The TV Format business

Formats are a big business. Hundreds of programmes are produced around the world every day, and the demand for new programming is insatiable. Broadcasters are always looking for new ideas to keep their audiences entertained, informed and educated. Production companies are constantly on the lookout for new formats to develop and sell to broadcasters.

The format business is a mixture of creativity and business. It is a business where ideas are bought and sold like any other commodity. Formats are bought and sold between companies and between countries. Some formats are sold to broadcasters for a single broadcast, others are sold for a series of programmes, and some are sold for a number of years. Some formats are sold to one broadcaster in a country, others are sold to several broadcasters in a country. Some formats are sold to broadcasters in one country, others are sold to broadcasters in many countries. Some formats are sold to broadcasters in one language, others are sold to broadcasters in several languages.

Some formats are sold as complete programmes, ready to be broadcast. Other formats are sold as a set of instructions, allowing a local production company to make a programme using local presenters, local contributors, local locations, local crew, and local production facilities. The overall impression (what it looks like, what it sounds like, what it feels like) is the same, but the actual content is different. Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original cast, or some of the original crew, or some of the original locations, or some of the original footage. Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage. Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

Some formats are sold as a set of instructions, but with the requirement that a local production company must use some of the original footage, but also shot some new footage, and also use some of the original cast, or some of the original crew, or some of the original locations, and also use some of the original presenters, or some of the original contributors, and also use some of the original music, or some of the original graphics, or some of the original titles, and also use some of the original sets, or some of the original costumes, or some of the original props, and also use some of the original scripts, or some of the original scripts, or some of the original scripts, and also use some of the original ideas, or some of the original ideas, or some of the original ideas, and also use some of the original formats, or some of the original formats, or some of the original formats, and also use some of the original brands, or some of the original brands, or some of the original brands, and also use some of the original logos, or some of the original logos, or some of the original logos, and also use some of the original taglines, or some of the original taglines, or some of the original taglines, and also use some of the original music, or some of the original music, or some of the original music, and also use some of the original graphics, or some of the original graphics, or some of the original graphics, and also use some of the original titles, or some of the original titles, or some of the original titles, and also use some of the original ideas, or some of the original ideas, or some of the original ideas.

FORMAT LICENSING DEAL GUIDE

Dear Sir/Madam,

Thank you for your interest in our format. Attached is our standard format licensing deal, which we use for most of our formats. Please read it carefully and let us know if you have any questions or if there are any clauses you would like us to amend.

Please also let us know if you would like us to send you a copy of our standard production agreement, which we use when we license our formats to production companies.

Kind regards,

Emma Robinson
Executive Producer

1. THE RIGHTS' PERSPECTIVE

Dear Sir/Madam,

Thank you for your interest in our format. Attached is our standard format licensing deal, which we use for most of our formats. Please read it carefully and let us know if you have any questions or if there are any clauses you would like us to amend.

Please also let us know if you would like us to send you a copy of our standard production agreement, which we use when we license our formats to production companies.

Kind regards,

Emma Robinson
Executive Producer

FORMAT PROTECTION GUIDE

DISPUTE CASE SUMMARIES

THE NETHERLANDS - CASTRAVEN V ENDEMOL

Decision / Big Brother

Hoge Raad der Nederlanden, 1 juni 2001*

KERN VAN DE ZAAK

Castraven is de maker van de Big Brother-format dat aan Endemol toegewezen is. Castraven claimt in deze zaak dat Endemol de Big Brother-format zou hebben kunnen zien, omdat Endemol zich bij de ontwikkeling van de Big Brother-format zou hebben laten inspireren door de door Castraven gemaakte format-beschrijving. Castraven vordert onder meer dat Endemol zich ervan zal dienen te onthouden de Big Brother-format te exploiteren.

Voorzieningenrechter wijst de vordering af. Castraven heeft niet aannemelijk gemaakt dat Endemol de door Castraven gemaakte formatbeschrijving heeft gebruikt. Castraven tekent hoger beroep aan. Het hof oordeelt dat de door Castraven gemaakte formatbeschrijving niet als een originele creatie in de zin van de Auteurswet kan worden aangemerkt. Er is geen sprake van een voldoende mate van originaliteit. Hoge Raad: Het hof heeft de door Castraven gemaakte formatbeschrijving niet onjuist in de zin van de Auteurswet gekwalificerd als niet-originele creatie. Castraven is in zoverre niet ontvankelijk in haar cassatieberoep. Castraven heeft niet aannemelijk gemaakt dat Endemol de door Castraven gemaakte formatbeschrijving heeft gebruikt. Castraven heeft niet aannemelijk gemaakt dat Endemol zich bij de ontwikkeling van de Big Brother-format zou hebben laten inspireren door de door Castraven gemaakte formatbeschrijving. Castraven heeft niet aannemelijk gemaakt dat Endemol de door Castraven gemaakte formatbeschrijving zou hebben kunnen zien. Castraven verzoekt de Hoge Raad de bestreden beschikking te vernietigen en de door Castraven gemaakte vordering alsnog te wijzen. Hoge Raad: