

Family Guy



20th TELEVISION

EXTRA[®]

SHOW DAILY

NATPE · LAS VEGAS

THURSDAY, JANUARY 31, 2008

FOREIGN MARKETS TEAM UP

BY LAURA DODD

Creating content for the next century may require international partnerships, experts say, pointing to European markets like the U.K. which are becoming launching pads for both foreign content and U.S.-destined programming.

These foreign markets pump up their appeal for first-look deals with U.S. independent producers with forward-thinking international

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LONGER VISION IS URGENT

BY CHARLIE CAUDILL

Future programs on the internet will not be the short form, run-and-gun content everyone's predicting, but high-quality and story-driven, predicts Michael Eisner, the former chairman and CEO of Disney. "The internet needs more and more original programming. An organized internet will one day make that available," he said.

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PHOTO BY RONDA CHURCHILL

A dynamic exchange in Wednesday's panel about the possibilities and perils of internet TV brought diverse views among folks angling to capitalize on new market prospects, including Michael Eisner, former chairman and CEO, The Walt Disney Co., and founder of The Tornante Co. and Kara Swisher, co-producer and co-host, *All Things Digital*.

CONTENT FOR NET MATURES

BY CHARLES CAUDILL

Sounding off on the future of the TV industry, new-media marketers and Wall Street analysts agreed that savvy consumers are determining how and when their content is delivered. That was the consensus of two Tuesday panels, Old Media/New Media Tricks and Wall Street's Guidance.

Craig Moffett, senior analyst for Sanford Bernstein, put it succinctly. "Content has

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Source: NSS, Galaxy Explorer, Live+SD GAA Ratings, 2007-08 Premiere S-T-D thru w/o 12/31/07 all CS programs, W18-34, M18-34, M18-49, M25-54 (tie w/ Two 1/2 Men), A18-34, and A18-49

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at deadline

Tsunami Productions (Booth 1069) has brought a tidal wave of show titles to NATPE, including such lifestyle genre shows as *Living Better* with Steve Spitz, featuring the design guru as he travels America renovating along the way; *Carolina Cooking* showcasing chefs from famous NC restaurants; and the reality game show, *Who Wants To Be a TV Producer?*

TVS is offering *The FBI Files* and *New Detectives* for a Fall 2008 debut.