



When Data meets Content



Stefano Semeria | Abteilungsleiter Distribution SRF



Der Dänen liebste Hobby?

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Wenn *Wandern* nicht reicht

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Daten suchen Format

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Enjoy
Zeitgeist®

a registered trademark

Was mit Wein...



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**...oder
Musik**

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**Das Gras wachsen hören,
...bevor es gesät wurde.**

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Das Risiko-Dilemma

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Auf Nummer sicher...

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Quelle: K7 Media –
Tracking the Unscripted Giants 2021-22

TABLE - LIST OF TOP FORMATS BY NEW LAUNCHES IN 2021

| Programme Title | Year of Origin | Country of Origin | Distributor | Genre | New Launches in 2021 |
|--|----------------|-------------------|--------------------------|-----------------------|----------------------|
| <i>The Masked Singer</i> | 2015 | South Korea | Fremantle/MBC | Entertainment | 12 |
| <i>Who Wants To Be A Millionaire?</i> | 1998 | UK | Sony Pictures Television | Entertainment | 9 |
| <i>Game of Talents</i> | 2019 | Spain | Fremantle | Entertainment | 7 |
| <i>Big Brother VIP</i> | 2000 | Netherlands | Banjay | Reality | 6 |
| <i>I Can See Your Voice</i> | 2015 | South Korea | Fremantle/CJ ENM | Entertainment | 6 |
| <i>Dragons' Den</i> | 2001 | Japan | Sony Pictures Television | Factual Entertainment | 5 |
| <i>Five Guys A Week</i> | 2020 | UK | Fremantle | Factual Entertainment | 5 |
| <i>Love Island</i> | 2015 | UK | ITV Studios | Reality | 5 |
| <i>The Voice Senior</i> | 2018 | Netherlands | ITV Studios | Entertainment | 5 |
| <i>All Together Now</i> | 2018 | UK | Banjay | Entertainment | 4 |
| <i>Celebrity MasterChef</i> | 2006 | UK | Banjay | Entertainment | 4 |
| <i>The Chase</i> | 2009 | UK | ITV Studios | Entertainment | 4 |
| <i>I'm A Celebrity Get Me Out of Here!</i> | 2002 | UK | ITV Studios | Reality | 4 |
| <i>LEGO Masters</i> | 2017 | UK | Banjay | Entertainment | 4 |
| <i>Let Love Rule</i> | 2019 | Netherlands | ITV Studios | Reality | 4 |
| <i>The Way Out</i> | 2019 | Belgium | Be-Entertainment | Entertainment | 4 |

Titles of the same rank are sorted alphabetically without the consideration of 'The'.

Safe



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TABLE - LIST OF TOP FORMATS BY ACTIVE VERSIONS IN 2021

| Programme Title | Year of Origin | Distributors | Number of ACTIVE Versions |
|---------------------------------------|----------------|--------------------------|---------------------------|
| <i>The Masked Singer</i> | 2015 | Fremantle/MBC | 41 |
| <i>The Voice</i> | 2010 | ITV Studios | 38 |
| <i>Who Wants To Be A Millionaire?</i> | 1998 | Sony Pictures Television | 35 |
| <i>MasterChef</i> | 2005 | Banjay | 29 |
| <i>Dragons' Den</i> | 2001 | Sony Pictures Television | 28 |
| <i>Got Talent</i> | 2006 | Fremantle | 24 |
| <i>The Voice Kids</i> | 2012 | ITV Studios | 21 |
| <i>Come Dine With Me</i> | 2005 | ITV Studios | 20 |
| <i>Family Feud</i> | 1976 | Fremantle | 20 |
| <i>Survivor</i> | 1997 | Banjay | 20 |

Quelle: K7 Media – Tracking the Unscripted Giants 2021-22 Titles of the same rank are sorted alphabetically.

**Daten
entlang der
Wertschöpfung:
Development,
Production,
Distribution**



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**Content-Communities,
Zielgruppen-Gespräche,
Verbal-Konzept-Tests,
Trendscouting,
uvm.**

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Das 3V-Axiom



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A ginger and white cat is sitting in a field of tall green grass. The cat is looking towards the left of the frame. The grass is dense and reaches up to the cat's chest. There are some small yellow flowers scattered in the grass. The overall scene is bright and natural.

**Danke für Ihre
Aufmerksamkeit
und Ihr Interesse!**

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