



## Shows That Travel

I was recently sitting in a café in Manhattan that attracts coffee aficionados from various countries. I like doing work in cafés; I find the background hum of voices soothing and conducive to writing.

On this particular morning, a group of regulars, including women from the U.S., the U.K. and France, were talking about their current favorite TV shows. The words that emerged from the low buzz of voices were HBO, Showtime, Netflix, BritBox and Walter. Since I was working I wasn't paying close attention, until one British woman popped up enthusiastically, singing the praises of a new Italian series set in Sicily in the '70s about a police chief, quite a handsome guy, she pointed out, investigating a crime that was connected to the Mafia. She couldn't remember the title of the show. "Mal-something," she said; "maybe Marchese?" I almost jumped in because I knew the series she was talking about: *Maltese*, starring Kim Rossi Stuart, which aired on Rai in Italy and is distributed internationally by ZDF Enterprises.

The Walter she was referring to, I deduced, is Walter Presents, the online streaming service that offers exclusively non-English-language drama. The other women in the group became intrigued by the series and wanted to watch it—word of mouth in action! But what got me thinking was that this is a non-English-language show and in many of the interviews I have done lately with programming executives, a prominent topic has been the appeal of non-English-language European drama. British drama has been successfully exported for decades and so has non-English-language European drama, just not to English-speaking countries—until recently. It has been crossing borders within Europe for years. The European production community provides a rich and varied menu of scripted drama. Nonetheless, linear and nonlinear platforms need to supplement homegrown product with acquired programming. Our feature surveys some of the most important buyers in the region about their current needs.

Of course, the Europeans have made their mark in the format business; the first big reality hits came from the region. We hear from Marco Bassetti, the CEO of Banijay, which is active in both scripted and unscripted finished programming and formats. Today, it is quite evident that a great idea can come from anywhere and get people talking in cafés everywhere.

—Anna Carugati

### TVEUROPE

**Ricardo Seguin Guise**  
Publisher

**Anna Carugati**  
Group Editorial Director

**Mansha Daswani**  
Editor

**Kristin Brzozowski**  
Executive Editor

**Joanna Padovano Tong**  
Managing Editor

**Sara Alessi**  
Associate Editor

**Victor L. Cuevas**  
Production & Design Director

**Phyllis Q. Busell**  
Art Director

**Simon Weaver**  
Online Director

**Dana Mattison**  
Senior Sales & Marketing Manager

**Nathalia Lopez**  
Sales & Marketing Coordinator

**Andrea Moreno**  
Business Affairs Manager



**Ricardo Seguin Guise**  
President

**Anna Carugati**  
Executive VP

**Mansha Daswani**  
Associate Publisher & VP of  
Strategic Development

**TV Europe**  
© 2018 WSN INC.  
1123 Broadway, #1207  
New York, NY 10010  
Phone: (212) 924-7620  
Fax: (212) 924-6940

**Website:**  
[www.tveurope.ws](http://www.tveurope.ws)

## CONTENTS

### FEATURE

#### 10 IT'S A HIT!

Leading channel buyers share their shopping lists and reveal the challenges of multiplatform rights acquisition.



### INTERVIEWS



**16**  
**Banijay Group's**  
**Marco Bassetti**



**18**  
**Banijay Rights'**  
**Tim Mutimer**

