



A HEALTHY AUDIENCE

2012 ACT Report on Healthy Programming

Commitment to the DG Health and Consumers'
EU Platform on Diet, Physical Activity and Health



The Association of Commercial Television in Europe (ACT) welcomes the opportunity to participate in the European Commission's Platform on Diet, Physical Activity and Health. By submitting this report, ACT members show their commitment to taking action for a healthier lifestyle and contribute to the EU objective of fighting for healthier European citizens.

EDITORIAL BY ROSS BIGGAM

ACT Director General

This is the third report which the ACT has produced for the EU Platform on Diet, Physical Activity and Health. In each of these reports, we have shown the positive contribution which our sector brings to the fight against obesity and unhealthy lifestyles.



We represent European commercial broadcasters and media companies, which nowadays reach our viewers on a whole range of distribution platforms to different devices – television, PCs, tablets, games consoles, smartphones etc. Our contribution is about what we do best: making television programmes that engage, entertain and sometimes provoke the mass audience of European citizens.

And it is important to remember that

a well-made television programme can reach all Europeans in a way which no other medium can match.

Today, the average European watches television for 228 minutes per day – a figure

which, despite the hype around the impact of the internet on consumer behaviour, has increased every year for the past decade. Additionally, when we presented the previous edition of this brochure to the EU Platform, we stressed **the ability of commercial television to reach all parts of society**. Not all television programmes are able to do this, and it would surely be a concern for policymakers seeking to capitalise on the interest created by television programmes in healthy lifestyles if certain audiences were to be “super-served” with programmes giving scientific information about nutrition. There is certainly an important role for such content, but the demographic profile of a television audience for scientific documentaries will often be biased towards the better-educated, wealthier demographic groups in society (who may well already have access to plenty of information about health and diet). If – and the ACT is not qualified to comment on this – unhealthy eating is a societal issue which covers all social groups, then there is an equally important role for entertainment shows as a vehicle for getting the healthy lifestyle message across to a wider demographic. We also took an example of a successful TV campaign in the health field – and I apologise if it is not directly related to nutrition – where an anti-smoking message was seen 232 million times in 10 days.

But during our last presentation, we also had a very specific question from the chair of the meeting. The previous edition of our brochure had examples from ten European markets: Belgium, Czech Republic, France, Germany, Italy, Poland, Romania, Spain, Sweden and the UK. Very interesting, according to the chair – but what about consumers in the rest of Europe? Specifically, were consumers in smaller European states less well served than those in the larger markets? A very good question, and not one we could answer straight away – any bias towards larger countries in our original sample is due simply to logistical factors, notably that larger broadcasters have greater resource to help us prepare such brochures, and that the more widely-spoken a language, the easier

it is for us to process material for a brochure such as this. These factors, of course, in no way answer the request from the European Commission – after all, a Europe in which German, British, French, Italian, Spanish and Polish consumers have access to more information on health and nutrition than the rest will not fulfil the Commission’s mandate of devising a comprehensive, pan-European strategy for better nutrition and public health. **So in this new edition we seek to answer the Commission’s point in two ways. First, we have deliberately sought out examples from markets which were not represented, or under-represented, in the previous edition.** The larger European markets are still present, but this time accompanied by programming from Croatia, Cyprus, Estonia and Slovakia, as well as a special focus on programming from Lithuania, where we were struck by the high profile given by management at the launch of TV8 to programming relevant to diet and nutrition:

“Having local programming focused on lifestyle and health choices was a key element in our marketing and positioning of the new channel. It is important from a perspective of what our viewers want, but also for us, as a broadcasting company which is in touch with, and behaves responsibly towards the communities in which we operate.”

Jurgis Jefremovas, Programming Manager MTG, 2011

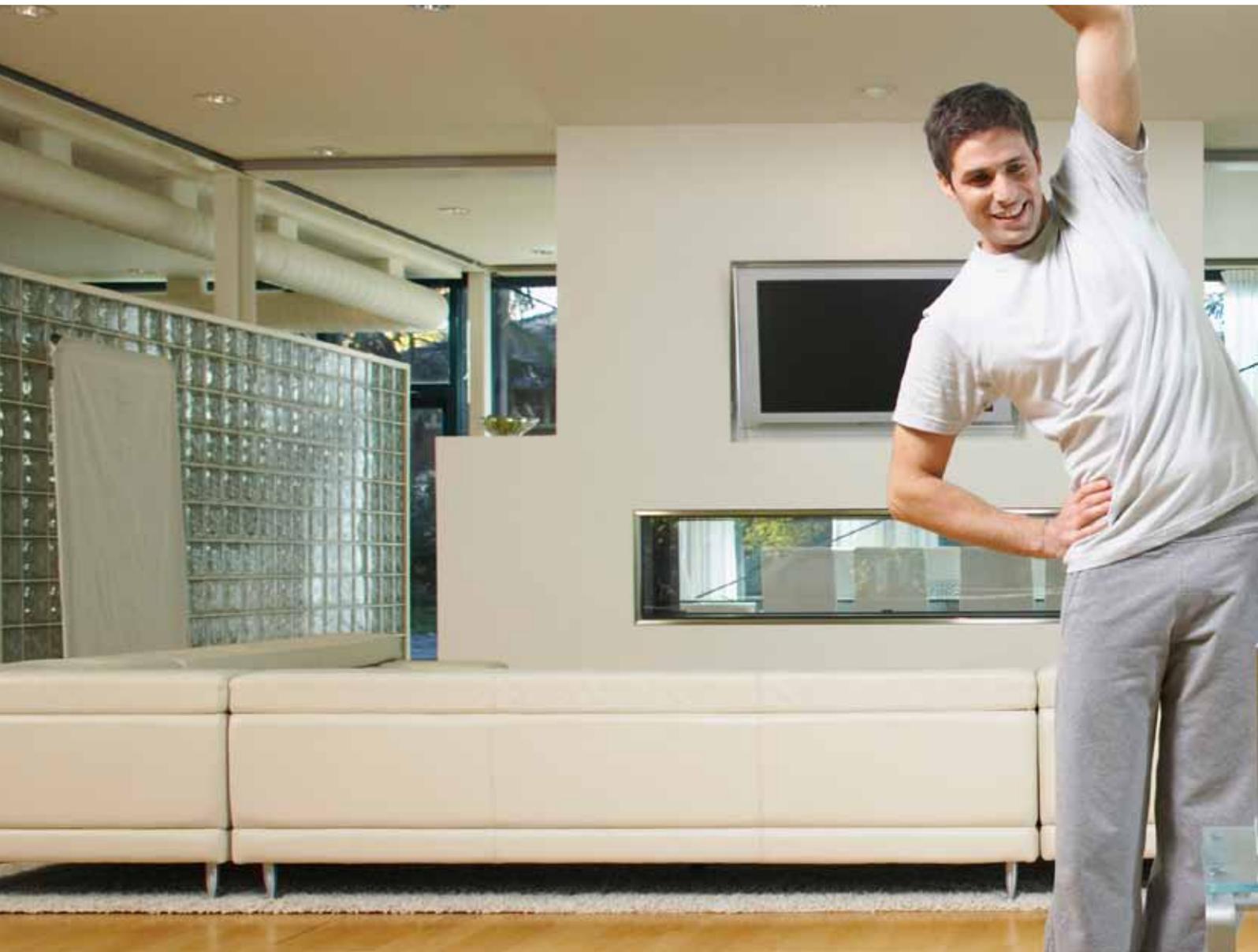
The second way in which we aimed to illustrate the breadth of programming available outside the larger European

“The stories that we tell and the journeys the contestants go on are so translatable and resonate in any country, any culture and any class.”

Kevin Mundy, Executive Producer at Shine Network

markets is the interview with Kevin Mundy, executive producer at Shine Network, the independent producer which has the rights to “The Biggest Loser” among other entertainment formats. We spoke to Kevin because the television business is changing in a way that makes it easier for us to satisfy the legitimate concerns of the European Commission that all Europeans should have access to a choice of entertainment and other formats which help stimulate interest in healthier eating and living.

What we mean by this is that ten or fifteen years ago – which is, roughly, when obesity and healthy diets first became prominent on the public policy agenda (the US Surgeon General declared an “obesity epidemic” in 2001) – television was a national business. The received wisdom of the time was that viewers’ tastes were too different for programmes to cross frontiers successfully. The larger television markets made programmes aimed at domestic audiences, and sometimes sold these on, to be dubbed



or subtitled in smaller markets. Whether it is due to globalisation, technology or the proliferation of new channels (we estimate around 90% of the 8000 or so TV channels in the EU have been launched in the past decade) this is no longer the case.

International trade in television formats – i.e. the right not to show the finished programme, but rather to adapt the original programme for a local market – is now a business worth €9.4 bn annually.

This means that programming such as the show for which Kevin is responsible – “The Biggest Loser” – can be seen in 90 countries worldwide. Formats are a profitable business (in passing, it’s one of the few parts of the audiovisual industry where

the EU runs a strong trade surplus) but it also helps get the healthy eating message across to European, indeed, global, citizens regardless of whether they live in a big TV market or not.

