

Having replaced local music channel DeeJay TV in 2016, Nove launched as the only network within Discovery's Italian portfolio to play in the generalist television field.

The channel is pitched principally at a 15-54 audience, with an equal representation across men and women, and leans towards more switched-on viewers seeking a less traditional entertainment experience. Against Italy's extensive choice of free and pay TV channels, Nove managed to attract such an audience early on, and by 2018 was ninth in the national channel rankings.

A turning point came in 2017 with the arrival of star TV satirist Maurizio Crozza, which propelled Nove into the top league. Thanks partly to last year's national elections, and the arrival of Italy's latest and most controversial coalition government, his show *Fratelli di Crozza (Crozza's Brothers)* continues to grow audiences, bringing in 1.3 million viewers and a 5.4% share on Friday evenings last autumn, despite competition from other channels.

Sky's free-to-air net TV8 – eighth on the EPG – is Nove's most immediate rival, although its 2.3% all-day share puts it well ahead of Nove. In contrast to Nove, TV8's growth is down to its access to a number of premium events, including sports competitions like the Europa League, Formula 1 and MotoGP, as well as a larger number of high-profile talent shows like *Italia's Got Talent*, *X Factor* and *Quattro Ristoranti*.

Following a period of rapid growth, Nove closed audience measurement agency Auditel's year and autumn 2018 period with a 1.5% all-day share, rising to 2% among 25-54s. Nove's growth has slowed, in part because its competitors have all consolidated their positions, but its trend is nonetheless upwards.

"We're satisfied with Nove's results," says director Aldo Romersa, head of the channel since 2016, who reports to Laura Carafoli, chief content officer at Discovery Southern Europe. "We've come a long way over the past few years, climbing from 17th among national channels in 2016 to 12th in 2017 and now ninth in 2018, when we closed with a 1.45% share. It's now more difficult to grow but we think we've found the right way to maintain this level of

Getting in character

Discovery's Italian free-to-air generalist channel Nove is forging a new path with what it calls 'character-led' entertainment. Anna Rotili reports.

share and improve it as far as possible, by mixing Crozza's humour, our talent-driven food content and topical factual with the [Discovery] group's more vertical, thematic output."

Nove's daytime line-up, sustained by Discovery's inventory, makes it highly competitive, allowing it to lead against its immediate rival TV8. Romersa says it has a "dual tradition" across the day. "One draws on programming available on our specialist channels in daytime when individuals watch TV alone. That's where we make use of Discovery's international content. The other starts at 19.30, when we enter the zone for local Italian productions with some repeats, and then in access primetime, at 20.30, we begin with the first local production of the evening." This season, the slot is led by Keshet International gameshow *Boom!*

A morning headline offering is *Alta Infedeltà*, also appearing on Discovery Real Time. The

"In the past we tried studio-based entertainment but it wasn't considered close enough to Discovery's core content proposition."

Aldo Romersa, Nove



Antonino Cannavacciuolo in *Cucine Da Incubo*

News from C21Media.net

ZDFE's Nordic noir heads for China

Finnish telco Elisa has picked up a package of Nordic noir series from Germany's ZDFE Enterprises (ZDFE) to be streamed on its SVoD service in China. The licensed titles include Swedish political drama *Blue Eyes* (10x60'), Finnish smuggling thriller *Welcome to Texas* (10x45') and *Arne Dahl* (10x90'), a series based on the immensely popular crime novels from author Arne Dahl about an elite force within the Swedish police. In Summer 2018, Elisa signed a cooperation agreement with China Broadcasting & Television Media (CBM, a

subsidiary of China Broadcasting Network), the leading provider of IPTV services in China, to provide Nordic TV to Chinese cable TV households. Nordic TV is part of Elisa's international entertainment business and is based on the company's subscription services like Elisa Viihde, which includes Nordic movies, TV shows, documentaries, sports and entertainment programmes. Robert Franke, VP of ZDFE.drama, said: "Nordic TV's service was piloted to more than 10 million people last year and it was found that Chinese consumers are interested in Nordic content and willing to pay for it."

Joining the speaker line-up for the May 17 event:

Meghan Lyvers
Senior vice president, co-productions and development, CBS Studios International

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