able to see and enjoy the fun we had in those 11 wonderful years." CBS is also offering *Blue Bloods*, *CSI Miami*, *Dr. Phil*, *The Doctors*, *Entertainment Tonight*, *Hot Bench*, *Inside Edition*, *Judge Judy* and the perennial hits *Wheel of Fortune* and *Jeopardy*.

Tops among new shows debuting at NATPE, is Lionsgate/Debmar-Mercury's *Caught in Providence*, which will air on FOX Television Stations beginning in fall 2018. The first-run series will offer fresh episodes of real-life court cases directly from the Providence, RI, courtroom of social media phenomenon, Judge Frank Caprio.

The show is being

co-produced by Caprio's brother Joseph, who has been videotaping the judge's court sessions for more than 20 years. With more than 1 billion hits on YouTube, *Caught in Providence* has become a social media sensation with a built-in audience. In addition, Debmar-Mercury will be offering *The Wendy Williams Show*, *Family Feud with Steve Harvey*; Tyler Perry sitcoms *House of Payne* and spinoff *Meet the Browns*, and sitcom *Anger Management* (starring Charlie Sheen). It also holds U.S. TV dis-

nastiness, Caprio hears only petty crimes and misdemeanors in his courtroom, so viewers won't see someone accused of grand theft or a murder get off lightly.

Bernstein said that one case, which already has more than 600,000 episode views on YouTube, involves a mother who was charged with running a red light. Judge Caprio invited the defendant's six-year-old daughter to the bench to watch video of the alleged violation and asked the little girl to comment. "My mom was frightened



Warner Bros.' *The Real*

tribution rights to *South Park*.

Ira Bernstein, co-president of Debmar-Mercury said, "When we first got the call about *Caught in Providence*, we told them we weren't buying any court shows. But we took a look at it and realized that this one is different. Judge Caprio is a man who brings compassion and humor into his courtroom."

Called the voice of reason in a field of court shows where, all too often, the vibe is one of

of the man there," the little girl said. The video shows a man standing at the intersection.

"Did your mom think he was going to ask her to give him money?"

"Yes," the girl replied.

After some deliberation, Caprio said, "Okay, based on the impassioned plea, I'm going to dismiss the case." Laughter and applause erupted in the courtroom.

"We weren't very enthused



Disney/ABC Home Entertainment & TV Distribution *Live with Kelly and Ryan* hosts Kelly Ripa and Ryan Seacrest

about another court show," said Stacey Schulman, Executive VP for Strategy & Analytics at Katz Media Group, "but we watched a couple of episodes of *Caught in Providence* and Judge Caprio really stood out for us. The show went right to the top of our list."

Schulman will be visiting suites and cabanas at NATPE with an eye to picking up on promising products for Katz TV. With more than 100 broadcast

be more excited about the second season of *Page Six*," he said. The new show debuted four months ago to good ratings and has sparked intense viewer interest.

Produced in conjunction with the *New York Post*, which has aired its iconic *Page Six* newspaper column for years, the show features John Fugelsang, Mario Cantone, Bevy Smith, Elizabeth Wagmeister, and Carlos Greer. *New York Post Page Six* newspaper editor Emily Smith and deputy editor Ian Mohr also contribute, dishing about entertainment, celebrities, real estate moguls and philanthropists. They also invite viewers to weigh in on daily topics via social media. "Our hosts aren't just talking heads," Lawson said. "They're real reporters with real access to newsmakers. They don't just tell you there was a big party last night. They were actually at the party."

Lawson said he was fortunate to have Fox TV stations as partners. "They've given us a huge reach—97 percent of the country can watch *Page Six*—and provided quality time periods and helped us to grow our audience." The show airs in access time in both New York and L.A. and in early fringe in many other markets, often paired with Twentieth's *Top 30*, a show that delivers 30 news stories in 30 minutes. Also popular is their *Dish Nation* that features entertainment news, celebrity gossip, and other tidbits from pop culture.

"As far as off-network, we're clearly the leader," Lawson said, "with *Modern Family*, *Last Man Standing*, *How I Met Your*

...CLASSIC FAVORITES WITH LONG SHELF LIVES!



Soledad O'Brien, host of Sony Pictures Television's *Matter of Fact*

Mother, and animated shows *Family Guy*, *American Dad* and *King of the Hill*."