To conclude, it is important to keep in context the contribution which television programmes such as these can make. What the media can do best is to reflect and stimulate the interests of our viewers – of European citizens. If Europeans are sufficiently interested in a subject – whether it is health and fitness, personal finance or property restoration – then television will cover it. And, given that there appears to be strong interest in health, diet and nutrition issues, we can expect journalists and programme-makers to continue to cover these issues in a variety of formats. This is the broadcast media’s contribution

to the overall work of the EU Platform, and it is one which we are happy to offer to all European citizens, across all demographics or markets.

We look forward to continuing this debate with platform members.


Ross Biggam



Commercial broadcasters' expertise lies in the creation and distribution of professional content, which can be now accessed on any platform and on any device. As the mass medium that millions of European citizens watch several hours per day, it is important to behave responsibly towards the society in which we operate, including by promoting healthier lifestyles across Europe.

We encourage our viewers to fight obesity in a variety of formats. For instance in Lithuania, Modern Times Group (MTG) gets healthy messages across during weekend morning shows, when demand for healthy programming proved to be high. Even more, our colleagues from TV8 informed us that having local programming about health was a key strategic choice when launching and positioning of the channel in Lithuania.

Talk shows with healthy topics are a successful format featured by TVI in Portugal. TVI includes health-related issues also on its 24-hours news cable channel. And in France, cooking shows are remarkably successful among the audience.

Although the reasons for success of various formats may differ between the countries, successful programming listens to the viewers, seeks to answer their demands and should be delivered in a professional, informative and entertaining way which can reach all parts of society.

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COMMERCIAL TV, AUDIENCES, AND HEALTH

HEALTHY PROGRAMMING:

Morning health and lifestyle shows as key to MTG's success in Lithuania



While many of us tend to have a lie in on Sunday mornings and possibly cure a headache after a Saturday night out with friends, many Lithuanians are already up, getting advice on health and wellbeing issues on morning programmes on MTG's free-TV channels: TV3 and TV8.



"We consider our morning programmes as an interesting and healthy way to start Sunday mornings", says Jurgis Jefremovas, the programming manager for MTG's free-TV channels in Lithuania, "and our show "Healthy Man" on TV3 has proven to be successful with viewers."

"Healthy Man" is a popular "TV magazine" type of programme and is produced for MTG's channel TV3. Each episode features several informative stories about common health problems, and provides ideas and suggestions for living a healthier lifestyle. Each story also includes comments and tips from physicians or health and lifestyle experts.

“The demand for healthy lifestyle programmes is tangible”, says Jurgis Jefremovas “and people are used to watching these types of morning shows in the weekends. They have proven to be successful then.”



SVEIKAS
Žmogus
Kelias į visavertį gyvenimą

The concept of watching health shows on the television over a cup of coffee at breakfast might seem somewhat unusual, but is by no means new.

“The demand for healthy lifestyle programmes is tangible”, says Jurgis Jefremovas “and people are used to watching these types of morning shows in the weekends. They have proven to be successful then. Prime-time programming on health issues also attracts the attention and interest of viewers, especially if a health-related topic is periodically integrated into an established entertainment format or investigative journalism programme.”

But “Healthy Man” is not the only programme advocating a healthier lifestyle on TV3 and TV8. There are also a number of other “healthy” shows with a very good performance among the viewers. TV3 has another exclusive locally-produced programme on the subject, called “Big Changes”. It provides viewers with **advice on how to improve their quality of life and how to look after themselves properly following a healthy diet and having an active lifestyle**. Another show that is proving popular is “Sports Award”, also on TV3, where the top Lithuanian sportsmen get rewarded for their achievements. The show focuses on the **importance of sports** and getting people excited and enthusiastic about it.





Įšminties v. RAKCIUKAI

On TV8, which was launched on 3 October 2011 and which targets female viewers 35+, the show “Eat and Get Slim” offers information on **how to cook healthy meals and lose weight at the same time**. “Tips of Wisdom”, which is a programme produced exclusively for TV8, is another popular health-themed show that offers advice and ideas on healthy lifestyle choices. It features stories that give **suggestions on how viewers can improve their everyday life**.

“While preparing the launch of TV8 on 3 October 2011, having local programming focused on lifestyle and health choices was a key element in our marketing and positioning of the new channel. It is important from a perspective of what our viewers want, but also for us, as a broadcasting company which is in touch with, and behaves responsibly towards the communities in which we operate”, says Jurgis Jefremovas.

“It is important from a perspective of what our viewers want, but also for us, as a broadcasting company which is in touch with, and behaves responsibly towards the communities in which we operate.”

The topics range from home improvement and cooking, to tips on general health and well-being which can be achieved by an active lifestyle, rejuvenating therapies or other activities. “Tips of Wisdom” is MTG’s first own production in Lithuania on TV8, and the show, which is closely associated with the channel’s brand, has been highly appreciated by viewers.





TVI healthy programming in Portugal



Health is an important topic for TVI and it is covered in various formats. This subject is generally featured in two ways:

TVI has two daily talk shows that cover a vast array of topics. **Both morning and afternoon programmes focus on health-related topics several times a week.** The development of the topic is managed in a variety of ways. For example, this may be done by inviting viewers who suffer from a particular illness to discuss their experience as guests, as well as doctors or specialists who shed light on the issue. These shows have studio audiences who often participate in the discussions and interactivity with viewers is promoted via Facebook and our online forums.

TVI's 24-hour news cable channel, TVI24, also dedicates part of its programming to health-related topics. The daily morning call-in show is usually partly dedicated to a particular health issue. A studio guest, normally a specialist doctor and/or the administrator of an association or support group dedicated to people with that particular condition, responds to questions and comments from viewers who call in.

Health is also often the subject matter of documentaries that are aired on a daily basis.





Producers and presenters on the success of cooking shows in France



Un Dîner Presque Parfait (An almost perfect dinner)

Un dîner
PRESQUE
parfait



“An almost perfect dinner” has been broadcast by M6 for four years. What are the reasons of its long-lasting success?

Florence Duhayot:

“An almost perfect dinner” reflects real life. This show is so close to what we experience every day that the viewers can easily identify themselves with the programme. Moreover, you can learn to cook and discover the participants’ personalities. What makes the show lively is also the remarks and criticism about each other made by the passionate participants. When the passion is real, you experience it on your screen. In the next season, we will offer special editions of “An almost perfect dinner”, most probably in prime time.

(Source: Interview of Florence Duhayot, General Director of Studio 89 Productions, Media+, 18/01/12)





Top Chef (3rd season)



© Pierre Olivier / M6

The third season of the “Top Chef” is on air again since 30 January 2012 at prime time on M6. How do you renew a programme which has such a strong brand without losing its fundamentals?

Florence Duhayot:

We simply try not to lose the fundamentals of competition. The candidates selected for the third series of “Top Chef” have already seen the two previous seasons. Our work as producers of this new edition focuses on

challenging the new participants, by coming up with unexpected and creative tasks for them, which each time have to reflect the difficulties of professional cooking. To make the programme attractive, many famous people e.g. comedian Jamel Debouzze, radio personality Philippe Bouvard or actors from hit series “Scènes de Ménages” have asked us to be part of the production.

(Source: Interview of Florence Duhayot, General Director of Studio 89 Productions, Média+, 18/01/12)



Le Chef in France (The Chef in France)



© Fabien de Chavanes / M6

Tell us about “The Chef in France”.

Cyril Lignac:

This is an adventurous programme! The idea is really to discover all the people who make France an exceptional country. I was excited about the fact that I would be able to meet gardeners, farmers... who indeed make France a wealthy nation and enable us, professional or amateur cooks, to prepare wonderful food. So, it is important to appreciate the French craftsmen and highlight their work.

What do you remember from this show?

Cyril Lignac:

It has been great pleasure and I made a lot of extraordinary discoveries thanks to this show! I participated in the work of the craftsmen who shared their know-how. For instance, usually I see the sea bass arriving to my restaurants in a package, but I do not know where it comes from and above all, I do not realise how much effort was put into getting them. Thanks to this show, I found out how the fish arrives on the plate and now I do not see things the same way as I used to before. In addition to that, I also discovered extraordinary regions, landscapes and villages and indeed I am really happy to have shared all these emotions with the audience.

(Source: An interview with Cyril Lignac, presenter of “The Chef in France”, press dossiers of M6)



Cauchemar en Cuisine (Kitchen Nightmare)



© Julien Knaub / M6

Why have you accepted to participate in this show? Do you know the British version of the programme?

Philippe Etchebest :

No, I did not know the British programme at the time when I was approached to work on the French adaptation. But when I understood the concept of the programme, I agreed to take on the role. When I saw that there would be a “happy-ending” to each episode, I immediately said yes! What pleased me above all is to be able to help struggling restaurant owners. I am motivated by human experiences and the exchange of values, which I found very fulfilling aspect of the role as the professional one.

