

ROSE D'OR  The festival for entertainment television programming **Daily** Sunday May 6 2007 **1**

New Rose blooms

Europe's finest festival bounces back with stellar line-up

THE Rose d'Or is back on message – and that message will be refined and defined over the coming years, as the festival responds to the entertainment industry's need for a marketplace, a meeting place and a forum for creativity.

This was festival director Urban Frye's underlying pledge at yesterday's opening-night ceremony in the Grand Casino, which officially opened the 47th Rose d'Or.

Likening the Rose d'Or to "the Phoenix rising from the ashes", Frye was frank about the festival's recent tribulations. "Six months ago, we didn't know if the story of the Rose would even continue," he said. "It was a colossal challenge, but we have received support from all sides – sponsors, donors, service providers, state authorities and numerous individuals who, with advice and practical help, have stood stalwartly by our side.

"We have received positive echoes, encouragement and good wishes from all continents," he added. "On my visits to various cities in both the old and new worlds, I have discovered that the Rose d'Or



"Without your creativity, passion and courage to tread new paths, the firmament above the festival would be only faintly lit."

Urban Frye

still has a very special sparkle."

But Frye reserved his warmest appreciation for Freddy Burger, the Swiss impresario and entertainment entrepreneur who was brave enough to acquire the Rose d'Or brand following the collapse of its former management company

last year. Praising Burger's "knowledge, competence and energy", Frye said: "Freddy is a canny individual with more than 40 years of professional experience. He has drive and he wants to succeed. But he is also a team player and always fair."

Frye then threw the spotlight on Urs W Studer, the mayor of Lucerne, without whom, he said, the Rose d'Or Festival would not be taking place "on the cool shores of Lake Lucerne but in the middle of a desert somewhere in Dubai".

Thanking the jury members and the newly appointed Rose d'Or ambassadors – Steven Bawol, Christoph Fey, Marc Furrer, John Gough, Georges Leclere and Sheila Morris – for their assistance in "bringing the Rose into bloom", Frye turned his attention to what he described as the "real stars" of the festival: the participants.

"We have rolled out the red carpet exclusively for you," he concluded. "Without your creativity, passion and courage to tread new paths, the firmament above the festival would be only faintly lit."

Joanna Stephens

Today at The Rose

09.00 - 21.00
Film kiosk
 Grand Casino, Panorama Saal

11.30-15.00
Boat Cruise
 Lake Lucerne, from Casino

10.00-01.00
Rose d'Or Bar
 Grand Casino

CORRECTION:
 Please note that the telephone numbers given in the Programme Guide for the Welcome Desk and Media Office are incorrect. They should be as follows:
 Welcome Desk: 041 418 56 10
 Media Office: 041 418 56 07/08 (Fax 09)

Rose d'Or Screen Test

The 10 most-watched shows on Saturday, May 5 were:

How Do You Solve A Problem Like Maria: (BBC 1)
 Secret Millionaire: (Channel 4)
 The Pyramid: (Castor Multimedia)
 Beat Your Host!: (Brainpool/RAAB TV)
 Derren Brown – The Heist: (Channel 4)
 Caiga Quien Caiga: (Cuatro Cabezas)
 Viewer Of The Year: (Eyeworks)
 Sponge: (KBS)
 PokerFace: (talkbackTHAMES)
 The Secret Policeman's Ball: (Tiger Aspect Productions)

ALL DELEGATES ARE INVITED TO A SCREENING AND COCKTAILS AT THE BOURBAKI CINEMA, MONDAY, MAY 7, 2007 AT 5 P.M.

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THE pyramid www.pyramid-show.tv

Rose d'Or in pictures



"I didn't want Switzerland to lose the Rose. So I thought, 'Yes, I can do this...' and I decided to take the chance. And now I'm very happy that I did."

Freddy Burger



The rescue party: Mayor of Lucerne Urs W Studer (left), Rose d'Or director Urban Frye and Freddy Burger



The jury members break for lunch at the Europe Hotel



The Fyrabechorli Hasle Swiss folk ensemble entertains delegates at the opening-night party

EBU focuses on formats in Lucern as Rose d'Or sets new programming agenda

THE European Broadcasting Union (EBU) is best known for its international sing-off format Eurovision, but Bjørn Erichsen, director of the Eurovision TV division, is keen to expand the EBU's role in formats and entertainment, both subjects close to Rose d'Or delegates' hearts.

One of the big drives at the Eurovision TV Summit, held here in Lucerne last week, was how to leverage the EBU's network of 74 members in 54 countries, many of which already coproduce drama, documentaries and music events together, into the lucrative world of entertainment formats.

Though Erichsen is quick to say he has "no ambition to be little sister of *Big*

Brother", he does envisage a future when formats are swapped around the EBU membership, with each network first offering their formats to their fellow pubcasters before taking them to the commercial market.

"I think each member would be happy to give first refusal to other EBU members if they knew they were getting first refusal on all the others' formats in return," said Erichsen. "They would see it as a mutual benefit"

Evidence of the strength of the EBU's pubcaster network emerged last month, after the BBC brought its pan-European dance project to Eurovision and 13 other

pubcasters were promptly enlisted to coproduce the event with the UK's Splash Media and Sunset+Vine this September. "The BBC often goes to the commercial market before coming to us but this time they said they couldn't do a European dance contest without Eurovision being involved," said Erichsen.

Other entertainment projects in the EBU pipeline include a revival of the 1960s French format *Jeux Sans Frontières* with Mistral Productions and Upside TV. Last week in Lucerne the EBU also launched a legal reference book, *Trading TV Formats*, for those in the format business, available to non-EBU members only via C21Media.net.

The Rose d'Or Daily is produced under contract by C21Media Ltd. Editor: Joanna Stephens, Reporters: Ed Waller, Michael Rosser, Design: Jenny Davidson. WWW.C21media.net