

# formats MIPCOM 2014

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#talentmatters

**MP** marketpremière



**PITCH** / *Back To School* is a fun quiz/ panel format, in daily or weekly form, that takes celebs back into the classroom. The show has had five extremely successful series so far.

**PRODUCTION COMPANY** / deMENSEN  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 10 x 52'  
**YEAR OF PRODUCTION** / 2014 (latest series)  
**GENRE** / prime time celebrity show  
**INT'L SALES** / Sue Green / The New Flemish Primitives / sue@tnfp.tv

## BACK TO SCHOOL

ORIGINAL TITLE / DE KLAS VAN FRIEDA



**PITCH** / Quite simply, Belgium's favourite quiz! Hugely successful as a daily and a weekly show, this fun mix of alphabetical general knowledge and photo puzzles means top ratings for Belgian public channel één each summer, year on year.

**PRODUCTION COMPANY** / HH107  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 200+ x 30'  
**YEAR OF PRODUCTION** / 2014 (latest series)  
**GENRE** / prime time daily quiz  
**INT'L SALES** / Sue Green / The New Flemish Primitives / sue@tnfp.tv

## BOUNTY HUNTERS

ORIGINAL TITLE / DE PREMIEJAGERS



**PITCH** / Two hosts and rival channels compete each week in 10 very different challenges sent in by viewers. A groundbreaking format and a TV first that has broken all-time ratings records this spring. Entertaining, enthralling, engrossing – and quite simply unique.

**PRODUCTION COMPANY** / deMENSEN, Operatie Koekoek  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 10 x 54'  
**YEAR OF PRODUCTION** / 2014  
**GENRE** / prime time adventure challenge format  
**INT'L SALES** / Sue Green / The New Flemish Primitives / sue@tnfp.tv

## CHANNEL VS CHANNEL

ORIGINAL TITLE / WAUTERS VS WAES



**PITCH** / A clear slot winner with stunning ratings for this food docu format, in which the popular chef and host are invited to get to know and spend time – and cook - with some truly amazing people, including sumo wrestlers, cowboys, the inhabitants of a South African township, and the coldest village on the planet.

**PRODUCTION COMPANY** / Hotel Hungaria  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 8 x 50'  
**YEAR OF PRODUCTION** / 2014  
**GENRE** / documentary  
**INT'L SALES** / Sue Green / The New Flemish Primitives / sue@tnfp.tv

**MP** **FOOD FOR THOUGHT**

ORIGINAL TITLE / GOED VOLK



**PITCH** / Witty all-in-one comedy, satire, sketch and celeb format. *The Best Is Yet to Come* is top-class prime time entertainment, and was the highest-scoring new launch on the channel in September 2014.

**PRODUCTION COMPANY** / Woestijnvis  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 10 x 55'  
**YEAR OF PRODUCTION** / 2014  
**GENRE** / celebrity comedy talk show format  
**INT'L SALES** / Sue Green / The New Flemish Primitives / sue@tnfp.tv

**MP THE BEST IS YET TO COME**

ORIGINAL TITLE / HET BESTE MOET NOG KOMEN



**PITCH** / *VIPs vs Veterans* is an exciting reality game show in which a team of three tough pensioners (65+) battle with three young VIPs. The teams compete in three one-on-one duels. The arena of the nerve-racking finale is an existing sport event (eg Strongman Run). Get ready for the ultimate generation clash.

**CREATED BY** / Dries Martin, Hans Otten  
**PRODUCTION COMPANY** / Eyeworks Belgium  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 10 x 50'  
**YEAR OF PRODUCTION** / 2013  
**GENRE** / reality game show  
**CONTACT** / Dries Martin / dries.martin@eyeworks.tv; Hans Otten / hans.otten@eyeworks.tv  
**INT'L SALES** / Warner Bros Int'l / Charlotte Raben / charlotte.raben@warnerbros.com

**MP VIPS VS VETERANS**

ORIGINAL TITLE / BEAT DA BOMPAZ



**PITCH** / What if Jesus was a stand-up comedian? What if all cops were gay? What if everybody was blind? This edgy comedy sketch show, where every sketch begins with 'What if...', transports the viewers into a completely new world, showing a reality that never happened but easily could have.

**CAST** / Ben Segers, Bert Haelvoet, Bruno Vanden Broecke, Charlotte Vandermeersch, Günther Lesage, Robrecht Vanden Thoren, Koen De Graeve  
**CREATED BY** / Tim Van Aelst  
**PRODUCTION COMPANY** / Shelter  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 8 x 24' (+ 2 Best Of episodes)  
**YEAR OF PRODUCTION** / 2013  
**GENRE** / comedy, sketch show  
**CONTACT** / Tim Van Aelst / tim@shelter.tv; Sofie Peeters / sofie@shelter.tv  
**INT'L SALES** / Red Arrow International / www.redarrow.tv

**WHAT IF? – s2**

ORIGINAL TITLE / WAT ALS? – SEIZOEN 2



**PITCH** / Three teams of young people aged between 16 and 23 create and run their own company. They have only 12 weeks to come up with a good idea, find some money, launch their business, promote their stuff and, of course ... make some sales. Who will be the best entrepreneur?

**PRODUCTION COMPANY** / Red Pepper Media  
**LANGUAGE** / Dutch  
**RUNNING TIME** / 12 x 25'  
**YEAR OF PRODUCTION** / 2013  
**GENRE** / reality  
**CONTACT** / Bram Vanderlinden / bram.vanderlinden@redpeppermedia.be  
**INT'L SALES** / Red Pepper Media / www.redpeppermedia.be

**YOUNG BOSSES**

ORIGINAL TITLE / JONGE BAZEN

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