



THE FORMAT RECOGNITION AND PROTECTION ASSOCIATION

FRAPA NEWSLETTER

February 2016

## FRAPA confirms that a Ukranian format has been infringed

FRAPA member Novy Tv, a Ukranian production company asked FRAPA for help in a case against 1 + 1 channel. Novy TV claimed that their format Revisor, broadcasted by Ukranian LLC New Channel had been infringed by the competing Ukranian channel '1 + 1.' FRAPA stated *'that from a creative and business point of view the both formats showed a high resemblance. Even more so when analyzing the different aspects of the format' such as dramatic structure, look & feel, timeslot, the host etc..*

This statement was used by Novy TV in their court case. On Februar 17th 2016 the Supreme Court of Ukraine found in favor of the Novy channel and confirmed a former verdict by a lower Ukraine court.

FRAPA offers free consultancy services for all its members regarding possible infringements. Read more on [www.frapa.org](http://www.frapa.org).

## FRAPA as the formatpartner of DISCOP TURKEY

DISCOP Istanbul is set to take place next week 1-3 March 2016 at the International Convention and Exhibition Centre bringing together global and regional content distributors and producers, broadcasters, Pay-TV platforms, mobile and VOD operators from Turkey, CEE, MENA and CIS countries. This year's conference program will be focused on format programming, trends and development and a format showcasing opportunity for independent producers to present their new format projects in front of global role players in search of fresh ideas that can perform.

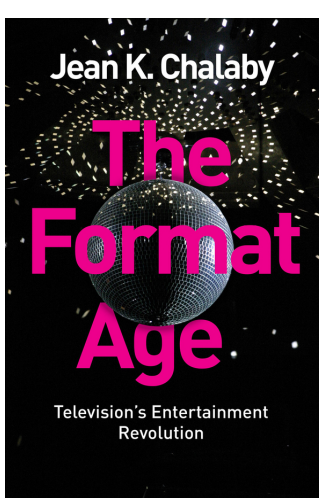
[Full information on the conference program visit](#)  
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MARCH 1-3 2016  
INTERNATIONAL CONVENTION  
AND EXHIBITION CENTER  
Istanbul, Turkey

## A great overview of what the formatindustry holds: *The Format Age*

Few trends have had as much impact on television as formats have in recent years. Long confined to the fringes of the TV industry, they have risen to prominence since the late 1990s. Today, they are a global business with hundreds of programmes adapted across the world at any one time, from mundane game shows to blockbuster talent competitions, from factual entertainment to high-end drama. Based on exclusive industry access, this book provides an in-depth analysis of the complex world of the TV format from its origins to the present day.



Chalaby delivers a comprehensive account of the TV format trading system and conceptualizes the global value chain that underpins it, unpicking the corporate strategies and power relations within. Using interviews with format creators, he uncovers the secrets behind the world's most travelled formats, exploring their narrative structure and cultural meanings.

"The Format Age is the most exhaustive analysis yet undertaken of a modern TV phenomenon. It explores both the economy and the culture of a global entertainment business which delivers local value. And it explains why and how it came about." - Peter Bazalgette, Chair of Arts Council England

"With his customary élan, Jean Chalaby has done a great service to our understanding of the international flow of culture. The Format Age is a judicious theoretical and empirical intervention. Bravo!" - Toby Miller, University of California, Riverside

Members of FRAPA can now purchase *The Format Age* (2015, Polity) at 30% discount of the regular retail price. Please use promotion code PY711 at checkout while purchasing through [the book's page](#).

The discount is valid from 25/02/2016 to 25/03/2016.

Please check our next newsletter for the location.

## All the things you need to know about the Latam Market

**FRAPA REPORT**  
The FRAPA report, 'Understanding Latin America: Current Trends in the TV Market' produced by UK-based K7 Media in collaboration with Prensario, provides a valuable snapshot of the region's television industry. It shows an accurate, informed and unbiased picture of the current marketplace, distribution structures and creative players, and highlights the future direction of the region's TV industry.

The report concludes that Latin America is emerging as a creative powerhouse for TV production.

**HIGHLIGHTS**

- the Latin American TV landscape is dominated by Brazil and Mexico representing 75-80% of the market.
- Argentina now boasts over 2,000 hours of content made for export each year
- Changes in laws and regulations: more local producers and an increase in local production.
- LaAm more and more attractive to international partners.

Order your FRAPA REPORT 2016 now: [www.frapa.org](http://www.frapa.org)

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