

Press Releases | 05.04.2005

ROSE D'OR FESTIVAL ANNOUNCES INDUSTRY CONFERENCE LINE UP

LEADING INDUSTRY SPEAKERS AT ROSE D'OR:

The Rose d'Or today announced a selection of it's top level industry speakers and the conference programme for the 45th Rose d'Or Festival, to be held May 3rd-7th 2005, in the alpine resort of Lucerne: The compelling line up of leading conference speakers and panelists includes David Lyle, COO & General Manager of Fox Reality Channel USA; Robert Chua, Founder Robert Chua Productions Hong Kong; Dr Guy Bisson, Editor in Chief of Screen Digest; Bruce Vandenberg, Managing Director of Interactive Rights Management; Michel Rodrigue, CEO Distraction Formats, Jonathan Coad & Dr Marc Heinkelein, Format Lawyers Association and Paul Jackson CEO Granada America.

FRAPA FORMATS CONFERENCE:

The Rose d'Or Festival is also the host of the FRAPA Formats Conference 2005. This conference will exclusively unveil the first major report to quantify the global formats business and model global revenues from format origination, distribution and production. The Global Trade in Television Formats report reveals the full financial and legal aspects of the entire global formats business.

Written by Screen Digest and FRAPA, this unique report should not be missed by anyone in the formats business and will be shared with Rose d'Or delegates by Dr Guy Bisson (M.D., M.Sc), Editor of Screen Digest and Professor of Academic Computing at the Faculty of Medicine, Sherbrooke University.

For the first time, the prestigious FRAPA Format Awards are also taking place at the Rose d'Or Festival and will be presented on stage at the black tie Rose d'Or Awards Gala on May 7th.

REALITY FOCUS FROM USA:

David Lyle, the Chief Operating Officer and General Manager for the upcoming Fox Reality Channel will give the Keynote Address on the Formats Business and lead the panel focusing on the future for the reality genre. "Reality might be slightly down in network primetime, but if you take into account cable primetime, US audiences are watching more reality TV then ever before," he says. "It goes to show that reality TV is a glorious evolving organism, continuing to mutate from the early shows like Candid Camera to the present day.. Lyle will launch the new Fox Reality Channel into more than 17.5m US cable homes in mid-2005 and will share his vision with Rose d'Or delegates.

FOCUS ON INTERACTIVITY:

This conference is hosted by Bruce Vandenberg Founder and CEO of IRM International Rights Management (UK). Bruce became well known in the UK and internationally when he joined Celador as Head of Interactive rights for Who Wants To Be A millionaire. Bruce has a no nonsense approach to this often confusing area of Media and Television and Bruce has said of the conference: "The objective of the conference will be to offer delegates the opportunity to really understand all of the key areas that will affect their business in the area of interactivity. I will include an analysis of the available technologies, business models and routes to market"

FOCUS ON ASIA :

Robert Chua, the Founder & CEO of the highly successful Robert Chua Productions in Honk Kong will lead this session with the aim of bringing into sharp focus the growing business potential that is underway in Asia. Robert Chua is one of the great pioneers of broadcasting in Asia and his understanding of the Asian market place is second to none. With 40 years of broadcasting experience involving all aspects of television production and distribution, Robert has now turned his attention toward producing concepts and content for TV and the Internet. At the Rose d'Or he'll share his expertise with delegates of the vast and lucrative markets of China and other Asian territories in mind. Robert has said of his conference: "For those involved, or wishing to become involved, in the Asian market there is a particular need to understand the local culture with its specific needs, expectations and approaches to business. I hope I can show why people (even if they are foreigners) who understand the Asian market stand a better chance to succeed while others will not.

RUSSIAN FOCUS: