

Friends reunited

SRG SSR idée suisse comes back to the Rose

ARMIN Walpen, general director of SRG SSR idée suisse, used yesterday's luncheon at the magnificent St Charles Hall in Meggen to announce the Swiss public broadcaster's return to the Rose d'Or fold.

Describing SRG SSR idée suisse's strategic withdrawal from last year's event as a "short interruption", Walpen said: "The Rose d'Or was founded by the European Broadcasting Union (EBU) and SRG some 50 years ago." And he is confident that the festival's powerful new backing team of Freddy Burger Management, the City of Lucerne, Swisscom Broadcast and SRG SSR idée suisse will provide "this outstanding event with continuity for the future".

Over the years, Walpen noted, there have been "significant changes" to the Rose d'Or, not least the move from Montreux to Lucerne. "We have gone from one lake to another; from the French part of Switzerland to the German part," he added.

Walpen later said that SRG



Armin Walpen: good to be back

SSR idée suisse's decision to re-invest in the Rose d'Or had not, ultimately, been a difficult one: "We trust in Freddy Burger. Now we have a good management company with us, along with other strong partners, we can build on the Rose d'Or's great potential. It feels very good to be back."

Meanwhile, the festival is set to stay in Lucerne for the foreseeable future. "The Rose d'Or will continue for the next year with the same partners," Walpen stated.

Walpen's speech formed the centerpiece of the much-loved Rose d'Or boat cruise, which

this year broke with tradition in that delegates were treated to a gourmet luncheon on shore. The venue was the Baroque villa, St Charles Hall, whose formal gardens sweep down to the shores of Lake Lucerne. The setting, ring-fenced by mountains, was described by festival director, Urban Frye, during his welcome speech as "surely one of the most beautiful places on earth, even though the weather gods have drawn a curtain over the landscape".

With a regional spread provided by Switzerland's top chef, Jacky Donatz from Zurich's exclusive FIFA Club Sonnenberg, delegates were treated to a virtuosa performance from the Swiss yodeling legend, Nadja Raess.

Joanna Stephens



Yodeling legend, Nadja Raess

Today at The Rose

09.00 - 21.00
Film kiosk
Grand Casino, Panorama Saal

10.00 - 12.00
Conferences
Grand Casino, Casineum

13.00 - 15.00
Conferences
Grand Casino, Casineum

17.00 - 18.00
Screening
Cinema 2, Bourbaki

20.15 - 21.45
Comedy Night
Grand Casino, Casineum

23.00 - 00.30
Comedy Late Night
Grand Casino, Casineum

10.00 - 00.30
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 Sunday, May 6 were:

1. WDR Poetry Slam: (WDR)
2. Sponge: (KBS)
3. Seven Grumpy Old Men: (TV2 Charlie)
4. Secret Millionaire: (C4)
5. How Do You Solve A Problem Like Maria?: (BBC 1)
6. Beat Your Host!: (Brainpool/RAAB TV)
7. The Pyramid: (Castor)
8. Caiga Quien Caiga: (Cuatro Cabezas)
9. Nature's Best Invention: (First Entertainment)
10. Derren Brown - The Heist (Channel 4)

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

WE'RE LOOKING FORWARD TO SEEING YOU THERE.

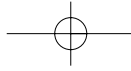
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2007 ROSE D'OR COMPETITION

THE pyramid - www.pyramid-show.tv



Rose d'Or in pictures



Freddy Burger (left) with SRG SSR idée suisse's Armin Walpen and festival director Urban Frye (Right) Delegates 'brave the weather gods' and disembark at Meggen



"I've been coming to the Rose since 1970-something. I come to meet old friends and make new ones – and it also makes good business sense. If you don't go, you don't know what you might be missing."

Ronnie Wolfe
Comedy scriptwriter & Rose veteran



Master chef, Jacky Donatz



Rose d'Or ambassador John Gough (left) shares a drink with Sharon and Colman Hutchinson

JUDGE THE JURY

We asked judges at this year's awards what trends stood out among the entrants and what qualities they look for when judging programmes at the Rose d'Or.



Avi Armoza
CEO
Armoza Formats

Category: Variety (encompassing titles from the comedy, show and reality genres).

“ The trend that stood out this year was a move away from the fake-situation reality show into warm feel-good types of shows like *All For One* from Strix Television Norway, *Secret Millionaire* from Channel 4 UK or *Plan B* from BLU A/S in Denmark.

Although you can still see the domination of UK shows, especially on the comedy front, it was interesting to find new ideas from other

territories, like *The Pyramid* from Croatia or *Caiga Quien Caiga* from Argentina, not to speak of *Dragon's Den*, which originated in Japan and is now a worldwide success.

Quite often when you watch TV you are under the impression you are getting more of the same; the same ideas, the same storyline, with a minor twist. Although our business is about creativity, it's not that often one finds original shows.

I look out for a product that can demonstrate originality, more than a spark of intelligence, and perhaps an added value, all within the general goal of entertainment.”

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

