

# Pact Export Accelerator

## Programme of Events

Thursday 14th April 2016, 9.00am to 4.30pm  
New House Country Hotel,  
Thornhill, Cardiff



Supported by



**pact.**

**9.00 Start** Refreshments, registration and workbook handover

**9.30 Welcome and setting the scene for the day**

**9.40 Introduction to the day's agenda and workbook**  
– *Pact, Dawn McCarthy-Simpson*

**9.50 Projecting growth and understanding financial impacts**  
– *Thornton Grant, David Field*

Advice on internationalising your business and 'going global'. Covering - reasons for considering overseas trading, examining the life cycle of overseas business, culture & tax considerations – which taxes and at what stage.

**10.20 Business planning for the importance of attracting finance**  
– *Creative United, Ellen O'Hara*

*Interactive session* – Information and tools to help you to build a strong base for business growth. Understanding access to finance, crowd funding and other options.

**11.10 How to get the best from your distribution company**  
– *All3Media International, Maartje Horchner*

*Interactive session* – Importance of understanding what a distributor can offer, from 'first look' deals, when and where advances work, and the role of other digital projects.

**11.45 Preparing your project for distribution**  
– *TRX, Sarah Walker*

What to consider in production to ensure that your assets are fit for marketing your show to the world. Why this plays a crucial role in finding the right distributor and appealing to global audiences.

**12.15 Global TV trends**  
– *Eurodata TV Worldwide, Sahar Baghery*

Valuable information on the most current programming trends around the world. Which are the new emerging markets, a look at the current successful formats, including channel case studies.

**13.15 Interactive session and working lunch**

Break in to small groups to identify target territories and why they should be considered as potential ones to target business opportunities. The team of experts will be there to help facilitate this session.

**14.15 Feedback session and summary - Pledge sign up**

Each group will feedback their initial thoughts on the territory choices and why. This will form a discussion on choices which have been selected.

**14.40 Rights tracker**  
– *Pact, Dawn McCarthy-Simpson*

*Interactive session* – working through the rights tracker section in the workbook, companies will be able to identify what rights they own and where their most profitable assets are. It will also help analyse which of their existing catalogue is underperforming and consider what options they have to boost revenue.

**14.50 PEST analysis**  
– *Simkins, Lisa Logan*

*Interactive session* – a crucial session which will help you understand how other elements may impact on trade barriers.

**15.05 Joint venture, overseas bases and attracting VCs**  
– *Simkins Lisa Logan*

This session will explore additional options for business growth. Understanding the difference between Joint Ventures (JV) and how to set up offices overseas and co-production. Looking specifically at case studies in US and China. In addition advice will be given on how to attract Venture Capital (VC) and finance.

**15.30 Televisa briefing preparation**

Televisa will present their company, the formats they are looking for and other opportunities to work with Televisa. You will be able to see first hand some of the shows they have made global hits. Finally for those wanting to pitch format ideas (paper or early developed ideas) they will explain what to expect and timelines.

**16.00 Goal setting**  
– *Creative United, Ellen O'Hara*

**16.15 Final questions and next steps**

**16.30 CLOSE**

# Experts / Speakers

Pact helps to shape the best possible regulatory and legislative environment for the independent production sector to grow domestically and internationally – the association has a strong record of success in campaigning for producers’ rights.

These rights have helped production companies operate in an increasingly international business environment.



**Dawn McCarthy-Simpson**  
Director of International Development

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International development expert with over 20 years of experience in the broadcast industry (television and radio). Includes Managing Director, Commercial Director and Broadcast Development Director roles at local, national and international television channels.

Currently Director of International Development for Pact - the UK’s trade association that represents and promotes the commercial interests of independent feature film, television, animation and interactive media companies – responsible for:

- Developing and implementing policy to support independent producers
- Developing the international exports strategy
- Engaging and influencing stakeholders
- Developing commercialised projects both in the UK and global markets
- Brand integration and product placement development

Prior to Pact, launched Yorkshire’s first local terrestrial television channel and the UK’s first short film channel which aired on Sky and subsequently expanded to seven European countries.



www.all3mediainternational.com

all3media International is one of the UK’s leading television programming distributors, offering quality programming to broadcasters and media platforms around the world.

We have been twice awarded the Queen’s Award for Enterprise in recognition of our growth, for the last two years we have won the top slot in our industry’s Peer Poll (Broadcast Magazine), and our shows regularly feature in Government statistics as leading exports - for example, Midsomer Murders has been the biggest selling drama out of the UK for over five years.



Maartje Horchner  
Head of Acquisitions

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Maartje is an international television distribution professional, who specialises in programme acquisitions. She has over 15 years of experience in the TV industry. Maartje’s background is in entertainment and factual production as she started her career at leading Dutch Producer IDTV. She moved to the UK in 2001 where she continued her career by working in acquisitions for independent distributor Chrysalis Distribution and now heads up the Acquisitions department at ALL3MEDIA International, where she leads the international assessment of the Drama, Factual, Factual Entertainment, Format and Comedy genres. She has excellent producer relationships with a wide range of independent producers across all genres and around the world.