(Source: Interview with Philippe Etchebest (presenter), press dossier of M6)





What can we do to improve health and lifestyles of Europeans besides including this topic in our programming? Commercial broadcasters take their Corporate Social Responsibility seriously and a number of ACT member companies told us about their health campaigns.

Antena 3 Group not only broadcasts programmes which respond to the challenges of our contemporary lives, but it also engages in finding solutions to the health problems, such as obesity. As obesity concerns 30% of children in Spain, Antena 3 Group engaged in raising awareness on healthy habits among parents and in schools.

ACT members often cooperate with governments and NGOs to support social campaigns. ITV gives a great example of a campaign promoting physical activities. On the ITV's Walk4life Day, 1,500 people joined the walks in September 2011. The messages promoting exercising were communicated to even wider audiences of around 3.3 million viewers thanks to ITV regional news coverage.

Another example, although not directly related to nutrition, shows that TV can be a great communications tool in passing healthy messages to mass audiences across all European territories : Eurosport's support for the European Commission's anti-smoking campaign. The results of the campaign are clear: the anti-smoking message was viewed 232 million times across Europe within 10 days of the campaign.

CAMPAIGNS FOR HEALTHIER EUROPEANS:



Fighting obesity in Spain - Antena 3 Group

Antena 3 Group is conscious of the impact and influence that media organisations have on society through their content and has assumed the voluntary commitment to put its diverse communications platforms at the service of society. With this objective in mind, Antena 3 Group not only broadcasts content that responds to social concerns but also contributes actively to find solutions to them.



According to the Spanish Agency for Food Safety and Nutrition, 30% of Spanish children are obese and the World Health Organisation defines obesity as one of the greatest public health challenges of the 21st century.

In line with Antenna Group's Corporate Social Responsibility (CSR) strategy, in May 2011 the new Antena 3 Group's CSR campaign called "El Estirón" (Growth spurt) was born.

"El Estirón" aims to combat this problem and raise awareness within the Spanish population, especially parents and schools, on the importance of promoting good eating habits to children and encourage greater physical activity.



Walk4life Day in the UK – ITV



In 2011, ITV continued to be an active partner in the UK's cross-industry and government campaign, Change4life which aims to improve the nation's health and fitness.



1,500 people took part in the walks on ITV's Walk4life Day.

The coverage in the ITV regional news programmes averaged audiences of around 3.3 million individuals a day.

As part of ITV's support for Change4life, ITV held a Walk4life Day on Sunday 25 September 2011 – the second year that this initiative has taken place in partnership with the Department of Health; Ramblers Association; Active England, Active Norfolk, Ramblers Cymru and Walking for Health.

Over two weeks in the run up to Sunday 25 September, ITV regional news gave prominent coverage to the eleven separate walking events across the UK. Viewers were pointed to a dedicated page on ITV.com which linked to both the Change4life website and the www.walk4life.info portal where they could see the ITV walks and other walks across the country.

Key messaging was in line with Change4Life: **children should get 60 minutes of activity every day and adults 150 minutes of exercise per week.**

Walking is simple; easy and fun to do with the family and has many health benefits.

On ITV's Walk4life Day on Sunday 25 September 2011, all the ITV walks were led by ITV's regional news presenters and other celebrities. ITV's cameras followed their progress and the items were featured in round-ups on the day and the following Monday's news programmes.



Pan-European anti-smoking campaign - Eurosport



As a pan-European channel, Eurosport offers the European Commission an ideal platform to communicate educational messages across Europe. Indeed Eurosport is broadcast in twenty languages, reaching 123 million homes, across 59 countries.



Through its exclusively sporting programmes, Eurosport can provide targeted support to spread healthy messages to European citizens.

The ex-smokers message was viewed 232 million times across Europe over the 10 days of the campaign.

Eurosport has supported and promoted anti-smoking campaigns twice, first in 2004 and 2011.



The 2011' campaign was delivered between the 15th and 25th of September. The anti-smoking message was promoted throughout Eurosport's cross-media platform by top athletes who acted as ambassadors of the campaign.

Name of producer:	In house
Transmission:	15 - 25 September 2011 (TV + Internet...)
Length:	10 days
Target audience:	Adults (20 - 39 years old)
Total number of viewers:	232 million





In this chapter you will find a selection of programmes related to health broadcast by commercial stations in thirteen European countries: Croatia, Cyprus, Greece, Estonia, France, Germany, Italy, Lithuania, Poland, Slovakia, Spain, the Netherlands and the UK. This time, we also include examples of successful formats of Viacom International Media Networks broadcast across all European territories.

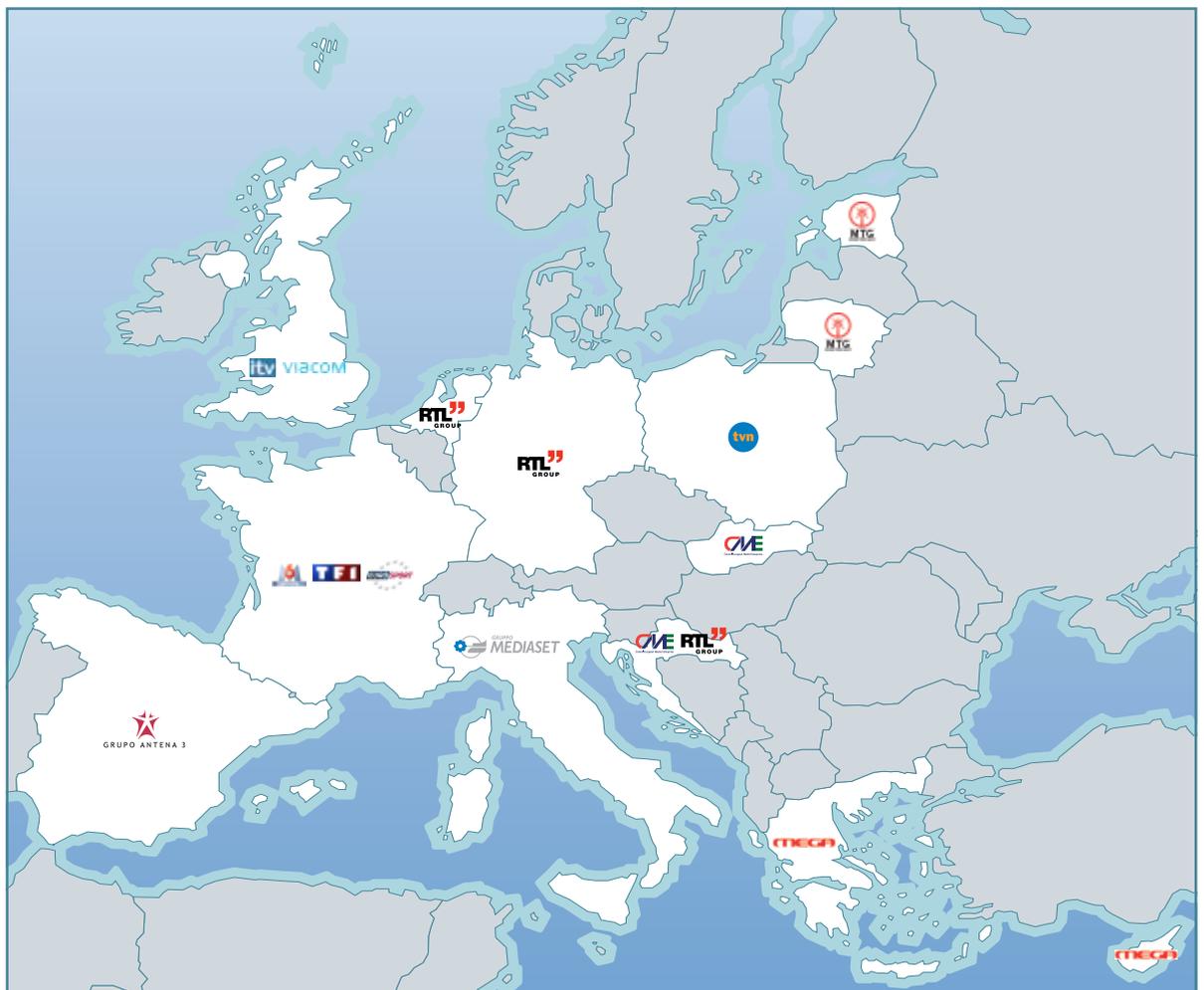
Each programme is accompanied by a short description and data about the audience share, target groups, transmission time, as well as length and number of episodes.

The genres of these programmes range from cooking shows, competition-style programmes and talk-shows to medical-scientific formats about health etc. All these programmes have something in common: they promote healthy messages and they are popular with our audiences. By listening to our viewers and delivering them content that they are interested in, so we can get educational and informative messages across via entertainment formats.

3

PROGRAMMES RELATED TO A HEALTHY LIFESTYLE

ACT Members participating
in this edition of the ACT Report
on Healthy Programming





Croatia



ZelenJava (Greens)



"ZelenJava" is a lifestyle programme covering sustainable development, ecology and health. The guiding concept of the "ZelenJava" project is to provoke thoughts about how viewers can improve their lifestyles and the world around them.