Twentieth isn't the only company that's bullish this January. "We're very optimistic about the distribution marketplace," said John Weiser, President of Distribution for Sony Pictures.

Sony is promoting *Matter of Fact*, a 30-minute weekend news show with award-winning journalist Soledad O'Brien. Produced at the Newseum in Washington, D.C. by Hearst Television in partnership with O'Brien's Starfish Media Group, the program is now available to more than 80 percent of U.S. TV households, including all top 20 TV markets. (O'Brien will be the featured speaker in Wednesday morning's NATPE keynote address along with Sony Pictures Entertainment chairman and CEO Tony Vinciguerra.)

Another Sony offering is *Doctor Oz*, hosted since 2009 by cardiorthoracic surgeon and Columbia University professor Mehmet Cengiz Oz, MD. Weiser says that this season, the show, which focuses on medical issues and personal health, is growing more than any other talk show on TV. "We've added several premium advertisers this season and more are coming in. We love being in the Dr. Oz business."

Among Sony's other shows for cable, broadcast, syndication and digital distribution are *The Good Doctor*, *S.W.A.T.*, *The*



Twentieth Television's *Top 30* hosts Cynthia LuCiette and Kevan Moezzi

Blacklist, *The Goldbergs*, *Shark Tank*, *Outlander*, *Better Call Saul*, *Kevin Can Wait*, *One Day at a Time*, *\$100,000 Pyramid*, *The Gong Show*, *The Crown* and *Timeless*.

Over at NBCUniversal Domestic Television Distribution, first-run broadcast syndicated programming offerings include *Steve Harvey*, *Access Hollywood*, *The Jerry Springer Show*, *The Steve Wilkos Show*, *Trisha Goddard* and the weekend syndicated series *On the Money*. Current off-network programming in-

participation across social media platforms. The show garnered more than 12 million social actions - likes, comments, shares."

Ken Werner, president of Warner Bros. Domestic Television Distribution, said, "Since the 2010-11 season, 23 different talk shows have launched and *The Real* and *Steve Harvey* are the only two series to last four or more seasons." Other shows on offer from Warner Bros. include *Ellen*, *TMZ*, *TMZ Live*, *Extra*, *Judge Mathis*, *Crime Watch Dai-*

since transitioned into a general entertainment network featuring a mix of classic television programs and feature films.

Katz's Stacey Schulman said that these syndicators' enthusiasm isn't misplaced.

"We've gone through a five- or six-year period where some people said the syndication market was dead. At this point, I wouldn't say that the pendulum has swung back completely, but we have several major advertisers who are coming back to broadcast. They found out they

can spend a lot of money in the target-driven digital space without actually making money in return. When you look at CPMs, you realize you can't really launch a product without broad reach media."

Lionsgate/Debmar-Mercury's Bernstein said, "We're entering into an interesting 18- to 24-month period where

some shows will be going away and there'll be opportunities to replace them. The one thing everyone wants is a hit show that's a money maker."

Bernstein added that his *Caught in Providence* is a barter show (as most court shows are) and that Debmar-Mercury is willing to let it work its way up.

"If it takes off, it'll make everyone a lot of money. That's what the syndi business is all about."



CBS Television Syndication *The Carol Burnett Show*

cludes *30 Rock*, *House*, *Law & Order*, *Law & Order: Criminal Intent*, *Law & Order: Special Victims Unit*, *Monk* and *The Office*.

Warner Bros. has also announced that their talk show *The Real* has been renewed by Fox Television Stations for the 2018-19 and 2019-20 seasons on all of their owned and operated TV stations in 17 markets.

This season, *The Real* was broadcast live, allowing for spontaneous viewer

SYNDICATED PROGRAM LISTINGS*

FIRST-RUN STRIPS: FALL 2018

Debmar-Mercury: *Caught in Providence*
PPI: *Cityline*
CBS TV Distribution: *Face the Truth*
Warner Bros.: *The Last Laugh with Jane Lynch*

OFF-NETWORK STRIPS: FALL 2018

Disney/ABC: *Black-ish*
NBCUniversal: *Chicago P.D.*
Warner Bros.: *Big Bang Theory* (2nd cycle)
Twentieth TV Distribution: *Last Man on Earth*, *How I Met Your Mother* (2nd cycle)

