

CONTENT PRODUCTION & GLOBAL SALES

Red Arrow Entertainment was established three years ago. Now, the ProSiebenSat.1 subsidiary is among the **TOP 10** independent production and sales companies in the TV business – world-wide. Strong formats, wise investments: The success story continues.

SALES

150

... **countries** across the globe show TV formats sold by Red Arrow International in 2012. Red Arrow programs are in global demand!

ACQUISITION

18

... **majority shareholdings** in nine countries strengthen the profile of Red Arrow Entertainment, especially in the key markets of the US and Great Britain. In 2012, the group made four acquisitions in these markets.

PRODUCTION

600

... **hours** of programming were produced by the Red Arrow Entertainment Group for TV stations worldwide in 2012.





CHRIS COELEN (44) IS CEO OF KINETIC CONTENT, BASED IN SANTA MONICA, CALIFORNIA. COELEN'S CREATIVE HOTBED, WHICH IS PART OF THE RED ARROW ENTERTAINMENT GROUP, THE PROSIEBENSAT.1 SUBSIDIARY, DEVELOPS AND PRODUCES EXCITING SHOW FORMATS. ABOUT HIS COOKING SHOW – WHICH HAS JUST BEEN SUCCESSFULLY LAUNCHED IN THE USA – CHRIS COELEN SAYS: "I LOVE MEETING THE VIEWERS' TASTES!"

Taste is something that can be argued over. Your new show, "The Taste", turns such strife into great entertainment ...

CHRIS COELEN: That's right! We wanted to make a cooking show like none that has ever been seen before. "The Taste" is a competition in which the focus is entirely on taste. Amateur cooks come up against professionals, and in each episode our jury judges the dishes blindfolded. One single spoonful decides. None of the jurors – who are also mentors for the candidates – know the recipes or how or by whom they were prepared.

What, then, are the most important ingredients for a TV hit?

CHRIS COELEN: I wish I knew exactly what they were. In any event, we at Kinetic are looking for ideas that are clear, simple, really strong – and above all fun. Hopefully, they are new. (Laughs.) It is becoming increasingly important that viewers be able to get together around a TV event as a community, online, but also at live events. And then it doesn't do any harm to find the perfect protagonists for a new show. With "The Taste", at a very early stage we won star US cook Anthony Bourdain and British queen of the kitchen Nigella Lawson to become part of the jury. That helped us to sell the format to the large US station ABC.

What advantages does it have to be part of the international production and sales network of Red Arrow?

CHRIS COELEN: First of all, it is very inspiring to have creative partners all over the world – after all, good ideas can emerge anywhere. This access to an immense variety of formats also helps us to remain successful in the American market. Moreover, we largely have Red Arrow to thank for our feel for trends: We simply find out more than the competition! With the support of the ProSiebenSat.1 Group, we can also operate more effectively, for example in the award of international rights. As an exception, here many cooks improve the overall result ...