The authors of the project were themselves unhealthy in the past, but they managed to transform their lives, and decided to share their recipe for happiness with others.

zelenjava

The show focuses on sustainable development, organic farming and a healthy lifestyle. The goal of this show is to encourage people to eat higher-quality food and to live a healthier life, as well as to educate them how to shop and live in a sustainable way.

Broadcaster:	Nova TV
Producer:	TF Marketing
Transmission:	October - December 2011, Sunday at 10 am
Length per episode:	30 minutes
Target audience:	18 - 54 year-olds
Audience share across the markets:	8.8% (in target all 18 - 54 year-olds), 7.4% (in target 4+ year-olds)
Total number of viewers:	36,000 in the target 18 - 54 year-olds 62,000 in the target 4+ year-olds



Zadovoljna (Happy Woman)



"Zadovoljna" is a lifestyle show for women focusing on beauty and health tips. It features experts who promote a healthy lifestyle as the best prevention in treating common female health issues. Together with the hostess Mirna Maras, expert teams give audience makeovers and offer beauty tips and advice.

"Zadovoljna" covers the latest trends in beauty and wellness, including cosmetic product reviews and corrective procedures. The show also features fashion, luxury gadgets, SPA tourism and motherhood.



Broadcaster:	Doma TV
Producer:	Spektar produkcija
Transmission:	September - December 2011, Sunday at 4.45 pm
Length per episode:	30 minutes
Target audience:	Female between 18 - 54 year-olds
Audience share across the markets:	3.3% in target female 18 - 54 (3% in target all 18-54)
Total number of viewers:	11,200 viewers in target female 18 - 54 year-olds 20,300 in target all 18 - 54 year-olds



Večera za 5 (Come dine with me)



"Večera za 5" is a daily cooking show where five people show their culinary skills in a competition that aims to elect the best host of the week. Each day one of the contestants invites the others at his/her place and prepares a three-course meal. He or she is then evaluated by the other four participants. A few times a year the programme welcomes "contestants" such as professional nutritionists or cooks, or is dedicated to a special diet (e.g. vegetarian, macrobiotic, balanced...) emphasising the importance of a healthy lifestyle.

Večera za 5



Broadcaster:	RTL Televizija
Producer:	Constantin Entertainment
Transmission:	Monday to Friday at 5.05 pm
Length per episode:	40 minutes
Number of episodes:	180 episodes in the 9 th season
Target audience:	18 - 49 year-olds
Audience share across the markets:	20.5% (average of the 9 th season)
Total number of viewers:	88,300 viewers on average



U dobroj formi s Renatom Sopek (In a good shape with Renata Sopek)



“U dobroj formi s Renatom Sopek” is an entertaining and educational programme which helps viewers stay fit and healthy. Its host, Renata Sopek, is a popular TV personality in Croatia and a face of RTL, known for her bestselling fitness DVDs. In her weekly lifestyle show she talks about health, fitness and beauty.

In each episode one celebrity guest talks about his/her fitness regime and is confronted with a sports challenge. Each show also offers tutorials, tips, recipes and news related to health and fitness. Beauty, health and fitness professionals answer various questions and discuss numerous topics of interest to the viewers. Each show ends with a 10-minute workout by Renata Sopek.



Broadcaster:	RTL 2
Producer:	Art projekt d.o.o.
Transmission:	Sunday at 5.30 pm
Length per episode:	30 minutes
Number of episodes:	10
Target audience:	18 - 34 year-olds
Audience share across the markets:	5.9% on average
Total number of viewers:	16,300 on average



Cyprus & Greece



Ola Gia Tin Ygeia Mou (All about my health)

“All about my health” is a weekly TV show that helps us improve the quality of our everyday life. The focus of the show is to look in a constructive and positive way at health concerns. We encourage our viewers to adopt a better quality of life without spending too much money, by focusing their efforts on being well informed and preventing any health problems.

Our main guest is an average person – the “guy next door” who faces or has faced a certain health problem. Starting from his narration, we discuss the problem with well-respected doctors and experts on the issue. We also discuss the social perspectives of the problem – if there are any. Our main goal is to bring up the positive side and reveal the power of the human mind and body. There is also an audience in the studio participating in the discussion either by talking about their personal experiences or by taking part in quizzes or tests.





We consider our cosy studio and the modern approach as our strong assets, as we believe that these help the viewers to feel like at home and to understand better the topics of the discussion.

We try to approach health issues as simply as possible – with a sense of humour when necessary - so that our viewers can understand even the most complicated aspects of the topic. We provide them with solutions or the latest guidelines on health issues and encourage them to look for professional advice. We try to make our viewers feel that they can cope with any health problem if given the right help.

Broadcaster: Teletypos S.A.
Producer: Litsa Delis
Transmission: Saturday at 5.10 pm
Length per episode: 45 minutes
Number of episodes: 38
Target audience: 25 - 65+ year-olds
Total number of viewers: 560,000 on average



Estonia



Dance Your A** Off



“Dance Your A** Off” is a positive and fun competition that combines weight loss and dance. Contestants struggling with their weight are provided with a fitness trainer, a nutritionist, a physician and a costume supervisor. Each contestant is also paired-up with a professional dance partner/choreographer with whom he or she performs in the weekly show in front of the audience and a panel of dance experts who score the performance. To know more about the programme, you can check: www.tv3play.ee/program/tantsitagumiktrimmi.



Broadcaster: TV3 Estonia
Producer: Ruut
Target audience: 15 - 49 year-olds
Transmission day: Sunday
Premiere: 18 March 2012



Goodbye to Big Me



“Goodbye to Big Me” is a documentary series in which a group of people with weight problems are given a personal trainer and nutrition specialist for one year. Each episode follows one person's story for one full year. In this show there is no competition against others, only against oneself for a healthy future.

Broadcaster: TV3 Estonia
Producer: Margus Sikk
Transmission: Currently in production, Premiere: spring 2013



France



Top Chef

Since 2010, “Top Chef”, the big cooking competition for professionals, welcomes a dozen young cooks for seven weeks who face various assessments in the attempt to become the “Top Chef”. The Michelin-starred jury judging the candidates consists of: Thierry Marx, Christian Constant, Jean-François Piège and Ghislaine Arabian. They are assisted by Cyril Lignac.

The candidates show creativity and technique when taking part in unique and breath-taking assessments. Throughout the show, hosted by Stéphane Rotenberg, these artists of gastronomy will prove that with simple, everyday products, one can prepare exceptional dishes and reinvent traditional French cuisine.



© Pierre Olivier / M6

Broadcaster: M6
Production: Studio 89
Length per episode: 52 minutes
Transmission: Monday at 8.50 pm
Total number of viewers: Season 1: 3.5 million viewers on average
 Season 2: 3.7 million viewers on average



Cauchemar en Cuisine (Kitchen Nightmares)



© Julien Knaub / M6

Two-Michelin-starred chef, Philippe Etchebest, helps restaurant owners who are on the edge of being bankrupt. As a demanding chef, he aims to improve the quality of the kitchen and also the staff who often lacks professionalism. With fresh ingredients, innovative recipes and his vision of cooking, Philippe Etchebest offers his talent, expertise and openness to the restaurants in trouble.

Broadcaster:	M6
Producer:	Studio 89
Transmission:	Tuesday at 8:55 pm
Length per episode:	70 minutes
Number of viewers:	3.5 million viewers on average



Le Chef en France (The Chef in France)



© Fabien de Chavanès / M6

The richness of the earth, diversity of products, regional recipes... France is once more the country of interest for chef Cyril Lignac! During his incredible journey, viewers can see underwater fishing, hiking on the exhausting GR20 in Corsica, dealing with goats, bulls or fishing in the rough sea... the chef never hesitates to face challenges!

In each programme, Cyril Lignac hits the road driving his motorbike and sidecar to make the audience discover regions in great detail. He visits iconic characters; he participates in the daily life of a fisherman, a farmer, a restaurateur, or simply

a passionate cook. And whether it would be at the side road, in the middle of fields or at the open sea, Cyril Lignac shares with viewers simple recipes inspired by the products he discovers throughout his journey.

At the end of the week, there is the market day and the final dinner. After having discovered the local products and having learnt the regional specialties, the chef thanks his hosts with a very special dinner. He surprises them with his interpretation of the regional recipes and products.

Broadcaster:	M6
Production:	Kitchen Factory Production
Format:	70 minutes
Transmission:	Tuesday at 10.05 pm
Total number of viewers:	2.6 million viewers of "Le Chef en... Bretagne" on 17 January 2012



Petits plats en équilibre (Balanced fine cooking)



“Petits plats en équilibre” shows twice a day how to prepare a balanced and original recipe. The anchor explains the nutrition properties of the ingredients he uses and gives recommendation to stay fit. In the end of the episode, the official site on the national programme on nutrition and health mangerbouger.com appears on the screen.

