

NATPE  
05

CONFERENCE & EXHIBITION  
TUESDAY - THURSDAY  
1.25.05 - 1.27.05  
MANDALAY BAY RESORT  
LAS VEGAS NEVADA

# NATPE Daily

## NEWS IN BRIEF

- Paramount Domestic Television** has cleared its new off-net weekly one-hour, *Star Trek: Enterprise* in over 90% of the country for fall 2005. Already sold to 49 of the top 50 markets, new key clearances include WNBC New York, KNBC Los Angeles, WCVB Boston, WSB Atlanta, WXYZ Detroit, KTRK Houston and WISH Indianapolis, as well as Viacom Station Group, NBC O&Os, ABC O&Os, Cox, Scripps-Howard, Sinclair, Tribune, Emmis, Hearst, Lin, Raycom, Pegasus and Clear Channel stations.
- Twentieth Television** president and coo Bob Cook has declared a "firm go" for its new court show *Judge Alex*, having cleared 65% of the country for a fall 2005 national launch, with another 15% of the country in final negotiations.
- FremantleMedia** has appointed Sam Toles as its new vp of development, home entertainment, based out of the company's California office.

## Casting a new reality

As audiences tire of formulaic reality shows, casting is now as important as the actual format, a panel of top reality executives told NATPE delegates in a packed session yesterday. "Bad casting can ruin a great format," said ABC reality chief Andrea Wong, a view echoed by über-producer Ben Silverman of Reveille, who added: "Casting is now as crucial as in drama."

With drama-style cast-contingent commissions becoming de rigueur in the reality world, some producers are now moving away from the usual casting-calls towards UK-style methods. FremantleMedia North America has recently hired an in-house casting agent not only to find participants for ordered shows but to actively seek out interesting families to then pilot new formats around.

"This allows us to encounter people who make our shows more real," explained FMNA ceo Tom Gutteridge, commending Wong for breaking new ground with *Wife Swap* and *Supernanny*, once seen as suitable only for cable networks. "It's now all about real



Tom Gutteridge debates a new cast-contingent reality with ABC's Andrea Wong

personalities and stories, not formulas," he added. The panel also highlighted how reality is now facing the same issue that plagues sitcoms, ie. overgrazing of similar themes, with audiences not even giving Fox's recent *Apprentice*-style flop *Rebel Billionaire* a first look. "There's a definite fatigue of challenge shows," said Wong. The ABC exec also admitted that U.S. viewers, unlike the UK, have a very different attitude to big stars in

reality shows, a lesson learned from the so-so numbers for Granada show *I'm a Celebrity*.

While Silverman spoke about bringing in sponsors to plug \$300k deficits in his reality budgets, in order to retain some ownership of the format, Granada America's ceo Paul Jackson warned that this takes revenue out of the network's time and into the producer's time: "I foresee a huge battle over this, going forward."

Ed Waller

## Firestone's back in town

Andrew Firestone, heir to the tire fortune and famed *Bachelor* for ABC, is returning to reality TV with a new show being rolled out by American Television Distribution (booth 1422) here at NATPE.

"There's something of a bidding war between the station groups and several cable channels for the show," said ATD chief Tommy Habeeb (*Cheaters*, *Eye for an Eye*), of his new Firestone-fronted series *Billionaires Car Club* (11x60').

He added that a decision whether to go with first-run syndication this fall or cable then second-run syndie in early 2006

will be made within the next week or two. The show takes a look at the rare car collections and restorations of the ultra-rich, and Habeeb said it is intended to reach the female demo on top of the expected male auto fans. "You'd be surprised at some of the networks chasing this show," he said. Habeeb is also sewing up fall clearances for his new weekly half-hour *Stag: Last Night of Freedom* (22x30'). The show, which follows bachelor/ette parties and their often "explosive" aftermaths, will likely roll on to many of the stations that air *Cheaters*.



King World's Roger King plays host to Oprah Winfrey and Hall & Oates during the company's party at NATPE in the Las Vegas Four Seasons Hotel. Photos courtesy of Craig T. Mathew/Mathew Imaging.

