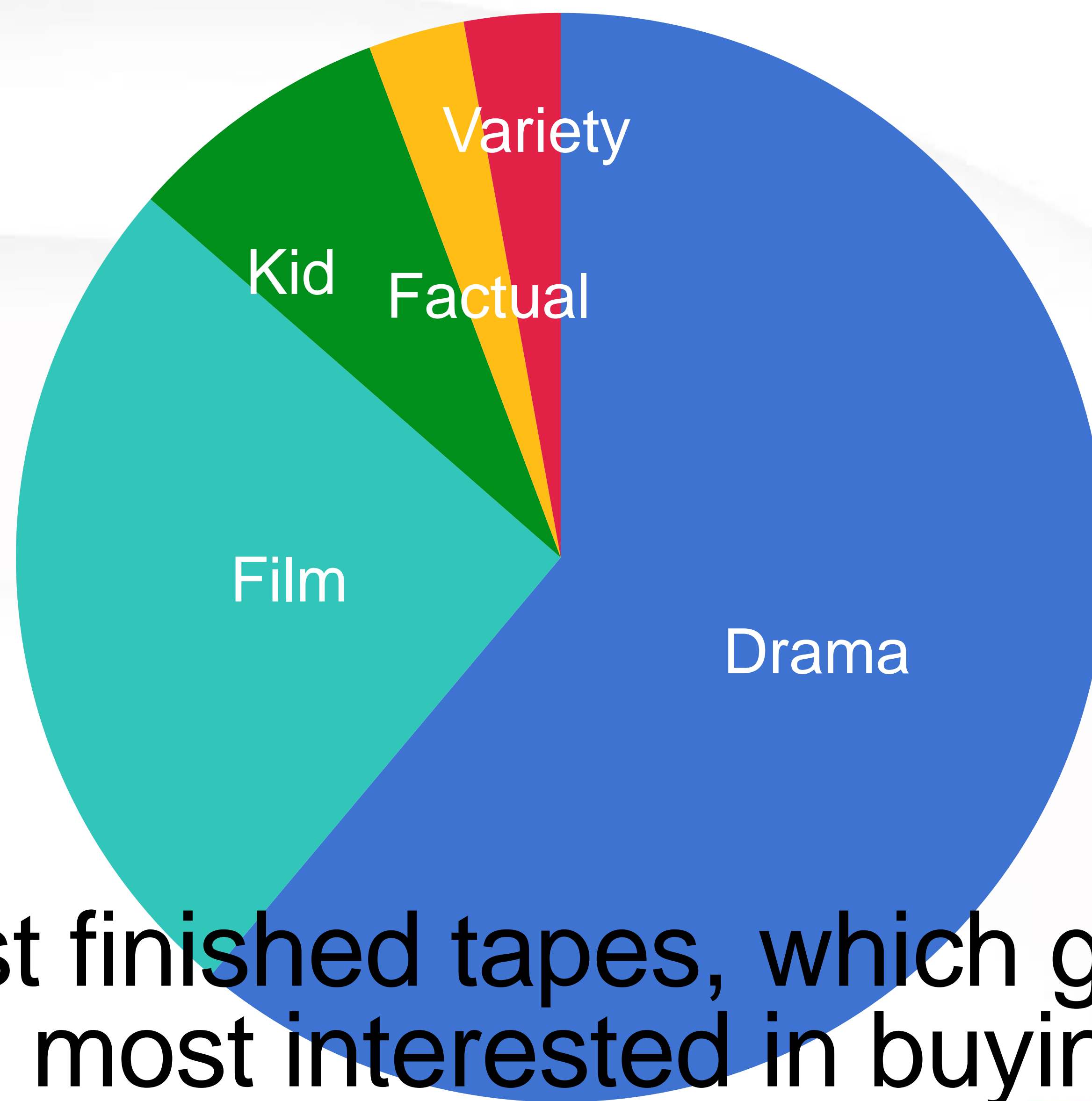


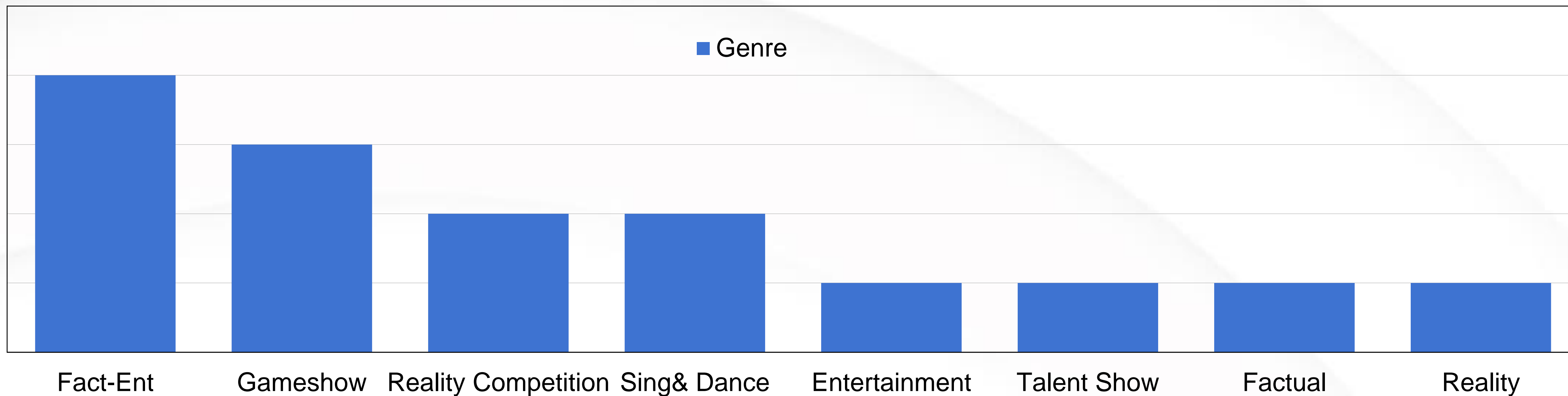
# What Buyers Want

## The Philippines

ATF PLUGGED-IN SESSION 2020 Presented by Michelle Lin (K7 Media)



Amongst finished tapes, which genre are you most interested in buying?



Amongst non-scripted formats, which genre are you most interested in buying?

# How much have you bought since 1st Jan 2020?

- Still digesting the stock
- Certain deals are on-going with tight budgets due the ad revenue situation
- Output deals with CJ, MBC, KBS plus a just-started deal with Discovery Networks
- Bought a few programmes in fact ent, 5-10 films, some fight sports programmes

Open



Not Considering



# Co-development on non-scripted

Open

Possibly

Not Considering



*Confidential but if the team identifies an exceptional title, they always do their best to find the budget.*

*Confidential but with ad revenues down, the deals will be price driven and distributors will need to be flexible.*

**Films:** \$15,000-\$10,000 each; \$1,500 (all rights minimum)

**Scripted Finished Tapes:** \$5,000-\$3,000 per episode; \$300 for 30-min episode

**Kids:** \$1,000-\$500 per episode

**Any Questions about the presentation  
or request to receive a copy of the presentation,  
Please email**

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