PLAN TV: Focus on Israel

Avi Armoza

Belgium, November 2015





- The Armoza Formats Story
- The Israeli Success Story
- Armoza's Principles for Formats that Cross Borders
- Conclusion



About Armoza Formats

A leading independent, international format development & distribution company









Global Distribution

How did we get here?







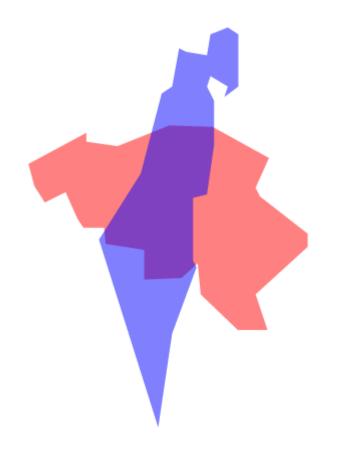


Why is Israel a success story?



The Israeli Market

- Small population = 8 million
- Small country:
 Belgium = 1.38 x Israel
- Small TV industry
 - > 1 public channel
 - > 2 commercial channels
 - > 2 multi-channel platforms cable & satellite





1. Environmental Factors:

Small, Competitive Market

Limited Budgets & High Production Value



Small, Competitive Market

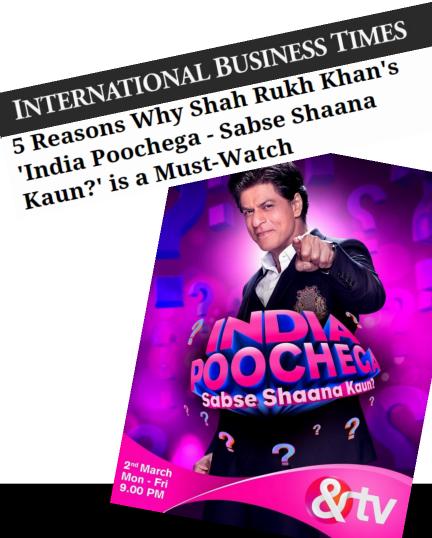




AIRING IN INDIA, THAILAND 8 **NOW ISRAEL!**

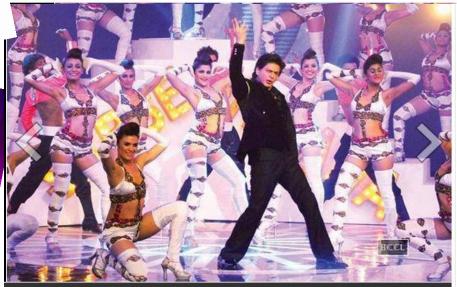


MOST SUCCESSFUL HINDI LAUNCH IN LAST 8 YEARS!



THE TIMES OF INDIA

SRK's India Poochega Sabse Shaana Kaun Review



What works: The format of the show is the winner here. While game shows have been done to death on Indian TV, *India Poochega Sabse Shaana Kaun* stands out for its novel concept that encourages the common man to dream big, by offering them a chance at living the life they desire. The Indiawaales who are asking the question also seem to be real and their questions, though not difficult, can get pretty tricky at times. The show, much like the government, is by the people, for the people and of the people. It is perhaps this democratic approach that works in the show's favour. Also, the show is devoid of the sappy tales that try to invoke sympathy which is a refreshing change from the game shows that claim to change lives.

- Ankita Chaurasia



1. Environmental Factors:

Small, Competitive Market

Limited Budgets & High Production Value



Limited Budgets, High Value Productions





2. Cultural Factors:

Creative and Risk-Taking

- Global-Thinking Society
- Storytellers



Creative, Risk-Taking





In production in over 20 territories





÷





2. Cultural Factors:

- Creative and Risk-Taking
- Global-Thinking Society
- Storytellers



Global-Thinking Society







0

RLIGP

2. Cultural Factors:

- Creative and Risk-Taking
- Global-Thinking Society





Storytellers







Israel has had the advantage of the new player





How does Armoza keep this creative edge to create cross-border formats?



3 principles...



1. Crossing Genres



How do you create innovative content by combining existing genres with new technologies?





connected+





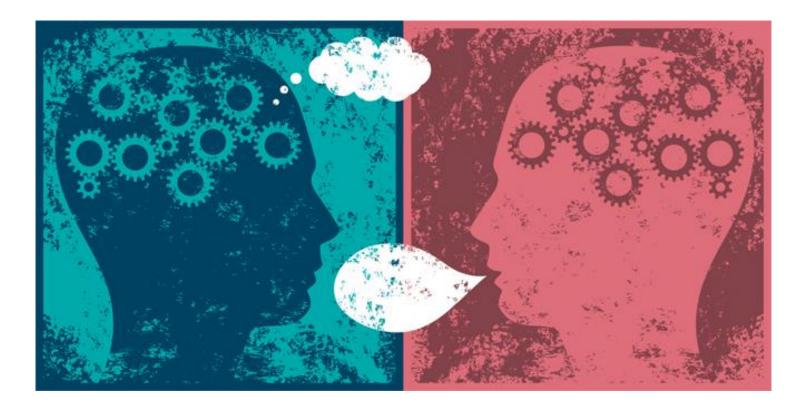




2. Crossing Cultures



How do you create successful international formats?











