

ITV STUDIOS INKS RAFT OF DEALS FOR ACCLAIMED DRAMAS



Victoria (ITV Studios Global Entertainment)

ITV STUDIOS Global Entertainment has signed a host of new deals across EMEA, including for the critically-acclaimed Victoria. The Mammoth Screen hit production, which screens again on ITV later this year, has been acquired by the satellite broadcaster YES Israel, with Mediaset in Italy securing free-to-air rights. Meanwhile, ITV Studios' Loch Ness, due to air on ITV later this year, has been sold to RTL in the Netherlands, Denmark's DR, TV4 in Sweden and Norway's TV2. Ratings hit Prime Suspect: Tension, has also been acquired by DR in Denmark, SVT in Sweden and BBC First in the Middle East.

NORWAY WELCOMES GHOST ROCKERS



Ghost Rockers (Studio 100 Media)

PUBLIC kids' broadcaster NRK Super — part of the Norwegian Broadcasting Corporation and the highest-rating children's channel in the country — has acquired the third season of Studio 100's live-action show Ghost Rockers. The third season will go on air in summer 2017. The new season of Ghost Rockers will be the third Studio 100 property on NRK Super this year alongside Kosmoo and Night Watch.

Virtually Live makes fans 'masters of their own viewing experience'

TWO DAYS into its first MIP experience, Virtually Live has already decided to book a bigger stand and field a stronger team at MIPCOM.

The high-end true VR specialist, which has offices in San Francisco, Los Angeles, London, Zurich and Malaga, is committed to "expanding the fan experience by allowing them to be masters of their own viewing experience", according to Oliver Weingarten, Virtually Live's London-based sports rights and partnerships advisor. The company's main focus is on sports, but it is also active in music events and entertainment. "Unlike 360-degree video, true VR is fully immersive and allows you go to anywhere within a live event," Weingarten said. There is also a strong social element built into the experience, with a VIP room in which fans can interact and socialise. "For us, the social aspect is of equal importance," he added. "For example, you can be in London and your friend can be in Singapore, but you can both be at a Formula E race in Tokyo and share that experience together."

Virtually Live has spent the last few days talking to broadcasters, producers and brands about the potential of its technology to redefine the sports experience. "Those are the key stakeholders in the VR ecosystem," Weingarten said. "We see ourselves as part of that ecosystem — we're looking to complement it, not cannibalise it."

The company has been showcasing three races from this season's FIA Formula E Cham-



Virtually Live's Oliver Weingarten: "looking to complement, not cannibalise"

pionships in Marrakesh, Buenos Aires and Mexico City. Viewers can go anywhere on the race track, including in the cockpit alongside the driver during the live race.

So far, Weingarten said, the reaction has been overwhelmingly positive: "People have been saying they've never seen VR content of this quality. We'd like to think that, when we come back to MIPCOM, people will be chasing us, rather than us chasing them."