Broadcaster:	TF1
Name of producer:	In-house
Transmission:	Weekdays at 12.55 pm and 1.40 pm
Length per episode:	2 minutes
Total number of viewers:	3 million viewers in 2011



LCI santé (LCI health)



“LCI Health” is presented by Alain Ducardonnet, cardiologist and sports medicine physician. The programme is structured around an interview with the best specialists in brain, cardiology, genetics, nutrition, new health IT, epidemiology and health economics.

“LCI Health” was designed in collaboration with the national alliance for life sciences and health, Aviesan.

Broadcaster:	LCI, information channel of the TF1 Group
Producer:	In-house
Transmission:	Friday at 9.50 am, Saturday at 2.50 pm & 5.50 pm, Sunday at 1.50 pm
Length per episode:	6 minutes
Target audience:	No specific target audience

TF1 TFou de cuisine (You're fond of cooking)
& TFou de Yoga (You're fond of yoga)



"TFou de cuisine" & "TFou de Yoga" are two short programmes on TFOU (kids' channel) designed to educate children about a healthy diet and to practice sport on a regular basis. The programmes are presented by children to encourage the young viewers to lead a healthy way of life.



Broadcaster:	TFOU, kids channel of the TF1 Group
Producer:	In-house
Transmission:	"TFou de cuisine": weekdays, once a week (except in summer) "TFou de yoga": every day during summer
Length per episode:	"TFou de cuisine": 3 to 4 minutes "TFou de yoga": 1 min 30 (42 episodes during summer 2011)
Target audience:	Children (4 - 14 years old)
Total number of viewers:	"TFou de cuisine": 297,000 "TFou de yoga": 75,000



Germany



Peb & Pebber



Eat, drink, and be active – Super RTL's lovable puppets show up wherever their three favourite pastimes are pursued. They playfully teach young TV viewers that sport is fun, a balanced diet can be delicious, and that, taken together, they provide the necessary strength and energy for a fulfilled life. Who could communicate this message better than two exceedingly energy-laden superheroes all set to take children's hearts by storm?

Broadcaster:	Super RTL
Transmission:	7 January 2012 - end of 2012, Monday to Friday at 6 am (except during school holidays)
Number of episodes:	45 new episodes have been produced
Audience share across the markets:	Children 3 - 13 year-olds: 28.2% / Children 3 - 6 year-olds: 42.4% Children 7 - 9 year-olds: 25.5% / Children 10 - 13 year-olds: 14.9%
Total number of viewers:	Children 3 - 13 year-olds: 40,000 / Children 3 - 6 year-olds: 30,000 Children 7 - 9 year-olds: 10,000 / Children 10 - 13 year-olds: 10,000



LazyTown



An innovative children's series from Iceland turns kids into active participants. Want to know how to counteract couch-potato dom by watching TV? Or promote exercise and a healthy diet through fun and games? Super RTL makes it possible – with "LazyTown-Let's Go!" Meanwhile Spartacus – the superhero played by Magnus Scheving, a world-class athlete and the Icelandic inventor of the series – manages the near-impossible, devoting his superpowers to making sure that children exercise more, pay attention to healthy eating, and make values like friendship and solidarity a priority.

Transmission:	Monday to Friday in the afternoon (broadcast time has yet to be determined (as of May 2012))
Audience share across the markets:	Children 3 - 13 year-olds: 25.4% / Children 3 - 6 year-olds: 40.7% Children 7 - 9 year-olds: 24.3% / Children 10 - 13 year-olds: 13.9%
Total number of viewers:	Children 3 - 13 year-olds: 40,000 / Children 3 - 6 year-olds: 20,000 Children 7 - 9 year-olds: 10,000 / Children 10 - 13 year-olds: 10,000



Italy



Benessere - Il Ritratto Della Salute (Wellness - The picture of health)



It is the first daily programme about health and well-being with advice for a healthy and balanced life. It is a medical-scientific programme, which analyses different aspects of the most common diseases: prevention, diagnosis, treatment, with a special attention also to the world of fitness and alternative medicine. Some of the programme's themes are: healthy diet, prevention as a means of treatment, seasonal illnesses, sports, technological innovations for patients. Particularly notable in each episode is the participation of Dr Cricelli, president of the Società Italiana di Medicina Interna (SIMG), who answers viewers' questions. To know more about the programme, you can check: www.ilritrattodellasalute.org

Broadcaster:	Rete4
Producer:	Intermedia
Transmission:	Monday to Friday at 11 am
Audience share:	3.77%
Total number of viewers:	394,000 viewers



Ricette di Famiglia (Family Recipes)



The programme, broadcast from Monday to Saturday at 10.50 am on Retequattro, is about Italian regional traditions through old recipes preserved and handed down by Italian families. "Ricette di Famiglia" presents daily a traditional regional dish thanks to a makeshift cook, coming from a particular region. Moreover, a famous chef from the same territory will show an innovative and surprising recipe. In the background, the viewers can see the most beautiful Italian touristic attractions.

Broadcaster:	Rete4
Producer:	T. Company
Transmission:	Monday to Saturday at 10.50 am
Audience share:	5.96%
Total number of viewers:	310,000 viewers



Melaverde (The Green Apple)



It is the Sunday appointment of Rete4, at 12 pm, with agriculture, natural environment and the eno-gastronomic traditions of Italy.

The two hosts set out for a journey around the country's most striking places, its wine and food culture, moved by the love and interest for the Italian territory. A route full of curiosities around tastes and cooking traditions that bring the excellence

of popular regional cooking and reveal the secrets and history of traditional recipes. The two hosts guide the audience with humour during their voyage through nature and cultural discovery. The programme is one of the most successful of the channel, counting now 12 editions, thanks to a well-established formula. It shows the extraordinary Italian wonders together with its unique treasures, tradition and talent, love and devotion for old and new trades. It was first aired on 29 March 1998.

Broadcaster:	Rete4
Producer:	La Sfinge
Transmission:	Sunday at 12 pm
Target share:	15 - 64 year-olds
Audience share:	11.4%
Total number of viewers:	1,604,000 viewers



Pianeta Mare (Sea Planet)



pianetamare



"Pianeta Mare" is realised in collaboration with the Ministry of Agriculture, Nutrition and Forests. The sea and all its secrets is the star of the programme. An important role is played by fishery and land products, as these two elements represent an attractiveness of "Made in Italy" all around the world.

Broadcaster:	Rete4
Producer:	R.T.I. s.p.a.
Transmission:	Sunday at 11 am
Audience share:	8.3%
Total number of viewers:	657,000 viewers



Vivere Meglio (Live Better)



This talk show is devoted to medicine, psychophysical well-being and quality of life. The programme is composed of thematic discussions with experts, demonstrations and videos offering all the information needed for a healthy lifestyle in tune with your body. At the beginning, each episode gives information on complex pathologies with ad hoc participation of medical experts. The various topics are dealt with scientific rigour, but with a direct and simple language making it easy to understand the causes, effects and treatments of a disease. The very concept of the programme hinges on the assumption that through proper information it is possible to fight the stress that makes us forget some basic rules of our psychophysical health. Thus, not only medicine but also sport, cosmetics, beauty, fitness and domestic economy are part of the programme.



"Vivere Meglio" is a programme of general public interest: it helps viewers to make choices that promote health and wellness.

Broadcaster:	Rete4
Producer:	R.T.I. s.p.a.
Transmission:	Saturday at 8.30 am
Audience share:	2.95%
Total number of viewers:	168,000 viewers



Lithuania



Healthy Man



“Healthy Man” is a popular TV magazine produced for MTG’s channel TV3. Each episode features several informative stories about common health problems, and provides ideas and suggestions for living a healthier lifestyle. Each story also includes comments and tips from health and lifestyle experts, as well as physicians.

Broadcaster: TV3
Producer: Vytenis Labanauskas
Transmission: Sunday at 9 am
Length per episode: 60 minutes
Target audience: 15+ year-olds



Big Changes



“Big Changes” provides viewers with advice on how to improve their quality of life and how to look after themselves properly, following a healthy diet and having an active lifestyle.

Broadcaster: TV3
Producer: Kristupas Krivickas
Transmission: Wednesday at 8 pm in the summer of 2011
Length per episode: 60 minutes
Target audience: 15 - 49 year-olds



Sports Award



Top Lithuanian sportsmen get rewarded for their achievements, with the show’s focus being the importance of sports and getting people excited and enthusiastic about sports.

Broadcaster: TV3
Producer: Agne Semberiene
Transmission: Saturday at 4.40 pm (3 December 2011)
Length per episode: 120 minutes
Target audience: 15 - 49 year-olds





Eat and Get Slim



The show "Eat and Get Slim" offers information on how to cook healthy meals and lose weight at the same time.

Broadcaster:	TV8
Transmission:	Monday to Friday at 5 pm, 10 episodes per week
Length per episode:	30 min
Target audience:	Women 35+ year-olds



Tips of Wisdom



"Tips of Wisdom" is a popular health-themed show that offers advice and ideas on healthy lifestyle choices. It features stories that give suggestions on how viewers can improve their everyday life. The topics range from home improvement and cooking, to tips on general health and well-being which can be achieved by an active lifestyle, rejuvenating therapies or other activities.