## NEWS IN BRIEF

- NATPE's Producers' Boot Camp: Success Stories, moderated by literary agent Pat Quinn, is positive proof that independent producers can succeed in today's mega media environment. Independent producers H. John Mejia, ceo/producer, In The Zone TV; John Moczulski; Valerie Stillwell; and David Carr, partner, Beantown Productions, on the hurdles faced in bringing their project to air on Thursday, 27 January at 5 p.m. in Reef D.
- NATPE Board Member nominations will be formally ratified by the voting membership tonight, Thursday January 27, during the association's annual business meeting. Returning NATPE co-chairs Stephen Davis, president of Granada America, and John Weiser, president of distribution at Sony Pictures Television, are expected to welcome Gemstar-TV Guide International ceo Rich Battista, Interactive Channel Company founder and chairman Robert Chua, Zenith Media USA president Peggy Green, William Morris Agency executive vice president Mark Itkin, Proteus Telitas (US) Inc. managing director Russ Kagan, CBS Entertainment's senior vice president of strategic planning David Katz, Sky Network (USA) senior vice president Rebecca Segal, Microsoft corporate vice president of media entertainment technology Blair Westlake and Fox TV Network president Ed Wilson to the NATPE Board.
- Breakthrough Animation has appointed HOLA Entertainment as its Latin American agent.
- The program listings for the following companies were inadvertently transposed in the NATPE Show Guide: Fuji Creative Corporation (listed under TV Tokyo Corporation), NHK (listed under Fuji Creative Corporation), Nippon Animation (listed under TMS Entertainment), TMS (listed under TIFCOM) and TV Tokyo Corporation (Nippon Animation).
- Niraj Duff, executive vice president of NDTV Media Ltd. was incorrectly identified as being with ND Global in the NATPE Show Guide.

# New PSA initiative to remember Brigette Parise

NATPE's head of membership Brigette Parise, a beloved friend and colleague, died as a result of multiple myeloma, a little known form of cancer, in April of 2004. NATPE is joining with Entertainment Communications Network, Inc. (ECN), Media DVX, The International Myeloma Foundation (IMF), Women In Film - Los Angeles (WIF LA) and Vendely Communications, Inc. to form the 2005 Brigette Parise Public Service Announcement (PSA) Initiative.

In announcing the Brigette Parise PSA Initiative, NATPE's senior vice president marketing Beth Braen said: "Brigette was supportive and caring of everyone, as many NATPE participants remember. I'm proud that we continue her nurturing spirit as a catalyst for educating people about multiple myeloma, a cancer of plasma cells that is the second



NATPE's Beth Braen with supporters of the Brigette Parise PSA initiative

most common blood cancer after lymphomas and is on the rise. While there is no cure, it is treatable and this PSA initiative can make a difference in the fight against cancer."

The PSA will be produced by WIF LA as part of its ongoing campaign to support charitable organizations that would otherwise have no way to seek support or publicize their services. Distribution will be

handled by Media DVX with communications support provided by Entertainment Communications Network and Vendely Communications.

"We were impressed with the number of lives Brigette had touched and surprised at the little information most people have on multiple myeloma," said Bonnie Spence, WIF LA board member and chair of its PSA Production Program.

## Copps: act now or repent at leisure

FCC Commissioner Michael J. Copps told NATPE participants yesterday that if they didn't get involved now in the myriad of FCC issues currently being debated it would be "past the point of no return."

Copps also reminded those in attendance at Wednesday's Washington Report: The Regulatory Landscape session that if the last round of Congressional and third Circuit Court contested FCC directives

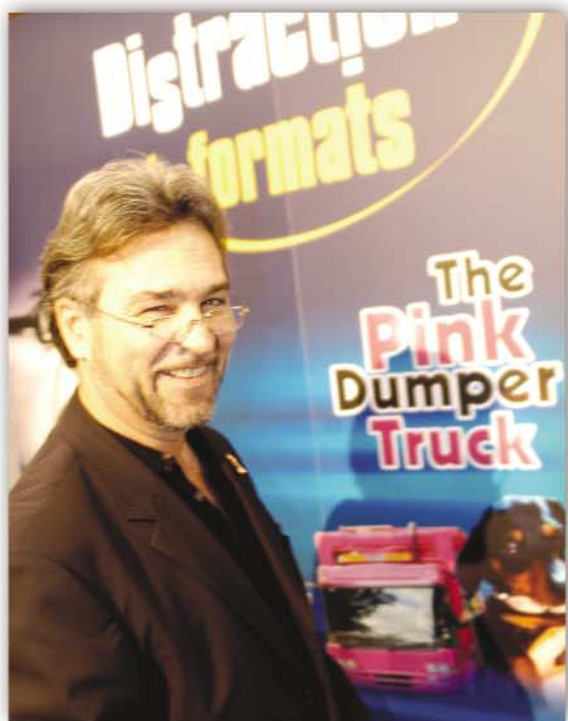
were brought before the US Supreme Court it would be at least 12 to 16 months before the industry would see any resolution. In summary he said: "Good policy delayed is good policy denied."

