

# LES RENCONTRES DE LA FABRIQUE L'ESSENTIEL



## RENCONTRE INTERNATIONALE AVEC WOUTER GILLET & RUTH CALVO TELEFORMAT / GECA

JUILLET 2023

LAfabriqueDESformats

### LES RENCONTRES DE LA FABRIQUE

ANIMÉES PAR LEITH LOUZIR



Invités - Wouter Gillet &  
Ruth Calvo

teleformat

GECA

Mardi 4 juillet  
17h00

# INTRODUCTION

---

En présence de :



## Ruth Calvo

Director of Operations and International Business Développement at "GECA"

Ruth Calvo currently works as director of Operations and International Business Development at GECA in Madrid, where she has been working since 2007 in different areas, from solutions oriented to maximize audiences to the Chinese market Consultancy. Last years, she has been carrying out her duties as Formats & Trends consultant in Teleformat in conjunction with the deployment of new business models, financial controlling and market opening as Business Director. With roots embedded in Fiction, she studied a Masters Degree in Scriptwriting for TV and Cinema at UPSA in Salamanca. As a HSP, her analytical mind is interweaved with a wild passion for art, rock, graphic.

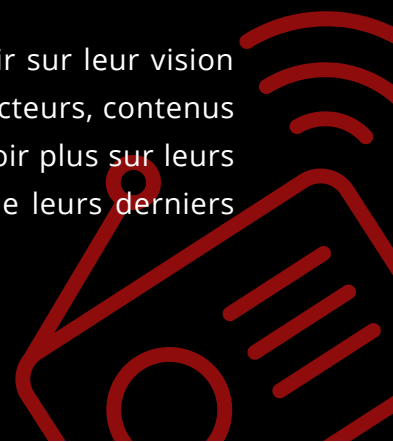


## Wouter Gillet

Director of Teleformat

Wouter Gillet was born in Belgium and studied Translation-Interpreting at EhB in Brussels. During his studies, he had the opportunity to participate in the Erasmus programme at Universidad Complutense in Madrid. In the Spanish capital he has been working since 2003 as an international television consultant in the Teleformat department of the consultancy firm GECA. Wouter currently heads this department, which explores trends and premieres in the world's main audiovisual markets, analysing both fiction and entertainment formats and advising professionals of the sector.

Lors de cette session inédite, la société nous fait le privilège de revenir sur leur vision du marché mondial des formats avec un focus tout particulier sur les acteurs, contenus et audiences hispaniques. Cette rencontre est ainsi l'occasion d'en savoir plus sur leurs missions et philosophie ; ils nous présentent à cet égard un extrait de leurs derniers rapports concernant le flux et la fiction.



# PRÉSENTATION DE TELEFORMAT ( GECA ) 1/2

---

- Teleformat est la partie « veille » / « observatoire » de la société de conseil espagnole, basée à Madrid appelée **GECA** :
  - **Qui s'adresse à** un éventail de **profils de clients de l'audiovisuel très large** :
    - Distributeurs,
    - Producteurs,
    - Créateurs,
    - Diffuseurs,
    - Universitaires
  - **Qui propose** des services sur mesure pour chaque client via **des outils/ applications diversifiés**
    - Grâce une base de données très large
    - Utilisant le big data, et le machine learning
    - Qui permet une agrégation personnalisée de données collectées par différents médias
    - Qui propose une projection des data via l'Intelligence artificielle

## Ex de **2 applications concrètes** :

- **Geca Alert** : propose des alertes sur les données associées aux programmes des catalogues de contenus personnalisés pré-enregistrés.
- **Minutados** : Permet d'avoir les audiences minute par minute d'un programme en cours via l'intelligence artificielle. On peut aussi segmenter la recherche des résultats d'audience non pas par programme, mais par thèmes, incarnants, ou marques.



# PRÉSENTATION DE TELEFORMAT ( GECA ) 2/2

- La filiale « **Teleformat** »
  - regroupe une base de données qui :
    - Recense plus de 34 000 formats depuis 1993
    - Propose plus de 350 analyses par mois
    - Regroupe plus de 70 pays (avec des consultants spécialisés pour chaque territoire)
    - Souligne des tendances
  - Existe sous différentes formes :
    - Version « all video »
    - Newsletters quotidiennes
    - Rapports périodiques
    - Outils qui se basent sur des « métriques » différentes :

**SOCIAL INTELLIGENCE: Social Demand**  
Big data metrics about Interests, Trends and Affinities

- Measurement of **demand and engagement** generated by audiovisual products
- Hot map about **travelability** and potencial interest in international markets
- Measurement of the title's **success regarding its longevity** or its time of emission
- Potential **franchiseability**
- Positive, negative or neutral comments on **social networks**
- **Fandom** levels and capacity of **adoption**
- **Time fluctuations** since the premiere

geca



# Vision du marché hispanophone : exemple du territoire latino-américain

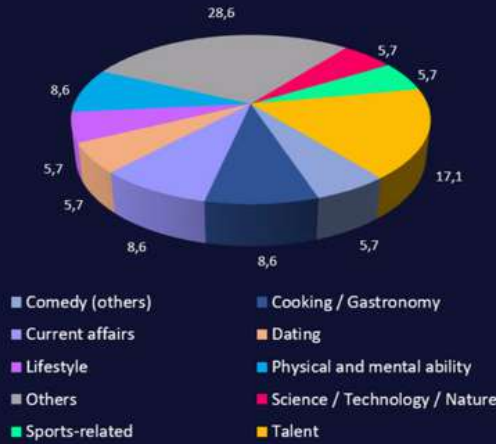
## Les contenus « unscripted »