FALL 2019

Twentieth TV Distribution: *American Dad* (3rd cycle); *Bob's Burgers* (2nd cycle); *Cleveland Show* (2nd cycle); *Fresh Off the Boat*; *King of the Hill* (3rd cycle); *King of Queens* (4th cycle); *Life in Pieces*
NBCUniversal: *Superstore*

FALL 2020

Disney/ABC: *American Housewife*
NBCUniversal: *Good Place*
CBS/Sony: *Kevin Can Wait*
CBS TV Distribution: *Man With a Plan*
Twentieth TV/ABC: *Speechless*

FALL 2021

NBCUniversal: *Will & Grace* (2.0 version)
Warner Bros.: *Young Sheldon*

HOOR WEEKLIES FALL 2018

CBS TV Distribution: *Madam Secretary*, *NCIS: New Orleans*
PPI: *The Listener*
Disney/ABC: *Wipeout*

FALL 2019

NBCUniversal: *Chicago Med*
Disney/ABC: *Quantico*
Warner Bros.: *Blindspot*
Disney/ABC: *Code Black*

FALL 2020

CBS TV Distribution: *Bull*, *MacGyver*
NBCUniversal: *This Is Us*
Warner Bros.: *Lethal Weapon*, *Lucifer*
Disney/ABC: *Designated Survivor*

FALL 2021

Sony TV: *The Good Doctor*
CBS TV Distribution: *Seal Team*
Warner Bros.: *Riverdale*

* Source: Katz Television Group

MAJOR SYNDICATORS & WHERE TO FIND THEM

CBS TELEVISION DISTRIBUTION
Chateau Tower,
Floor 14
Suite 1426

DEBMAR-MERCURY
Chateau Tower
Floor 15
Suite 1538/1540

DISNEY/ABC HOME ENTERTAINMENT & TV DISTRIBUTION
Tresor Tower
Floor 23
Suite 2-2306

ENTERTAINMENT STUDIOS
Versailles Tower
Floor 9
Suite 961/962

LIONSGATE ENTERTAINMENT
Tresor Tower
Floor 19
Suite 2-1914/2-1916

MGM TELEVISION
Chateau Tower
Floor 14
Suite 1401

NBCUNIVERSAL DOMESTIC TELEVISION DISTRIBUTION
Versailles Tower
Floor 15
Suite 1561/1562

SONY PICTURES TELEVISION
Versailles Tower
Floor 11
Suite 1181

TWENTIETH TELEVISION DISTRIBUTION
Sorrento Tower,
Floor 5
Suite 3-0512

WARNER BROS. DOMESTIC & INT. TELEVISION DISTRIBUTION
Versailles Tower
16th Floor
Entire Floor

SO YOU WANT TO BE A PRODUCER? HERE'S HOW...

CONTINUED FROM PAGE 1



Believe Entertainment Group's *The LeBrons*

LeFevre, Head of Development for Facebook. The panel will lead a discussion about program pitches that have been submitted prior to NATPE and offer their suggestions on how to refine and strengthen the proposals. Goodman said that out of a pool ranging from documentary, scripted and reality genres, three were selected for in-depth discussion during the workshop. The session is open to all NATPE attendees.

A more specific two-day brainstorming session for unscripted show producers will be led by Scott Sternberg of Scott Sternberg Productions. Participants will focus on developing show ideas, building a production team, and taking concrete steps to bring a show to market.

These sessions are limited to those who submitted proposals in advance to Sternberg.

Both sessions are designed to coach budding producers, help bring their show ideas to life and move them forward to market. The development workshop will focus on projects that are in the early stages that have not yet moved into actual development or distribution.

Goodman said that his panel will dissect details of the selected proposals, including casting, shooting, distribution, sponsorship opportunities and other issues. "Each panel member will bring his or her own unique perspective to

each project," he said. "Some will focus on production and cinematography, some on social media exposure, some on sponsorship. We think it will be a big benefit to the creators whose projects we discuss, but we also want all the audience members to learn something from our discussion."

In addition to producers, actors, distributors and ad agencies can learn from the discussion to help them shepherd their own projects through the development process.

"It's rare to get an inside look at how industry executives make decisions on buying or selling programming and bringing projects to market," Goodman said. "This session will be like playing poker open-handed. Everyone will be able to see everyone else's cards."