However, as session moderator Jeff Cole, director of the Center for the Digital Future at USC, reminded Copps: "It's hard for television executives to operate in an environment of confusion." Adding to that

confusion were Tribune's Dennis FitzSimmons and broadcasting analyst Victor Miller who both cited statistics supporting the loosening of media ownership regulations as a way of ensuring localism and diversity in media, while Media Access Project's Andrew Schwartzman claimed media consolidation lessened the opportunities, with broadcasters focusing more on short term profits than long term quality of media.



Bruce Rosenblum (center), executive vice president for Warner Bros. Television Group, said yesterday he was focusing on keeping the up slope on DVD sales and navigating new distribution channels, including broadband and wireless. This until a business model can be figured out which will allow for future profits to be divided up between all of the content participants and not just the distribution platforms.

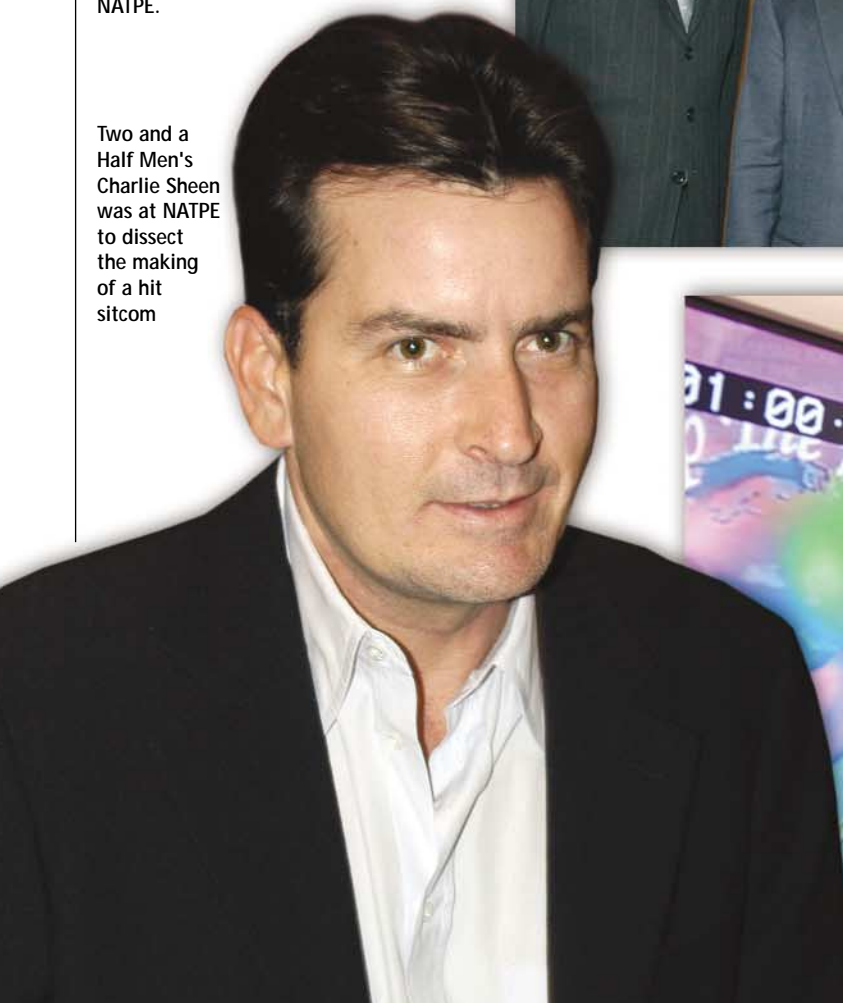


(Top) Distraction's Michel Rodrigue "happy with the NATPE buzz".

(Right) Armando Nunez, president, CBS Paramount International Television; Leslie Moonves, co-president, and co-coo Viacom; Roger King, ceo King World and CBS Enterprises; Joel Berman, president, Paramount Worldwide Television Distribution at the Viacom booth, which houses CBS Paramount International Television, Paramount Domestic Television and King World for the first time all together at NATPE.



