

Demanding buyers drive up standards

FACTUAL buyers increasingly want more rights, for more platforms, and in more flexible forms, it emerged at the View From The Top: What Do Buyers Want? session.

“Our audience expects very high standards of re-enactment and CGI,” said ZDF Enterprises’ Kristina Hollstein. “They don’t care whether the show they’re watching is made by us, co-produced with us, or acquired. But to us it’s very important that every show feels like a ZDF show.”

This is why ZDF wants German re-editing rights. With factual series acquired for the digital channel, they want to cut a special from it for the main channel. For high-end docs shot in 4K, it wants access to the original version so ZDF can make a German-language 4K version later. And with the re-launch of the ZDF catch-up service later this year, it wants to take catch-up rights not for one week, but for one year. Discovery UK’s Nesta Owens



ZDF Enterprises’ Kristina Hollstein

wants producers to look to the future. “We’re looking for companion pieces to some of the big dramas we’re filming on Harley Davidson and the Unabomber,” she said. And she welcomes Netflix’s first forays into factu-als, not just because it demonstrates the need for factual programming, but because it may transform the way people view. “If people binge-view factual channels, it may allow us to drop the recaps,” she said. “And they are what my viewers complain about most.” Corentin Glutron buys for RMC Decouverte, the only free factual



World Screen Factual Trendsetter Awards: Reed MIDEM’s Lucy Smith (left), with winners ZDF Enterprises’ Kristina Hollstein, Smithsonian’s David Royle, RMC Decouverte’s Corentin Glutron, Discovery UK’s Nesta Owens and World Screen’s Anna Carugati

channel on French TV. French content is obviously critical for him. “The French version of Top Gear doubled the ratings of the acquired show,” he said.

His advice to producers is simple: “Watch the channel. Be relevant.” At the end of the session, all four panelists were honoured with The World Screen Factual Trendsetter Awards in partnership with MIPDoc.