Broadcaster:	TV8
Producer:	Giedre Klimaityte
Transmission:	Saturday at 10 am
Length per episode:	60 minutes
Target audience:	Female 35+ year-olds



Poland



Wiem, co jem (I Know What I Eat)

Butter, milk, bread. Poland's everyday shopping basket. Is the food we put in it healthy? Are all products as nutritious as advertisements claim? Are they value for money? Our host will comb through food shelves in smaller shops and supermarkets. She will find out how much butter there is in butter, how much sugar in sugar and how much meat in sausages. She will weigh low-fat food products or frozen food and give advice on how to choose healthy products at a reasonable price. She will cruelly expose the tricks used by marketing and advertising experts.

The "Wiem, co jem" series helps you to distinguish a "phony" bread from a real one and to answer the question of why a strawberry-flavoured yoghurt has never had anything to do with fresh fruit. After you have watched this programme, meals will never look the same to you.



Broadcaster:	TVN
Producer:	TVN
Transmission:	Sunday at 11.45 am
Length per episode:	20 min
Target audience:	16 - 49 year-olds



Klinika urody (Beauty clinic)

In each successive episode "Klinika urody" helps and supports its participants, who suffer from a physical defect in their appearance. Together they identify and try to solve the problem. They visit numerous experts and specialists in women's health and beauty. It turns out that an amazing makeover is often possible without painful and invasive cosmetic procedures and that sometimes plain cosmetics and a professional makeup prove sufficient.

The programme knows many tricks that will make women feel better in their bodies. The new season of the series will feature front-page celebrities, who will share their methods for staying beautiful and healthy.

Broadcaster:	TVN
Producer:	TVN
Transmission:	Sunday at 12.45 pm
Length per episode:	20 min





Dzień dobry TVN (Good Morning TVN)



“Dzień dobry TVN” is the most popular everyday morning show in Poland, devoted to news, entertainment and social issues. Since its

first episode in September 2005, it has been dedicated to health issues ranging from disease prevention and treatment to diets and fitness.

Broadcaster:	TVN
Producer:	TVN
Transmission:	Monday to Friday from 8 am to 11 am, Saturday and Sunday from 8.30 am to 11 am
Length per episode:	around 10 min



Slovakia



Teleráno (The Breakfast Show)



“Teleráno” is TV Markíza’s morning show which features news reports and interviews with a variety of interesting guests. It covers health and lifestyle topics through thematic interviews.

One of the main topics of “The Breakfast Show” is how to live healthily. A team of doctors offers advice on how to prevent and cure illnesses. The show includes nutritional advice on how to choose and prepare healthy foods. The team is available to

answer questions during the broadcast as well as individually - by telephone or e-mail.

The show also features guests who teach viewers skills such as how to properly preserve fruits or vegetables. It regularly invites physical education specialists, who teach viewers to exercise properly and effectively and encourages them to be active. Top athletes also come on as special guests to provide inspiration.



Broadcaster:	TV Markíza
Producer:	Tamara Cho
Transmission:	Weekdays at 6 am
Length per episode:	150 minutes
Target audience:	12 - 54 year-olds
Audience share across the markets:	39.2% in target group 12 - 54 (39.7% in target 12+)
Total number of viewers:	63,000 in target group 12 - 54 (98,000 in target 12+)



Bez servítky (Come Dine with Me)



“Bez servítky” is a cooking show full of original and healthy recipes. The programme showcases that cooking at home is healthier than eating in expensive or fast food restaurants. Participants are filmed while preparing international cuisine with healthy meals.

There are always a number of participants who try to eat healthier and cook special diet food and the show encourages viewers to cook well at home.

Broadcaster:	TV Markíza
Producer:	Tomáš Sládeček
Transmission:	Monday to Friday at 6 pm
Length per episode:	42 minutes
Target audience:	12 - 54 year-olds
Audience share across the markets:	33% in target group 12 - 54 year-olds (30.4% in target 12+)
Total number of viewers:	258,000 in target group 12 - 54 year-olds (434,000 in target 12+)



Spain



El estirón (The Growth Spurt)



"El Estirón" aims to combat obesity and raises awareness within the Spanish population, especially parents and schools, on the importance of promoting children's good eating habits and encouraging greater physical activity.

"El Estirón" is a coaching programme, where experts in nutrition and physical activity analyse real situations and give advices on healthy habits to the audience.



Broadcaster:	Nova
Producer:	In-house production
Transmission:	Sunday at 1 pm
Number of episodes:	15
Length per episode:	30 minutes
Target audience:	4 -34 year-olds
Audience share across the markets:	1.2%
Total viewers:	84,000 viewers



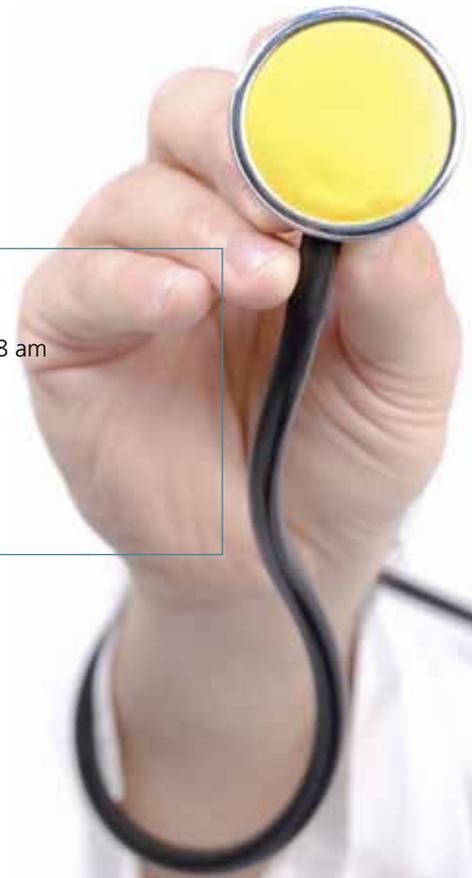
¿Qué me pasa doctor? (What's Up Doctor?)



The well-known doctor, Mr. Bartolomé Beltrán opens his surgery consultancy every morning to viewers, giving response and advice to all calls concerning health, nutrition, body care and mind.



Broadcaster:	Nova
Producer:	In-house production
Transmission:	Monday to Sunday at 8 am
Number of episodes:	233
Length per episode:	30 minutes
Target audience:	35 - 54 year-olds
Audience share across the markets:	0.7%
Total viewers:	9,000 viewers





Oxígeno 3 (Oxygene 3)



A programme made to entertain and teach how to have a healthy life in a practical and simple way. It uses an informal language adapted to everybody, to explain interesting and useful advices.

Broadcaster:	Nova
Producer:	Notro TV
Transmission:	Monday to Sunday at 7 am
Number of episodes:	237
Length per episode:	25 minutes
Target audience:	13 - 34 year-olds
Audience share across the markets:	0.9%
Total viewers:	8,000 viewers



Karlos Arguiñano en tu cocina (Karlos Arguiñano in your kitchen)



The famous cook, Karlos Arquiñano, teaches viewers an original recipe every day. A nutritionist explains the nutritional value and benefits of the food in each episode.

Broadcaster:	Antena 3 / Nova
Producer:	Bainet
Transmission:	Monday to Friday at 12.30 pm
Number of episodes:	93
Length per episode:	25 minutes
Target audience:	45+ year-olds
Audience share across the markets:	12.1%
Total viewers:	441,000 viewers





Equipo de investigación: Dukan Diet (Investigation Team)

This late night programme has dedicated one of its reports in 2011 to the popular Dukan Diet. The episode analysed the health risks of the diet.



Broadcaster:	Antena 3
Producer:	In-house production
Transmission day & time:	Monday at 12 pm
Number of episodes:	1
Length per episode:	69 minutes
Target audience:	35 - 54 year-olds
Audience share across the markets:	17.8%
Total viewers:	1,663,000 viewers



Espejo Público (Public Mirror)



The morning magazine, a programme about current news, includes some reports about consumption: school dining halls, food care at markets, PIP implants...





The Netherlands

RTL
GROUP

Help, Mijn Kind Is Te Dik (Help, my child is overweight)

rt(4)

Four families with obese children do everything during three months to change their bad habits. They adopt an entirely new diet and lifestyle in order to give their children a fresh start. More exercise, healthier food, less TV. "Help, my child is overweight" therefore has parents go on a diet, not the children. In this emotional reality coaching weight loss series they are being assisted, coached and supported by a nutritionist and a host (Nicolette van Dam).



HELP,
MIJN KIND
IS TE DIK

Broadcaster:	RTL 4
Producer:	Eyeworks
Transmission:	Thursday at 8 pm
Length per episode:	60 minutes
Number of episodes:	8
Target audience:	Shoppers 20 - 49 year-olds
Audience share across the markets:	14.4% in the target group of shoppers 20 - 49 year-olds
Total number of viewers:	1 million each episode

RTL
GROUP

Obese

rt(4)

One person's struggle with obesity is documented during the most important year of his/her life. "Obese" documents a life-transforming 365-days' journey and the steps taken by someone in attempts to lose half of his/her body weight under the guidance of an expert. The programme is hosted by Wendy van Dijk.