Sternberg's Emerging Producers workshop will also focus on one to three projects in development, but will take the form of an open forum for unscripted programming only. Host Scott Sternberg said that a group of 12-15 selected participants will work together as a team in a freewheeling environment "just as we would in our company. We'll brainstorm



Scott Sternberg's *The Real Story* with Maria Elena Salinas

ideas and settle on one or more ideas—a food show, a reality show, travel—it could be anything."

Participants have been chosen from the ranks of producers, but also from "anyone who thinks creatively and has a passion for the business," Sternberg said. "Everyone can learn something from working sessions like this—especially me! We're going to squeeze ev-

erything we can into our two sessions and finish up with something that's ready to move forward into development."

At the conclusion of the workshop, Scott Sternberg Productions will develop and finance the selected project(s), produce a sizzle reel, and bring the programs to market. Post NATPE, workshop participants will continue working via conference calls as the process moves forward.

"It's our job as a production company to know the market," he said. "We know which companies are looking for which type of shows. We can tell when a project has 'legs,' and where we might place it."

Sternberg is founder and

president of Scott Sternberg Productions, a full service multi-media production company specializing in unscripted program content. His Hollywood-based company provides series and specials to the domestic and foreign markets, and brings select foreign productions to the U.S. The company also produces and develops content for online distribution with the goal of crossing content from web to other media outlets. Credits include *Nuclear Nightmare: Japan in Crisis*, a documentary about the Fukushima earthquake and tsunami; *Exposed, with Deborah Norville*, a show that explores what happens when the glittery world of Hollywood collides with the dark world of crime; and *The Real Story with Maria Elena Salinas*, which airs on the Investigation Discovery network."

Goodman is co-founder of New York-based Believe Entertainment Group, which develops and produces premium original series for digital and TV distribution. Its programs include *The LeBrons*, an animated series from the mind of NBA Champion and MVP LeBron James; *New York Toast*, a celebration of the people and places that make New York the best city in the world; *Adulthood 101*, a series advising millennials on how to buy a house, establish credit and other adult-centric topics.

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a Sony Network

IMPROBABLE PUBLIC RADIO STATION K-HUG ROCKS ON

For his next chapter in the media industry, Henry Urick, former VP of marketing at Tribune Entertainment, Rysler Entertainment and ITC, has discovered opportunity where others have not. It's been a driving philosophy for him and why he gets such a kick out of an unusual passion—KHUG 97.5 FM.

In fact, having a public radio station in the spare bedroom of his home in Southern California might seem like a "pretty preposterous idea," but all the more reason why he gets such a kick out of broadcasting commercial-free music.

His day job as president and CEO of Cornerstone SMR includes developing the next generation of industrial smart machine digital technology. But the radio station is a labor of love.

"(Broadcasting from my home) is highly improbable, but I guess that's why I like doing what I'm doing. It beats coin collecting!"

His ranch property has a high ridge line that helps him spread his love of rock by day, and blues in the evening. His 24/7 all music, all the time, format means that he can safely claim playing more blues than any radio station in California.

And while one of his greatest fears is listeners becoming tired of the songs in his station's library—that's not likely to happen soon. He has personally chosen more than 2,100 titles, one song at a time and it's growing. To that end, he's looking to add more local artists into the fold.

The station covers California's Santa Clarita Valley. "I didn't realize the station would reach as far as it does." However, once he got going... "I realized, K-HUG is the little engine that could."

The station is available online as well, as KHUG began simulcasting on the web on www.khug.rocks and with apps from Streama or TuneIN, the station has the potential to be heard on most smart phones, anywhere in the world.

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SCENE AND HEARD



Debmar-Mercury's Co-Presidents Mort Marcus and Ira Bernstein



Patrick Zuchowicki Jucaud, President, Discop



Kew Media Group's distribution team Hannah Nailor, Sales Coordinator & Office Coordinator; Jennifer Askin, VP Sales; Jonathan Ford, Executive VP sales; Diana Zakis, Senior VP sales; and Alfonso Lopez, Sales Manager



Interns celebrating at the NATPE Educational Foundation's 40th anniversary.



