

EUR(O)VISION

OPERATED BY EBU

TV ACTIVITIES
CO-PRODUCTIONS

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WHAT IS A CO-PRODUCTION?

The term “co-production” is generally used to designate a kind of production in which two or more producers play an active role in the material production of media content.

It involves cooperation between two or more entities, each being involved in the principle stages, i.e. development, production and post-production of media content, jointly contributing towards their financing – leading to rights in the end-product in proportion to their respective contribution.



The 2014 Sarajevo World War 1 Centenary concert

MAIN ADVANTAGES

Financial

By sharing costs, broadcasters can produce ambitious multi-territory productions for a fraction of the cost of an autonomous production.

Sharing of expertise

Successful co-productions draw on the specific expertise of the different co-producers, most obviously in local location management, but also the specific skill-sets of each co-producer.

Audience

Co-productions have larger audiences since they are usually aired in several territories.

MAIN POINTS TO BE AGREED

Respective responsibilities of the co-producers

Define which partner(s) will manage the production, in terms of business, administrative and editorial matters.

Budget and Funding

Define the production budget and the contribution of each co-producer.

Production and Delivery

Define the format and versions to be produced and when the content will be completed and delivered.

Acquisition of Rights

Ensure that acquisition of the necessary underlying rights is properly undertaken at the development stage to the extent needed.

Exploitation Rights and Revenues

Define how the rights in the content, the scope of exploitation and the commercial revenue generated by the work will be shared.

CURRENT PRIORITIZED GENRES OF THE MEDIA DEPARTMENT

- Entertainment Live Events
- Music
- Children Youth
- News Current Affairs

HOW THE EBU PLAYS AN ACTIVE ROLE IN CO-PRODUCTIONS

EBU involvement in a co-production project needs to be supported and validated by an EBU Member or by the relevant group of experts before the EBU can start to work on a project.

When involved in a co-production project, the EBU reports to the EUROVISION TV Committee and to the relevant experts groups that examine the projects and are updated at scheduled meetings.

BY ACTING AS FACILITATOR

The EBU facilitates co-productions by:

- Being the trusted source of information;
- Providing networking opportunities;
- Connecting Members, ideas and content;
- Organizing workshops and established events, such as the Creative Forum and Creative Days;
- Conducting surveys and researches;
- Providing support and advice in various areas (technical, legal, financial, content).

EXAMPLES OF EBU CO-PRODUCTIONS

EUROVISION FAMILY OF EVENTS

ESC, JESC, Eurovision Young Dancers, Eurovision Young Musicians: co-productions financed by members of the EBU.

THE 2014 SARAJEVO WORLD WAR 1 CENTENARY CONCERT

Co-production broadcast by EBU Members, with rights being owned by a third party, the Vienna Philharmonic Orchestra.

TOM, MARCO AND GINA, PITT & KANTROP

Co-produced animation series where a third production company co-owns the rights with the EBU Members and where the EBU acts on behalf of its Members.

THE ANIMALS OF FARTHING WOOD

The famous EBU co-production for which rights of exploitations have been recently renewed for the benefit of the interested EBU Members.

EUROPE SINGS!

Co-production led by EUROVISION TV which gave a platform to Europe's best amateur choirs through a fresh original format.

THE EUROVISION DEBATE

In 2014 the first ever televised debate between the candidates seeking the European Commission presidency took place, also providing online coverage and creating a huge engagement on social media. The format can be used and adapted for other major occasions of common interest for EBU Members.

BY PROVIDING AND IDENTIFYING AVAILABLE SOURCES OF FINANCE

EUROVISION TV Development Fund

The EBU can contribute to the financing of the development through the EUROVISION TV Development Fund (TVDF). Allocation of development funding from the TVDF is subject to prior approval of the EUROVISION TV Development Fund Committee. The development grant has to be reimbursed to the EBU should the developed project be eventually produced out of the production budget.

EUROVISION Funding Hub

The EUROVISION Funding Hub is an exclusive and powerful search engine dedicated to EBU Members, providing access to an up-to-date database of national, regional and international funding opportunities. By signing in, EBU Members can find, by choosing the appropriate criteria, sources of funding to develop television, radio and multi-platform content across a range of genre.

BY ACTING AS COORDINATOR

The EBU is uniquely positioned to coordinate co-productions of its Member broadcasters often in partnership with external production companies by:

- Identifying and engaging co-producers from within the EBU membership;
- Setting up the legal and financial framework and following up;
- Securing commitment from involved parties;
- Negotiating and securing rights for our Members;
- Advising on and collecting participation fees/redistribution of sales/transmissions;
- Enabling Members to be part of the editorial team;
- Providing co-production guidelines/milestones.

EUROVISION CONTACT

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