Ceire Clark  
Senior Acquisitions Executive

Céire joined All3media International in 2012 where she oversees Factual, Entertainment and Format acquisitions from All3media’s group of 21 production companies across the UK, Europe, New Zealand and USA. She is also responsible for sourcing new content from independent producers and has secured first look deals with multiple award-winning production companies.

Céire began her career in publishing, working in editorial for Aperture Foundation in New York City followed by HarperCollins Publishers back in London. Following that she spent six years in Acquisitions and Programming at National Geographic Television International. ALL3MEDIA International is one of the UK’s leading distributors and covers all major genres with a focus on factual, drama, entertainment and formats.



www.grant-thornton.co.uk

Grant Thornton is one of the world's leading organisations of independent assurance, tax and advisory firms.

More than 42,000 Grant Thornton people, across over 130 countries, are focused on making a difference to clients, colleagues and the communities in which we live and work. The UK Grant Thornton member firm provides services to over 40,000 privately held businesses, public interest entities and individuals. It is led by more than 180 partners and employs more than 4,500 of the profession's brightest minds



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Duncan is the lead on trade with China for Grant Thornton's China Britain Services Group, and has advised a wide variety of clients, including media businesses, on their strategy for internationalising their operations and expanding overseas. Duncan is a chartered accountant in the tax team and has been working with China for over 10 years, including time in Beijing, Taipei and Chengdu. He joined Grant Thornton in 2012 from the China-Britain Business Council, where he was Senior Manager, Research and Advisory.



Liz Brion

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Liz heads Grant Thornton's tax service to media clients, dealing with advisory and compliance work for growing entrepreneurial and listed companies. Her experience includes advising on tax efficient structures with particular reference to maximising tax credits and taxation of intellectual property.

David is a senior international tax manager at Grant Thornton. He has advised a wide variety of clients, including media businesses, on their strategy for internationalising their operations and expanding overseas. He is a member of the firm's China Britain Services Group and has advised many businesses on setting up and operating in China. He lived and worked in China for a year.

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**Eurodata TV**  
WORLDWIDE

www.eurodatatv.com

Eurodata TV Worldwide is the unique one stop shop for TV ratings and program Expertise.

From more than 25 years our Research Team has been helping major and independent TV players to build their strategies, develop their creativity, export their properties and a lot more. Eurodata TV provides audience data and analysis over more than 80 countries. We offer certified ratings as well as our expertise and insight into the performance of TV Shows of more than 5500 channels from all around the globe. Our information is provided directly by the Research Institutes which measure daily television audience ratings.

Our solid expertise allows us to especially help Producers to :

- Track your titles worldwide
- Identify your shows' performance in more than 80 countries
- Help you convince future buyers/distributors by putting into context your show's performances (comparison with direct competition)
- Monitor content trends to identify markets where there is likely to be an appetite for your titles

Our specialised Research Teams (Entertainment, Fiction, Factual, Kids) offer their expertise in strategic Reports as well as in tailor-made studies.



Sahar Bagheri

Head of Global Research & Contents Strategy at Eurodata TV Worldwide

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Sahar Bagheri, Head of Global Research and Contents Strategy at Eurodata TV Worldwide, manages a team of 30 people in charge of analyzing TV consumption and programming trends all around the world, from fiction to entertainment, factual, kids programming and digital strategies.

Sahar Bagheri graduated from the National School of Statistics and Economic Administration (ENSAE) and has a double Masters in Media and Communications Management from the London School of Economics (LSE) and the University of Southern California (USC). She previously worked with broadcasters in France and abroad such as the Walt Disney Company and Canal+ in Paris, NBC Entertainment and CNN International in Los Angeles, as well as Nielsen Media Research in London.

In 2012, Sahar Bagheri joined Eurodata TV Worldwide, Mediametrie's International department, which analyses the latest trends and provides audience results on TV programs broadcasted on more than 5500 channels on the 5 continents.



Estelle Chandeze

International TV Research Manager  
- Eurodata TV Worldwide, Paris, France

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After graduating from ESSEC Business School in Paris in 2008, Estelle joined TNS Sofres and worked 7 years in the company, first as a Research Executive in the Media sector, then as a Group Manager and finally as a Research Director, specialized in the Media, Telecom and Leisure industries.

Estelle joined Eurodata TV Worldwide in October 2015, and is now in charge of the international TV monitoring service NoTa. Her role also includes research and analysis on global TV and online content trends, as well as Multiscreen and digital topics.



[www.creativeunited.org.uk](http://www.creativeunited.org.uk)

Creative United has been established with support from Arts Council England to provide a range of financial products and services designed to enable the growth and development of the UK's cultural and creative industries.