DCD Rights' Rick Barker, Head of Sales, and Lenneke de Jong, Sales Executive



Tim Crescenti, President, Small World IFT

NATPE WELCOME PARTY AT EDEN ROC



Yajhayra Maria, Doug Walker



Matthew Rosenstein, Natalie Reichel



Cecile Raubenheimer, Zak Siddons



Pizza Guy



Grammy award-winning, platinum-selling, singer-songwriter Jon Secada



Zack Young, Tod Plotkin



Pamela Silverman with fellow party goers: Loretta Castellanos, Ursula Deljanin, Manny Hernandez, Lourdes Castellon



INTERNATIONAL CONTINGENT IS SEEKING GROWING NATPE VISIBILITY



Deutsche Welle *The Beautiful Game*

BY KRISTIN GALLAGHER

With decades of combined experience at NATPE, international exhibitors are returning this year in hopes of replicating past years' successes. Many are here in Miami aiming to acquire or sell programming, reconnect with contacts and foster new relationships at this annual industry event. While content trends may change, exhibitors come back to NATPE's showcase environment to reach target markets and set the tone for the year. It's their ability to meet these goals each year that keeps them coming back to the conference.

For example, Irina Cirlan, Marketing and Communication Manager of Mobibase, a French company, reports "We attend NATPE every year and keep returning because we meet our target prospects and partners from the Americas region." As a TV and Video-On-Demand provider with more than 15 years experience distributing content worldwide, Mobibase is angling to connect with a variety of operators with an eye towards doing business in the Americas.

The access to the Latin American markets continues to be a driving factor for other return exhibitors at NATPE. Elyn Morris, Senior Sales Executive at Hat Trick International, intends "to meet as many Latin American buyers as possible and to ascertain what their programming needs are now and in the future." To this end, Hat Trick seeks to form relationships with new broadcasts in linear or digital platforms, especially those from Latin America. It is also offering

factual entertainment and formats, including *Mega Shippers* for Discovery UK from Back2Back, and programs like Doctor Thorne from their catalog of high quality drama and comedy.

Another exhibitor, this time attending for the fifth year, agrees that access to the Latin American market is a key factor behind the reasons to return to NATPE. Roxanne J. Barcelona, VP of Philippines-based GMA Worldwide, explains, "This market allows us to strengthen relationships with our Latin American clients and establish new business contacts. Further, NATPE Miami is a vital part of our distribution strategy." In 2017, GMA sold seven scripted drama formats and four canned dramas in Latin America. GMA is launching new original content and will be producing at least 12 new dramas in the first

half of 2018. Among these are *My Korean Jagiya*, *Impostora*, *Angela* and *A Woman Scorned*.

Donald Taffner, Jr., Chairman of UK-based DLT Entertainment, has bragging rights when it comes to repeat attendance at NATPE. His first personal attendance at NATPE was in San Francisco for the 1980 conference. The company seeks to sell its catalog of programs, including *Three's Company*, Ted Knight's *Too Close for Comfort*, *Benny Hill*, as well as UK productions *My Family*, Judi Dench's *As Time Goes By* and Dara O'Briain's *Go 8 Bit*.

Another long-time international attendee at this year's NATPE is Brazil's Record TV. "We've been attending NATPE for the past 18 years so it became more than mandatory in our agenda. It's a time where we can meet friends, clients and find out what is going



GMA Worldwide *A Woman Scorned*

on the in the market at first hand," said Delmar Andrade, International Sales Director. With so much experience at NATPE, Record TV knows what works. The company will introduce *Apocalypse*, its new biblical production that takes place in the present days, and *Belaventura*, a medieval soap opera, as well as other telenovelas and biblical series.

NATPE is held in January each year, and the timing couldn't be better for many exhibitors, including UK-based DCD Rights. "It's a great way to kick off the new year," said CEO Nicky Davies Williams. For 2018, DCD Rights will launch more than 200 hours of new scripted and unscripted programming—including its high profile new political thriller *Romper Stomper*. It also seeks cable and network partners in the Americas.

Even some of the first time exhibitors are not necessarily newcomers to NATPE.

UK-based OTV Systems has previously attended in other capacities and cites the development of its Content Discovery Platform, an online sales and marketing system, as the impetus for its attendance this year as an exhibitor. OTV attended NATPE previously while working for C4i & Fremantle Media when it provided their screening systems at NATPE Las Vegas.