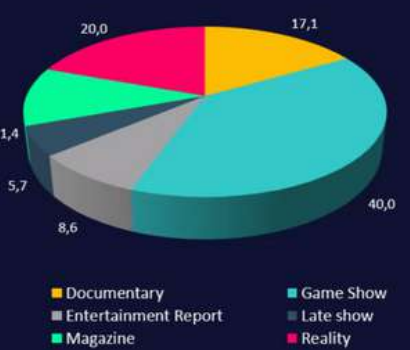
## NON-FICTION Latam



GENRE



SUBGENRE



Argentina + Brazil + Mexico = 80% of released formats with focus on:

- GAME SHOWS, REALITIES AND DOCS
- TALENT SHOWS, COOKING AND CURRENT AFFAIRS



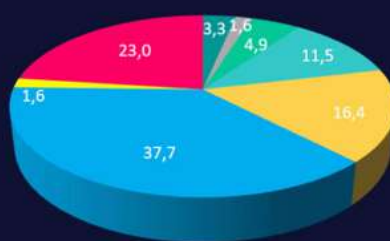
## Les contenus « scripted »



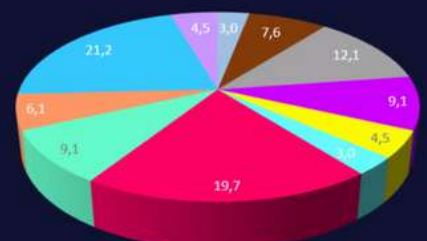
## FICTION Latam



GENRE



SUBGENRE



Mexico + Brazil + Argentina = 77,2% of released formats with focus on:

- DRAMA AND TELENOVELA
- THRILLER AND LOVE/ROMANCE



# Extraits des rapports : dernières tendances "flux" et "stock"

## 4 grandes tendances de flux :




### • Les concours avec « 100 candidats »

	<p><b>The Floor</b></p> <ul style="list-style-type: none"> <li>Country: The Netherlands</li> <li>Channel: RTL 4</li> <li>Producer: Talpa</li> <li>Distributor: Talpa</li> </ul>
	<p><b>Herre på tippet (99 to Beat)</b></p> <ul style="list-style-type: none"> <li>Country: Sweden</li> <li>Channel: Kanal 5</li> <li>Producer: Nexiko</li> <li>Distributor: Primitives</li> </ul>
	<p><b>Das 1% Quiz (The 1% Club)</b></p> <ul style="list-style-type: none"> <li>Country: Germany</li> <li>Channel: Sat.1</li> <li>Producer: BBC Studios Germany</li> <li>Distributor: BBC Studios</li> </ul>
	<p><b>Bultaneun Teurotmaen</b></p> <ul style="list-style-type: none"> <li>Country: South Korea</li> <li>Channel: MBN</li> <li>Producer: Crea Studio / MBN</li> </ul>

### • Le dating toujours très présents

	<p><b>Better Date than Never</b></p> <ul style="list-style-type: none"> <li>Country: Australia</li> <li>Channel: ABC</li> <li>Producer: Northern Pictures</li> </ul>
	<p><b>MILF Manor</b></p> <ul style="list-style-type: none"> <li>Country: United States</li> <li>Channel: TLC</li> <li>Producer: Entertainment One Television/ Spun Gold TV</li> </ul>
	<p><b>Petmipigmi (Pet Me Pick Me)</b></p> <ul style="list-style-type: none"> <li>Country: South Korea</li> <li>Channel: SBS</li> <li>Producer: ABO Media</li> <li>Distributor: SBS International</li> </ul>
	<p><b>Vild Kärlek (Love Raft)</b></p> <ul style="list-style-type: none"> <li>Country: Sweden</li> <li>Channel: TV3</li> <li>Producer: Baluba Television</li> <li>Distributor: Magnify Media</li> </ul>

### • Les formats musicaux sont toujours là

	<p><b>Star Academy</b></p> <ul style="list-style-type: none"> <li>Country: France</li> <li>Channel: TF1</li> <li>Producer: DMIS TV / Endemol Shine France</li> <li>Distributor: Banijay Rights</li> </ul>
	<p><b>Songland</b></p> <ul style="list-style-type: none"> <li>Country: Sweden</li> <li>Channel: SVT1</li> <li>Producer: SVT</li> </ul>
	<p><b>Those were the days</b></p> <ul style="list-style-type: none"> <li>Country: Belgium</li> <li>Channel: VRT Max</li> <li>Producer: VRT</li> </ul>
	<p><b>RapCaviar Presents</b></p> <ul style="list-style-type: none"> <li>Country: United States</li> <li>Channel: Hulu</li> <li>Producer: Hulu / Spotify / The Intellectual Property Corporation</li> <li>Distributor: Hulu</li> </ul>