Two and a Half Men's Charlie Sheen was at NATPE to dissect the making of a hit sitcom

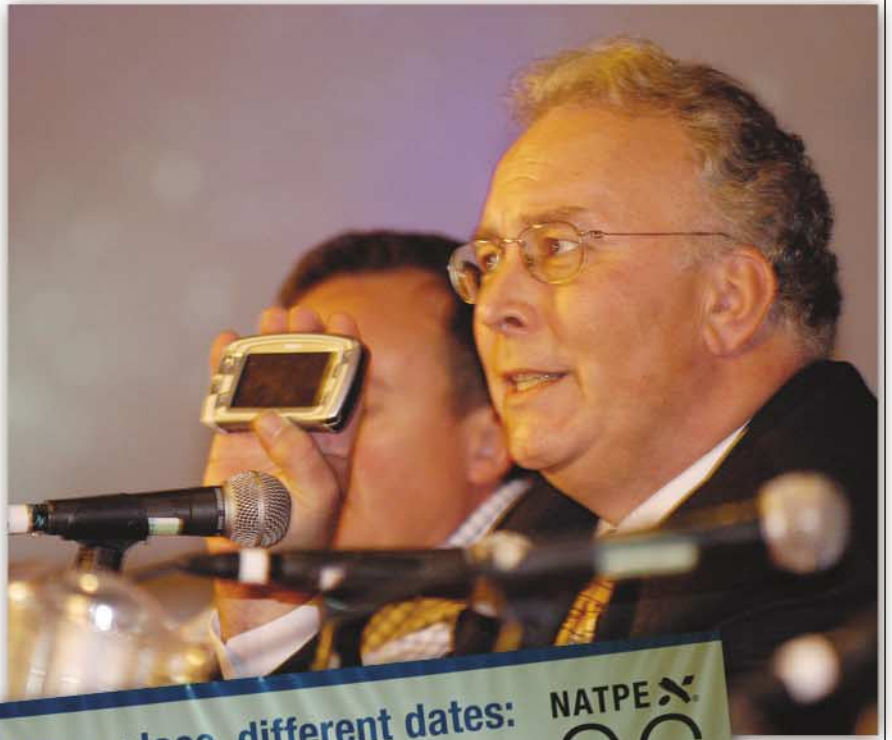


David Emanuel legendary designer and host of Shop Of The World

(Right) CHUM TV's Jay Switzer (far right) with Kevin Byles and Orbit's Michael Johnson and Khulud Abu-Homos

(Below right) Mobile phone giant Nokia has revealed details of an impending Pittsburgh-based consumer trial of a 30-channel digital terrestrial TV service that beams to mobile phone handsets. Mark Selby, Nokia's global vp of multimedia services (pictured), said that broadcast service operator Crown Castle is implementing the trial, slated for Q2 2005, with U.S. TV channels invited to participate. The initiative follows hard on the heels of a similar trial to 500 consumers in Germany.

(Below) NATPE interns: making NATPE go without a hitch.



See you next year!

Same place, different dates:  
MANDALAY BAY RESORT  
JANUARY 24-26, 2006

NATPE   
06

# Language barriers

By David Jenkinson

Editor-in-chief & managing director, C21 Media



**W**hen research company Eurodata released figures for worldwide viewership last year it underlined just how pervasive television has become.

Its examination of 72 territories showed that some 2.5 billion viewers watch an average of three hours and 39 minutes of television every day. That means approximately 40% of the world's population spends nearly a quarter of its waking hours watching TV.

That's quite an amazing statistic, and shows why the language of television is now more widely spoken than any other, including English, Spanish, or even Chinese.

And just as '90% of communication is non verbal' a lot of what is 'said' on screen comes as subtext. It's part of the branding or accent of a show, the management of its images, or even the thinking process behind the original commission that is the key part of the message.

Nearly half the world now understands itself through the language of television, no doubt internalizing and rationalizing the images this business creates to think with, dream with, and live with.

But while the number of people watching television increases year-on-year, the number of channels available to watch grows with them. In effect that means different television languages are developing along with media divergence. People no longer speak the one common language of free-to-air television, but dialects and argots created within their own niche media environments.

The global unifying force of television may be a bit of a misnomer in the multi-channel environment, and certainly in the PVR, broadband on-demand world of the future the world's media audience is more likely to be divided by different media languages than united by one.

In this world only the major networks can provide mass communication platforms, which may be the only mass 'understanding' platforms left for communities to unite around.

How those major networks manage to retain authenticity to help the people explain and understand what seems to be an increasingly grey world will be crucial. Television does not just reflect public opinion, it shapes it. And there's a whole lot of shaping going on.

The late Peter Ustinov suggested that: 'If the world should blow itself up, the last audible voice would be that of an expert saying it can't be done.' Let's hope television helps to defuse the bomb before it goes off, and not light the fuse itself.

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