Broadcaster:	RTL 4
Producer:	Eyeworks
Transmission:	Sunday at 8 pm
Length per episode:	90 minutes
Number of episodes:	7
Target audience:	Shoppers 20 - 49 year-olds
Audience share across the markets:	25.6% in target group of shoppers 20 - 49 year-olds
Total number of viewers:	1.6 million every episode





The United Kingdom

VIACOM

Get Thin or Die Tryin'



Geordie Shore's Sophie explores the darker side of weight loss.

As many of us kick start our January diets after an overindulgent Christmas, Geordie Shore's Sophie Kasai discovers the extremes that the British public has gone to in order to lose weight.

In "Get Thin or Die Tryin'" no stone is left unturned as she meets people from all walks of life who have risked everything in order to beat the bulge.

From botched lips ops, crazy celebrity crash diets to diet pills and the latest plastic surgery craze of ab-sculpting, Sophie will explore the pros, but also delve into the darker side of the quest for a perfect body.

In a desperate bid to lose weight Sophie will also be debating whether it is time to go under the surgeon's knife by having liposuction to turn her curves into a body to die for...

Will Sophie come to realise that beauty is only skin deep and that plastic surgery is not the answer to her problems, or will the lure of the surgeon's knife prove too difficult to resist?



Producer:	MTV UK
Transmission:	Tuesday at 9 pm on 9 January
Number of episodes:	1
Length per episode:	60 minutes
Target audience:	12 - 24 year-olds
Total number of viewers:	The premiere episode saw an audience of 36,700 in the target group of adults and 18,000 in the target group of adults 16 - 34 years-old



Pan-EU

Chelsea Settles

VIACOM



Broadcast on MTV across all European territories including:

Hungary, Czech Republic, Ukraine, Poland, Romania, Serbia, Croatia, Slovenia, Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia

Chelsea Settles is a bubbly recent college grad living in a small town outside of Pittsburgh. She loves Kim Kardashian, gossip magazines, and above all, the world of fashion. Like most girls of her age, Chelsea is trying to figure out what to do with the next phase of her life. However, she has a bigger hurdle to overcome than most of her peers - because Chelsea weighs 324 pounds. Chelsea has struggled with a food addiction for as long as she can remember - and being heavy has led to debilitating phobias that challenge every aspect of her existence. Fears of going out in public, meeting new people, or even finding a large enough chair for her to sit on in class have all held Chelsea back from living life to the fullest. And if that is not enough, Chelsea's beloved mom suffers from serious health issues and her care takes up much of Chelsea's time and attention.

Still, Chelsea has dreams - to lose weight, to pursue a career in fashion, and to achieve her lifelong goal of moving to sunny, beautiful Los Angeles. But change is not easy, especially for a sheltered small-town girl who has never flown on an airplane or lived on her own before.

Thanks to the encouragement of mom and her close cousin, Jarel, Chelsea does decide to leap into the unknown - or at least, the West Coast.



She realizes that living 3,000 miles away from the only home she has ever known will test her emotionally, physically, and psychologically as she struggles to start a career in fashion in image-obsessed LA. But for the first time in her life, Chelsea is determined to take these challenges on: from living with a roommate for the first time, to getting in shape with a no-nonsense personal trainer, to finding a job and ultimately working for a demanding boss at an upscale boutique, to managing a long-distance boyfriend who may not completely support her career aspirations. And along the way, after experiencing a series of small victories, as well as some life changing setbacks, Chelsea may just be ready to experience a new way of seeing the world - and herself.

Broadcaster:	MTV
Producer:	MTV US
Transmission:	Weekly
Number x Length per episode	12 x 60 minutes
Target audience:	12 - 24 year-olds



VIACOM I Used to be Fat



Broadcast on MTV across all European territories including:

Hungary, Czech Republic, Ukraine, Poland, Romania, Serbia, Croatia, Slovenia, Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia

College is all about reinvention. It is a time in a teen's life where they can leave behind all of the preconceived notions people had about them in high school and start fresh. Unless they are massively overweight.

"I Used To Be Fat" is a new documentary series profiling teenagers desperate to shed their unwanted pounds before heading off to school. We'll send a weight loss guru to work with each person and they'll go through rigorous fitness regimes and work with experts to learn how to change the habits that caused them to gain so much weight.

But this summer is about more than just losing weight for these teens – it is also about figuring out who they are and who they want to be. It is time for them to stop leaning on mum and dad and to learn to stand on their own two feet. It is a chance for them to realise that if they do not take charge of their lives now, they never will.



Throughout each show, viewers witness how each teen's life and view of the world starts to change as they start to lose weight, and they see them when they debut their new look on their first day of college. At the end of each episode, we catch up after a few months of college to see where they are now. Have they kept the weight off or gained it back? Is college life what they'd dreamed it would be? And what will their families and friends say when they see them again?

Some will lose the weight. Others will fail. But either way, this will be the most important summer of their lives.



Broadcaster:	MTV
Producer:	Viacom Productions
Transmission:	Weekly
Number x Length per episode:	11 x 60 minutes
Target audience:	12 - 24 year-olds



Are healthy programmes available to the audience also outside of the larger European markets? Is there a demand for health-related content across all European territories? What is the key to a successful format which can be adapted in many various countries and be loved among so many different cultures? To answer these questions we engaged an external expert in this debate. Kevin Mundy tells us about a format of “The Biggest Loser” which inspired millions around the world to lose weight and has been aired in over 90 countries.

4

EXTERNAL EXPERT ON A HEALTHY FORMAT CROSSING BORDERS AROUND THE WORLD

Interview with Kevin Mundy,
Executive Producer, Shine Network
on the international success of
“The Biggest Loser”



Can you tell us about the concept of “The Biggest Loser”?

Kevin Mundy is an Executive Producer at Shine Network. In his role as a consultant, he oversees the content, structure, execution and local adaptation of numerous formats in various countries. Most recently, he has supervised the launch of local productions of “The Biggest Loser” in Portugal, Ukraine, Philippines, Turkey and Sweden, taking the total number of countries where the show has been produced in to over 25.

The Biggest Loser launched in 2004 in the US. To date, 13 successful series of The Biggest Loser have now aired on NBC and the show has gone on to be a global success story - both in terms of audience ratings, its positive effect on the lives of contestants, and the development of a trusted health, wellness and weight loss brand.

“The Biggest Loser” has a considerably greater impact on the lives of those who take part compared with other formats. Of course the contestants are in it to win, but they are also profoundly affected by their dramatic transformations, which can be life saving for their health and future.

The majority of the contestants have a story to tell: some may have experienced trauma in their past, the emotional damage of which caused them to turn to food for comfort. The contestants begin

their journey on “The Biggest Loser” by confronting the shocking physical damage their weight has had on their bodies, with a fierce determination to now turn their lives around.

The Biggest Loser’s key format elements such as challenges, temptations, training, weigh-ins and eliminations work towards the goal of both physically and emotionally transforming contestants’ lives. They leave the competition with the tools to return home and implement real change in their environment.

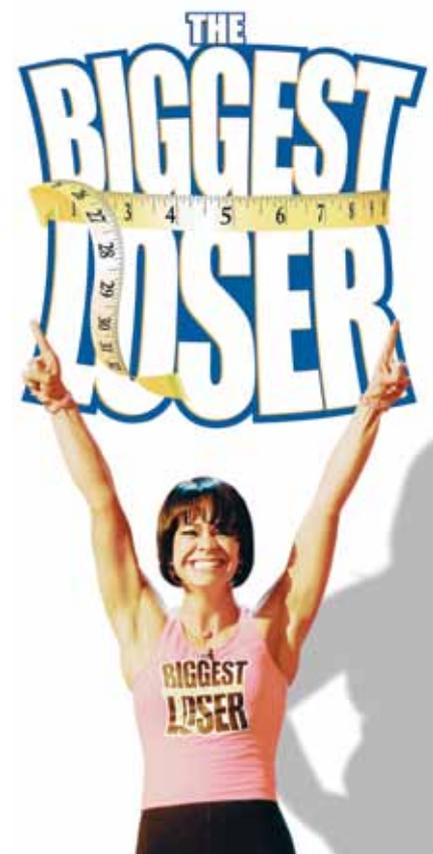
“Not only does this advice help the contestants on their weight-loss journeys, but also provides the viewers with information that they can use to transform their own lives, through both diet and fitness.”

During their time on the show, the contestants are “locked down” in ranch for 3 – 6 months, where they receive expert help from a highly qualified team of nutritionists, trainers, psychologists and medical practitioners. Not only does this advice help the contestants on their weight-loss journeys, but also provides the viewers with information that they can use to transform their own lives, through both diet and fitness. The show tackles the very real issue of food - ‘temptation’, forcing the contestants to confront scenarios and challenges they will face

“The Biggest Loser” is the world’s most successful lifestyle format: a reality series that has transformed lives and inspired millions around the world to lose weight. Fourteen contestants take the hardest but most rewarding journey of their lives – they will live and train together for months facing physical challenges, food temptations, as well as their own personal and emotional issues, under the guidance of the toughest trainers who will push the contestants to their limits and beyond.

