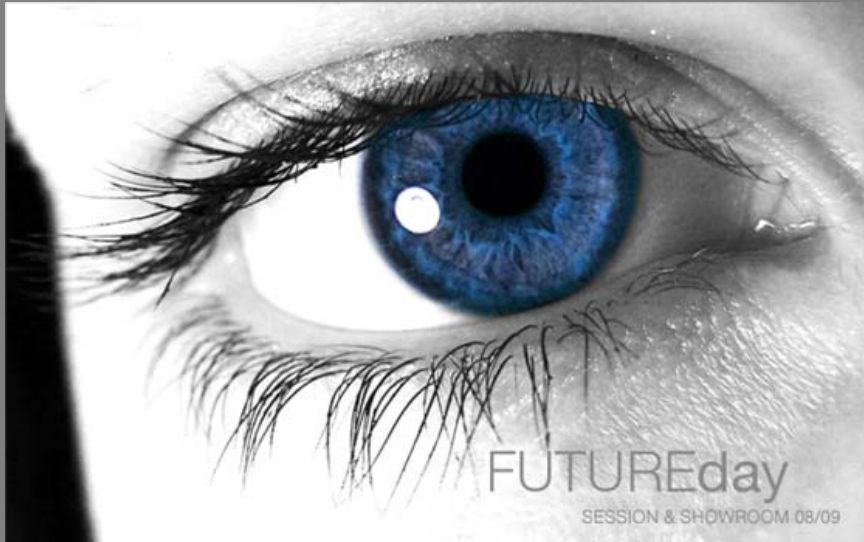


FUTUREday

SESSION & SHOWROOM 08/09



**New media and multiplatform
production – a content
providers perspective**

Claire Tavernier, Fremantle Media



A Content Provider's Perspective

Claire Tavernier

Senior Executive Vice President, FMX
FremantleMedia



talkbackThames
Benny Hill
Unter Uns
22 countries
0,000 hours of programming a year
Familienduell
America's Got Talent
Verbotene Liebe
The Apprentice
The Bill
Bertelsmann
Simon Cowell
Jamie Oliver
The IT Crowd
Hole in the Wall
Neighbours
Grand Designs
American Idol
Dangermouse
Der Preis ist heiß
The X Factor
Pop Idol
Gute Zeiten Schlechte Zeiten
Wolf Bauer
Deutschland sucht den Superstar



the tipping point

2008 - The Internet will become the UK's largest single advertising medium.

Internet - £3.56 billion

Television - £3.39 billion

Why is this happening?

Because the money is following the audience...



our strategy

Recycle



Extend

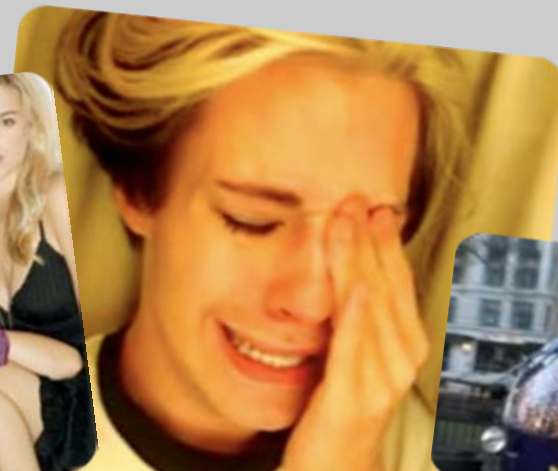


Create



our learnings

- era of self-expression
- the rise of the prosumer
- the audience is broader than you think
- niche communities are valuable
- the business model is branded



our platforms



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Meet The New Judge

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FOX

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Find out how the mentors influenced David Cook and all the

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