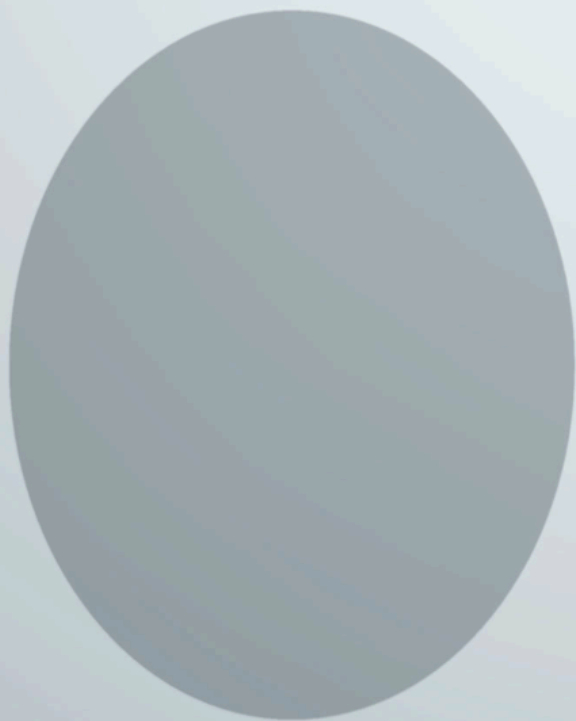


LOCAL PRODUCTION



CREATED BY PETER RADNAI

chellocentraleurope
a Chellomedia company

LOCAL PRODUCTION OBJECTIVES

COMPANY STRATEGIC OBJECTIVE



Maintain the channels' **MUST HAVE POSITION** at the cable service providers

3 pillars support this from the content area:

1. PROGRAMMING
2. LOCAL PRODUCTION
3. MARKETING (based on the first two)

LOCAL PRODUCTION

CRITERIA FOR MAKING LOCAL PRODUCTION

1. Identification of the channels – The channel must be distinguished from channels with similar genre

Identification

2. Achieve higher ratings

Rating

3. Key marketing and PR value

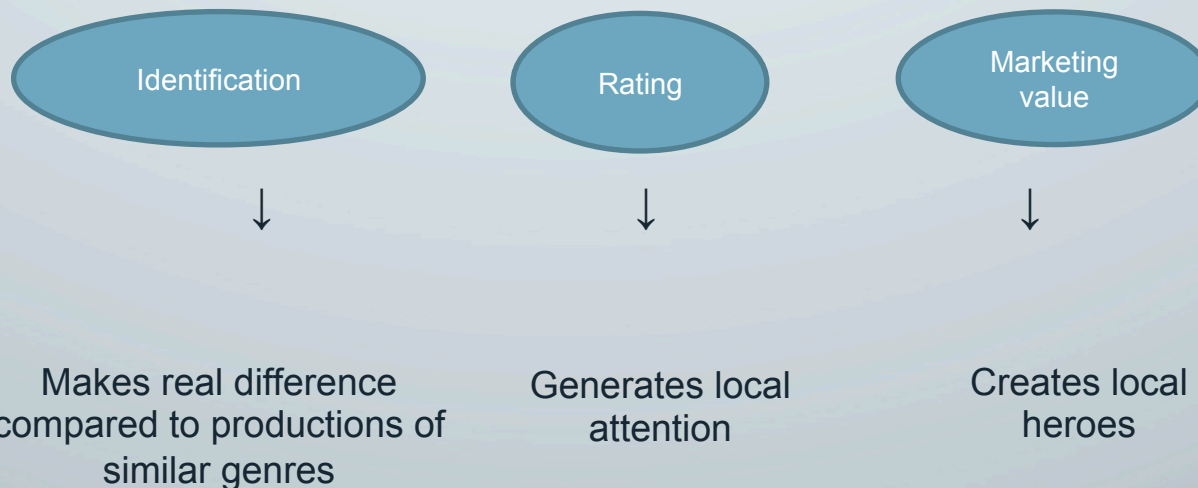
Marketing
value

WHY LOCAL PRODUCTION

Buying large international brands / productions is important and indispensable, BUT not sufficient to achieve the objectives defined

Like: Gordon Ramsay, Jamie Oliver, Thomas, the Engine, Postman Pat
can be broadcasted on any channel (as NCIS)

LOCAL PRODUCTION ensures the USP of the channels,



HOW THE PRODUCTION IS SHAPED

A) CHANNEL MESSAGE
TARGET AUDIENCE
AUDIENCE STRUCTURE
USP



B) LOCAL PRODUCTION STRATEGY, GUIDELINES



C) TYPE OF PRODUCTION
TYPE OF CHARACTER




D) PRODUCT → PRODUCTION



chello@centraleurope

NON - SPORT LOCAL PRODUCTION

BENEFITS:

- Local feeling
- Easy to identify
- Local stars:
 - More potential in PR
 - Proudness factor  **On The Spot**
which is our award winner local production

Cost effective

- same studio
- same set
- same crew
- same design
- same creative effects

Only the chefs or the co-stars are different



It means less cost, less time but more result



SPORT LOCAL PRODUCTION

Main message:

We are not only broadcasters, we are not just right owners,
but we are members of the football society

All the important background informations about Hungarian or Spanish football
are known from our insider shows:



Third Half

Fiesta

We've built a new studio:

- full HD set
- 21th century design



This is the place where the local sport heroes all wanna visit

Benefit:

- best quality picture
- best quality set
- best commentators and football experts



ALL IN

- KHL



- **Chello won the best production company award**
- same crew what we use for our local football coverage
- same know-how
- but not in Hungarian territory and
- different sport → ice-hockey