"We now feel ready to make our offering to the U.S. market," said Matt Wright, Managing Director. "With more than 17 years' experience working exclusively with TV distributors, we have a great understanding of the new era of TV sales. Buyers expect the most effective online experience possible with quick, easy access to programming they're specifically interested in, with maximum up to date information, and we deliver just that."

Some exhibitors also are taking advantage of world events this year to spark interest in their offerings. With the FIFA World Cup taking place this year, 7A Media brings to NATPE *El Golazo de la Suerte*, a soccer game show. It's the "perfect complement for this year's FIFA World Cup," observed CEO Cesar Diaz.

Along the same lines of sports, Deutsche Welle, a German exhibitor, is featuring programming from its catalog such as its new documentary, *The Bayern Munich Phenomenon*, *The Beautiful Game—The History of Soccer* and *International Homeland Soccer*. "It's a World Cup year, and everyone will be talking about soccer," said Sylvia Viljoen, Director Distribution America.



7A Media *El Golazo de la Suerte*

TUESDAY, JANUARY 16
ALL SESSIONS AT THE EDEN ROC MIAMI BEACH

OCEAN TOWER SALON 1B/C

9:00-9:10
Welcome & Opening
Remarks with JP Bommel & Andy Kaplan

9:15-10:00
View From the Street: How
Investors Interpret Change
in the Media Industry

10:15-11:00
International Productions:
An Executive Leadership
Discussion

11:15-12:00
NATPE-x
Facebook Watch
With Ricky Van Veen

2:00-2:45
DEAR WHITE PEOPLE:
A Deep Dive

3:00-3:45
Variety Presents the Global
Creatives to Watch Report

4:00-5:15
NATPE Miami Streaming
Summit

Welcome & Intro with Mark
Greenberg

Visionary Insight with
Shahid Kahn

Panel: Old Guard vs
New Guard

Platforms & OTT Meet Up
Open to all attendees

OCEAN TOWER SALON 2A

10:00-10:30
How to Build a New Media
Company...and Mean It With
Michael Bloom, President, First
Look Media & Rich Greenfield,
BTIG Media Analyst



Michael Bloom, President,
First Look Media

10:45-11:15
NATPE-x | Music Connects: The
Bridge to Millennial &
Gen Z Audiences

11:30-12:00
NATPE-x
Why Future Linear TV
Networks Will Be Powered by
AI and What It Means for You

3:00-3:30
Human Context: Going Beyond
Big Data

3:45-4:15
Around the World in 5 Years

4:30-5:00
Truth Meets Scripted: In
Conversation With Anthony
Hemingway

5:15-5:45
Food Content is Global Content
Sponsored by Gusto

OCEAN TOWER SALON 2B/C

10:00-10:45
Over The Top: How
Broadcasters & Advertisers
Leverage OTT - TV's
Latest Growth Opportunity



Kelly Abcarian, SVP,
Product Leadership, Nielsen

11:15-12:15
The Next New Normal

2:00-2:45
Breaking the News: Trends,
Formats and Journalistic
Integrity

3:00-3:45
The Science of Popularity: Con-
tent Demand in Latin America

4:00-4:45
Inclusivity

5:00-5:45
The Family Fortunes?

OPENING NIGHT PARTY 6-8PM
FONTAINEBLEAU POOLSIDE

MONA LISA BALLROOM

12:30-2:00
NATPE Unscripted
Breakthrough Awards

3:00-3:45
ROI or FYI: Stop
Interrupting & Start
Entertaining

4:00-4:30
Developing Innovative Global
Consumer
Product Strategies

4:45-5:15
Show Me the Money!
Incentives & Opportunities in
South Florida

5:30-5:50
Pitch 'n Play Live! Awards
Presentation

MASTER CLASSES

Limited space:
Arrive early to secure your seat.

10:00-10:45
Legal: Tech: Disruption &
Evolution in the Television
Industry

11:00-11:45
Ripped From the Headlines:
Legal Issues in Programming
Based on Real Life Stories



Ricardo Cestero, Partner, Greenberg
Glusker Fields Claman & Machtinger



Aaron Moss, Partner, Greenberg
Glusker Fields Claman & Machtinger

1:00-2:00
Can We Stop Pitching?

2:30-3:30
WTF's Wrong With My Idea?

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