Their mission is to build a sustainable and resilient creative economy, making the arts accessible to all. In doing so, they help the creative sector to understand how best to take advantage of the finance opportunities open to them, and enable their finance partners to build their experience and interest in working with creative and cultural enterprises. They provide creative businesses and cultural organisations with access to a range of commercial tools, finance options, business skills and marketing channels designed to drive sales revenues and allow them to maximise their commercial potential.

As a Community Interest Company, Creative United's focus is on delivering a combination of strong social and financial returns.

Creative United's publicly funded programmes include:

- Own Art – interest free loans for the purchase of contemporary art and craft
- Take it away – interest free loans for the purchase of musical instruments
- Creative Industry Finance – business support and access to finance for creative enterprises
- Arts Card - the UK's first employee benefits scheme to focus exclusively on arts, creativity and culture.

For more information please visit [www.creativeunited.org.uk](http://www.creativeunited.org.uk)



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Ellen O'Hara is a freelance business strategist, researcher, coach and facilitator working in the creative and cultural industries, specialising in business model design, organisational development and access to finance. She consults on Creative United projects and is a business advisor on their Creative Industry Finance Programme.

Ellen has previously worked as Head of Curricula for School for Startups, Head of Business Development at Cockpit Arts, Creative Industries Manager at The Prince's Trust, Development Assistant Officer at Arts Council England and Andersens management consultancy. Ellen is a SFEDI accredited coach, a Clore Leadership Fellow and a Fellow of the RSA.



[www.trx.tv](http://www.trx.tv)

TRX is an online marketplace that offers a simple, fast and efficient way to buy and sell secondary TV and video rights internationally.

It connects sellers and buyers worldwide through an easy-to-use platform where programmes can be bought and sold using a unique trading grid. The entire sales process can be completed online – from screening programmes to agreeing a price and signing a licensing agreement.

TRX adds value to sellers as they can exploit their full catalogues quicker and more efficiently. For buyers, TRX provides a one-stop shop where they can search for and screen multiple programmes from multiple sellers, 24/7. TRX will begin rolling out its service within the next three months.



Matthew Frank  
 Chief Executive Officer

Matthew joined RDF in 1994 and was responsible for establishing and growing RDF's international distribution business, RDF Rights, from a standing start. By 2010 (when RDF became part of Zodiak), the revenues of RDF Rights had grown to c£30m.

Matthew was then appointed CEO of Zodiak Rights, one of the world's leading international distributors with revenues of c£60m selling drama, entertainment, comedy, factual and kids programming to more than 200 broadcasters worldwide.

He also managed the company's relationship with hundreds of producers from across the globe. Matthew is a well-known figure among the international broadcast and production community.



Sarah Walker  
 Chief Marketing Officer

Sarah began her career as a trade journalist covering the international TV business, based in London and Hong Kong.

In 2002 she joined Pact as director of communications and marketing. There she was part of the team who successfully campaigned for independent producers to keep their rights.

After four great years at Pact, Sarah moved back into the international TV business, overseeing marketing and PR at Parthenon and then Target Entertainment.

In 2010 she joined Sony Pictures Television where she managed the marketing and consumer publicity for Sony's formats and finished programmes.

Sarah joined TRX in January 2015.



www.simkins.com

Michael Simkins LLP is a leading media and commercial law firm, offering a full range of legal services to corporate and individual clients operating in a broad range of industries.

We are best known for our market-leading practice in media and entertainment.

Across our practice, we have an outstanding reputation for providing high-quality, responsive advice delivered by experienced and talented individuals who truly understand their clients' needs.



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Lisa is an experienced commercial, IP/IT and media lawyer. She has spent many years in-house at leading US multinationals such as Disney, Nickelodeon and Discovery Channel (where she was Director-Legal for six years) before moving back to private practice several years ago. Her in-house experience enables her to offer commercial and pragmatic advice aligned to each client's business strategy.

Lisa has wide ranging TV/Film production, distribution, compliance, music, talent, advertising/sponsorship, channel carriage and digital media experience. She also advises on commercial agreements including purchase/supply, agency/distribution, technology, partnerships, outsourcing and joint ventures. She helps clients protect and exploit their brands and valuable IT/IP.

Lisa has been a partner at Gateley Plc for 5 years. and is joining Simkins from April 2016.



**Televisa**

Televisa International is the largest media conglomerate in the Spanish speaking world, operating 4 broadcast channels in Mexico, with 25 brands of Pay TV available globally and Spanish Speaking content in the U.S.A. through Univision.

Among its extensive corporate subdivisions ranging from publishing to format distribution, it is a worldwide producer of fiction and non-fiction with operations in 7 continents, and content in 70+ countries.

Televisa International is now implementing an innovation lab of global relevance, to generate and produce formats not only with its in-house partners and alliances in place, but with producers and creators of content worldwide.

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