Every week, the contestants face a weigh-in, the result of which decides who is eliminated from the competition. The last person standing is crowned the Biggest Loser, having lost the most weight, and wins a cash prize.

This show is emotional, it is dramatic, and it is genuinely life changing for the contestants.



in real life; parties, restaurants, holidays etc. It is at these events that the contestants face their biggest enemy – the kinds of food that got them to the place that they are in now.

Through the 'Temptation' challenges, the contestants learn to deal with desire and the consequences of caving in, thus preparing them for the reality they will face after the competition.

The programme has seen remarkable international success, being broadcast in NEARLY 100 territories. What is the key factor that makes it successful in so many various countries?

The stories that we tell and the journeys the contestants go on are so translatable and resonate in any country, any culture and any class. If you are obese and have faced ridicule, humiliation and sadness from being overweight, the feelings and emotions are universal. Every country knows the mother who let her daughter get fat by feeding her through love, the father who could die early, or the person who was turned to food for comfort. "The Biggest Loser" is so successful because these stories sing out from the television in homes all round the world.



A Global Phenomenon of the Biggest Loser

- Produced in over 25 countries
- 54 international series
- Aired in over 90 countries
- Watched by over 100 million people

When first developing a format, do you have international markets in mind?

It would be great to be able to develop shows that are international hits, and while of course this is every production company's ambition, in reality it is very difficult, however, there are very few shows that have an international success story such as The Biggest Loser.

There is also a growing competition in this area, as we see in many countries a wide range of diet programmes, cooking books, food related shows etc.

Are there particular challenges in selling and adapting the format to so many various markets?

With universal stories that are so easily translated around the world, it makes it easy to travel the format, however, there is an issue we face with less developed countries where basic food provisions are limited and the obesity epidemic affecting the rest of the world is not significant or reflected in their country. As a result it makes it harder to connect to the negative relationship that contestants have with food in the show and the contestants' extreme over indulgence in the food rich world.

In the Philippines, a huge part of the population are surviving on a basic diet of rice and living near the poverty line, so empathy is limited, however, focusing on the stories of the individual and less on the extreme weight issues, the Pilipino viewers can still connect. The show is still able to convey positive diet, fitness and wellbeing stories and provide enrichment for the viewers as we all strive to be healthier.

We encourage each territory to integrate the countries culture, landscape and traditions into their local adaption and in Portugal



for instance, we took the action to a local vineyards, for the annual grape harvest for wine and created a challenge based on this for the contestants.

Similarly, the diets the contestants are encouraged to follow have to fit the local culture. While “The Biggest Loser” largely follows the contestants’ exercise-based challenges, 70% of their weight loss is in fact the result of their change of diet. We therefore strive to connect to each territory’s food culture, and tell their localised food stories and in Portugal we focused on barbecuing as this fits Portugal’s food culture, whereas in Ukraine, we taught the contestants how to cook a healthy warming stew without unnecessary fats, which could realistically get them through their harsh winters without reverting to their old habits.

It is crucial that the format adapts in these ways internationally in order for the show to facilitate dramatic weight loss and consequently, belief and trust in the Biggest Loser brand.

We heard about multiple off-screen initiatives inspired by the programme, such as “The Biggest Loser Club”. Can you tell us more about these?

People can engage online in “The Biggest Loser Club” through a small fee, for which they receive personalised recipes, a diet adviser, health advice etc. They can also chat with other participants who have the same problems and face the same challenges. This service runs successfully in the UK, Australia and the US, and it is estimated we help over 1 million people lose weight.

In the US we also have the ‘fitness farm’, where people who need to lose weight come to the famous Biggest Loser ranch for a period of time to improve their health and change their dietary habits. In the ranch, participants take on physical exercise challenges and receive advice on how to prepare healthy, good and nutritious food. We are always looking for new ways to transfer this knowledge.

“Proof of the programme’s impact is exemplified by the growth of off-screen brand extensions, spanning from sponsorship deals and integrations to consumer products and services, publishing, home entertainment, digital and retail.”

Proof of the programme’s impact is exemplified by the growth of off-screen brand extensions, spanning from sponsorship deals and integrations to consumer products and services, publishing, home entertainment, digital and retail. Examples of these now appear in Germany, Portugal, Ukraine, Australia, the Philippines, in addition to the UK and US. It has clearly struck a chord with consumers as a highly credible health and fitness brand, generating more than \$400 million in retail spend since the first products launched in the US.

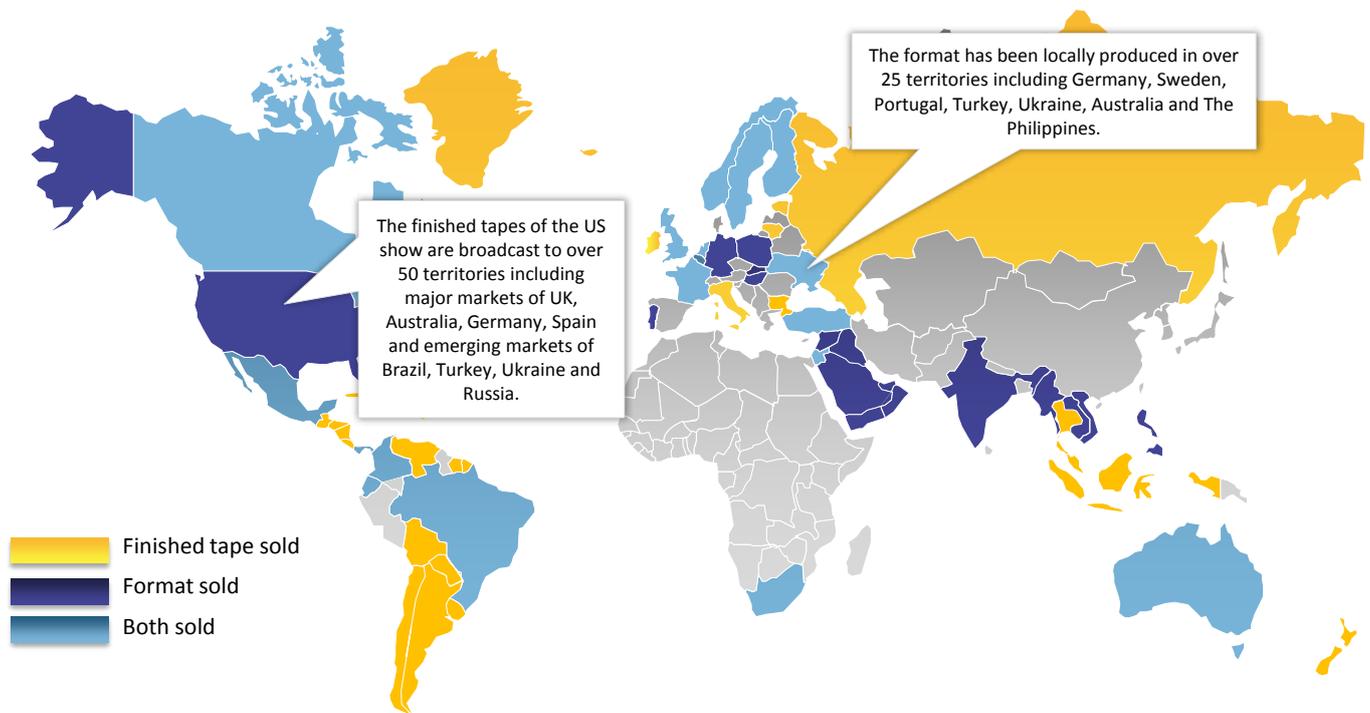
Do you believe that the programme can change people's habits?

Yes, I do. We include an increasing amount of information in the programme that can be take-home advice. The idea is that our viewers "can watch, learn and can do it themselves". In all territories we have very close contact with the contestants through a very experienced team of health experts who stay in touch with them even after their involvement in the programme finishes. The plan of the Biggest Loser is to train people, so that they are able to deal with their problems after the programme.



"The Biggest Loser" has transitioned from a typical licensed TV property to a trusted health, wellness and weight loss brand. In addition to the hundreds of contestants who have successfully lost excess weight by appearing on the show, the franchise has directly assisted those at home, motivating them not only with inspiring on-screen stories but also through its successful brand extensions. These include a popular publishing range of reference books, The Biggest Loser Club, motivating music CDs and workout videos, assorted food products, home exercise equipment as well as products launched by our promotional partners including Brita and Concept2 rowing machines and chains of gyms.

A WORLDWIDE SUCCESS STORY





The Association of Commercial Television in Europe (ACT) is a trade association representing the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 33 member companies active in 36 European countries. Our members are operating several hundred free-to-air and pay-tv channels and distributing several hundred channels and new services.

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