Local success

Market as international format

Adapt to local culture and needs



Meeting an Israeli need





Adapted Internationally







3. Crossing Platforms



How do you create successful & fully integrated formats?





Viewer behavior is changing...







And mobile devices are everywhere





We are the content generation



Interactive is here to stay





And it is not an add on...



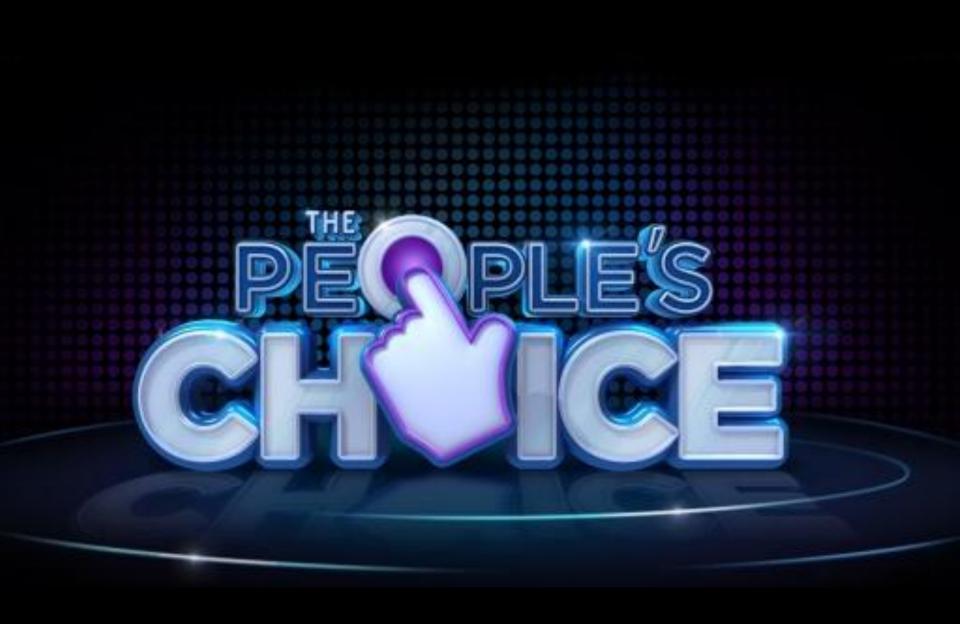
It's in the format idea

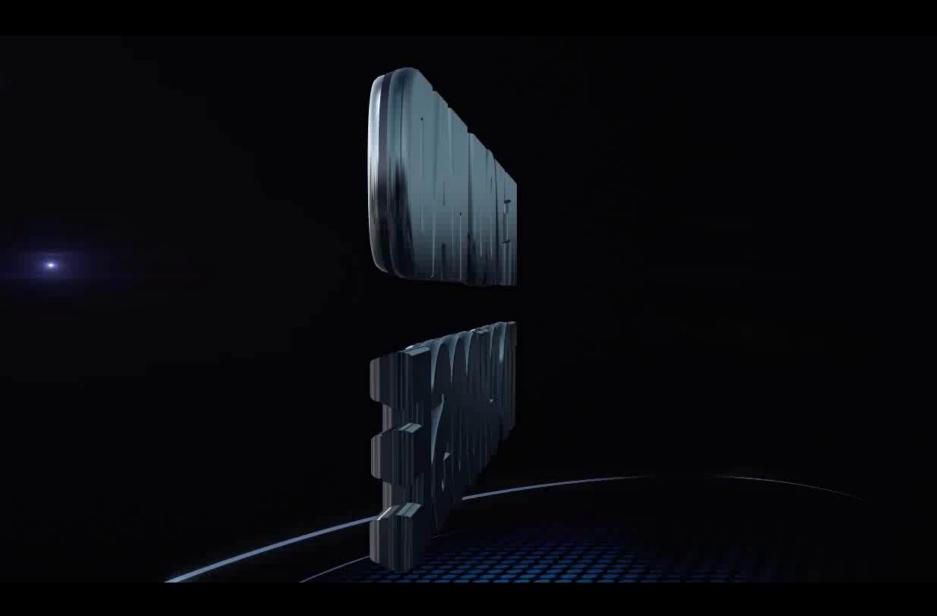




So how do you make engagement part of the idea...?







The perfect match between

engaging technology & cutting-edge content







Engaging viewers throughout the country







And keeps them actively engaged through ongoing participation







While monetizing for broadcasters

Ads are just one way that broadcasters can get returns from interactive platforms





'The People's Choice' translates the social media experience to a live TV event





Conclusion

- Knowing how to use your unique environmental and cultural factors are key to success
- To keep our creative edge, we must continue to take risks
- To stay ahead and create the next generation of content, Armoza follows 3 principles
 - Crossing Genres
 - Crossing Cultures
 - Crossing Platforms



Thank You!

avi@armozaformats.com