### • Les formats mêlant technologie, deepfakes et avatars

	<p><b>Avatars</b></p> <ul style="list-style-type: none"> <li>Country: The Netherlands</li> <li>Channel: SBS 6</li> <li>Producer: Talpa</li> <li>Distributor: Talpa</li> </ul>
	<p><b>Dance Monsters</b></p> <ul style="list-style-type: none"> <li>Country: United Kingdom</li> <li>Channel: Netflix</li> <li>Producer: Lime Pictures</li> <li>Distributor: All3Media International</li> </ul>
	<p><b>Las vueltas que da la vida</b></p> <ul style="list-style-type: none"> <li>Country: Spain</li> <li>Channel: #0</li> <li>Producer: Telefónica Broadcast Services</li> </ul>
	<p><b>Sidney</b></p> <ul style="list-style-type: none"> <li>Country: Denmark</li> <li>Channel: TV2 Echo</li> <li>Producer: Pipeline Productions</li> </ul>



# Extraits des rapports : dernières tendances "flux" et "stock"

## 6 grandes tendances du stock :

- Les contes de fées, et adaptations d'histoires / romans

- Les thrillers, séries policières d'enquêtes et de faits divers



**Queridos Papás**

- ▶ Country: Portugal
- ▶ Channel: TVI
- ▶ Producer: Plural Entertainment Portugal

**The Full Monty**


- Country: United Kingdom
- Channel: Disney+
- Producer: FX Productions / Little Island Productions / Searchlight Pictures

**Gremlins: The Secrets of Mogwai**

- Country: United States
- Channel: MAX
- Producer: Amblin TV / Warner Bros. Animation / Warner Bros. TV
- Distributor: HBO Max

**Sandakozhi**

- Country: India
- Channel: Zee5
- Producer: CJ
- Distributor: Zee5



**La chica de nieve (The Snow Girl)**

- ▶ Country: Spain
- ▶ Channel: Netflix
- ▶ Producer: Atípica Films

**The Clearing**

- Country: Australia
- Channel: Disney+
- Producer: Wooden Horse
- Distributor: Disney+

**#Bring Back Alice**

- Country: Poland
- Channel: HBO Max
- Producer: Telemark

**Le Buone Madri (The Good Mothers)**

- Country: Italy
- Channel: Disney+
- Producer: House Productions / Wildside

- Les femmes battantes

- Des héros anonymes qui sauvent la face du monde



**¿Es nets, Eva?**

- ▶ Country: Mexico
- ▶ Channel: Las Estrellas
- ▶ Producer: TelevisaUnivisión

**Unseen**

- Country: South Africa
- Channel: Netflix
- Producer: Gambit Films
- Distributor: Netflix

**Guf Shlishi (A Body that Works)**

- Country: Israel
- Channel: Keshet 12
- Producer: Koma Studios

**Manes (Dudes)**

- Country: Colombia
- Channel: Amazon Prime Video
- Producer: RCN Televisión



**Citadel**

- ▶ Country: United States
- ▶ Channel: Amazon Prime Video
- ▶ Producer: AGBO / Amazon Studios / Midnight Radio
- ▶ Distributor: Amazon Prime Video

**Aktris (The Actress)**

- Country: Turkey
- Channel: Disney+
- Producer: BKM Yapim
- Distributor: Disney+

**Paemilli**

- Country: South Korea
- Channel: tvN
- Producer: Studio Dragon


**Anoniem (Anonymous)**

- Country: The Netherlands
- Channel: NPO 1
- Producer: BNNVARA / NL Film

# Extraits des rapports : dernières tendances "flux" et "stock"

- L'apparition du fantastique dans des univers réels

- La fragilité, la maladie et le handicap de plus en plus présents, pour normaliser ces sujets



**Silo**

- ▶ Country: United States
- ▶ Channel: Apple TV+
- ▶ Producer: AMC Studios

**Tooth Pari: When Love Bites**

- Country: India
- Channel: Netflix
- Producer: Endemol Shine India
- Distributor: Netflix

**Prométhée (Promethea)**

- Country: France
- Channel: TF1
- Producer: UGC Fiction
- Distributor: Newen Connect

**El Soffara**

- Country: Egypt
- Channel: DMC
- Producer: Media Hub/United Media Services



**Les Randonneuses**

- ▶ Country: France
- ▶ Channel: TF1
- ▶ Producer: Habanita Federation / TF1
- ▶ Distributor: TF1 Distribution

**Feikpatient (Fake Patient)**

- Country: Sweden
- Channel: C More
- Producer: Filmpool Nord / Iris Film AB / Jarowskij
- Distributor: Banijay Rights

**Malpractice**

- Country: United Kingdom
- Channel: ITVX
- Producer: ITV / World Productions
- Distributor: ITV Studios

**Get Ready**

- Country: Japan
- Channel: TBS
- Producer: TBS
- Distributor: TBS International

