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08-12-2020



FRAPA Newsletter: December 2020

DOING MORE WITH LESS

The 'new normal' for the format industry (and everyone else...)

The global pandemic has affected every industry and economy in the world. A by-product of that fact is we are all being challenged to 'do more with less'.

It can be exhausting and frightening to face that reality, but there is good news to be found here. The do-more-with-less challenge could present a real opportunity if you have the right attitude and take some concrete steps. Look closely at the work you are doing and zero in on your top priorities with a laser focus.



The first step is to sort through your work to look for those things that align with your

goals; the goals of your company or your projects or your clients. I once had a new boss who, shortly after meeting me, said: “Don’t work harder, work smarter.” I actually hated that phrase and thought she was wrong. I thought she didn’t understand the massive volume of work I had to accomplish with my very small team. With time, however, I have come to understand what she was trying to say. She could have handled it differently, but she wasn’t wrong about the main message: focus your activity on getting results that move your business forward in direct and concrete ways. Don’t waste time on work that is not essential to achieving your ultimate goals.

So how does this work? First, figure out your end goals. Then focus not only on the reason you are doing something, but how it fits into achieving those goals. If it doesn’t, don’t spend time on it.

Next, keep an optimistic outlook by adopting a positive perspective. Read that again. Though it may sound superficial, it is actually a significant thing to do. It can be easy to fall into thoughts like “I can’t do this because...” or “I don’t have enough...” But if you change your self-talk to something like “I’m glad I have the chance to make this work in spite of the circumstances”, you’ll find yourself more motivated and are more likely to come up with creative thinking about how to accomplish your goals despite the constraints and challenges.

Then — and this is a big one — learn how to say “no”. If you’re asked to do something that doesn’t move you toward attaining your objectives, don’t do it. You should be polite, of course, but don’t worry about saying “no”, or at least “not now”. Organise your work day by grouping similar tasks together. For example, answer emails at specific times of the day, but not whenever they arrive in your inbox. Set meetings or video conferences in the mornings only on one day and in the afternoons only on the next. Carve out a block of time each day for ‘focus work’ to do things like writing, brainstorming, screening footage, reading, giving notes and so forth.

Now I have to share a secret with you: if you follow this approach in the new environment in which we find ourselves, you will probably find you won’t actually do more with less but, rather, you will do less with less.

However, that’s okay because it’s not about the *amount* of work you do: it’s about the quality of the work and the goals you achieve.

Taking these steps can certainly help you improve that quality, achieve many goals and maybe even buy more time for yourself and your wellbeing. And that is perhaps the best end goal of them all.

FRAPA general board member Hayley Babcock is head of formats, international production and programming at A+E Networks.

IN THE NEWS

Unmasking the truth?

FRAPA has been making headlines in the last week, with co-chairs Phil Gurin and Jan Salling both featuring prominently on leading entertainment-industry news feed C21 Media...

In late November, Jan Salling took the unusual step of publicly commenting on FRAPA's role in a format dispute that has erupted between Ukrainian broadcaster 1+1 and rival channel TRK over *The Masked Singer*. 1+1 is accused by TRK, Fremantle and Korea's MBC of illegally appropriating elements of the hit singing format, which has become one of the biggest entertainment brands of recent years, spawning local versions in more than 30 territories. The allegations centre on a localised version of Romanian format *Mysteries in the Spotlight*, a costume-driven competition format that airs on 1+1 as *Maskarad (Masquerade)*. However, 1+1 stands accused of altering its local version of *Mysteries in the Spotlight* to resemble *The Masked Singer*. The upshot was that Fremantle referred the matter to FRAPA's Format Analysis Service (FAS), which helps to establish whether two formats share sufficient similarities to be considered essentially the same.

While FRAPA's analysis concluded that there were 73% similarities between *Maskarad* and *The Masked Singer*, Salling stressed that FRAPA was maintaining a neutral stance in the dispute. The whole point of FRAPA, he told C21, is that it is unbiased, impartial and "not influenced by commercial agendas or business opportunities or old boys' networks".

[Read the full C21 story here](#)

Back to the future

To mark FRAPA's 20th anniversary this year, Phil Gurin dedicated much of his summer to researching and writing an exhaustive history of FRAPA, which is published in full on our new and improved website [<https://frapa.org/wp-content/uploads/2020/10/Phil-Gurin.pdf>]. He followed this up last week with an op ed for C21, which looked back to the past to stress FRAPA's continued importance to the format industry's future.

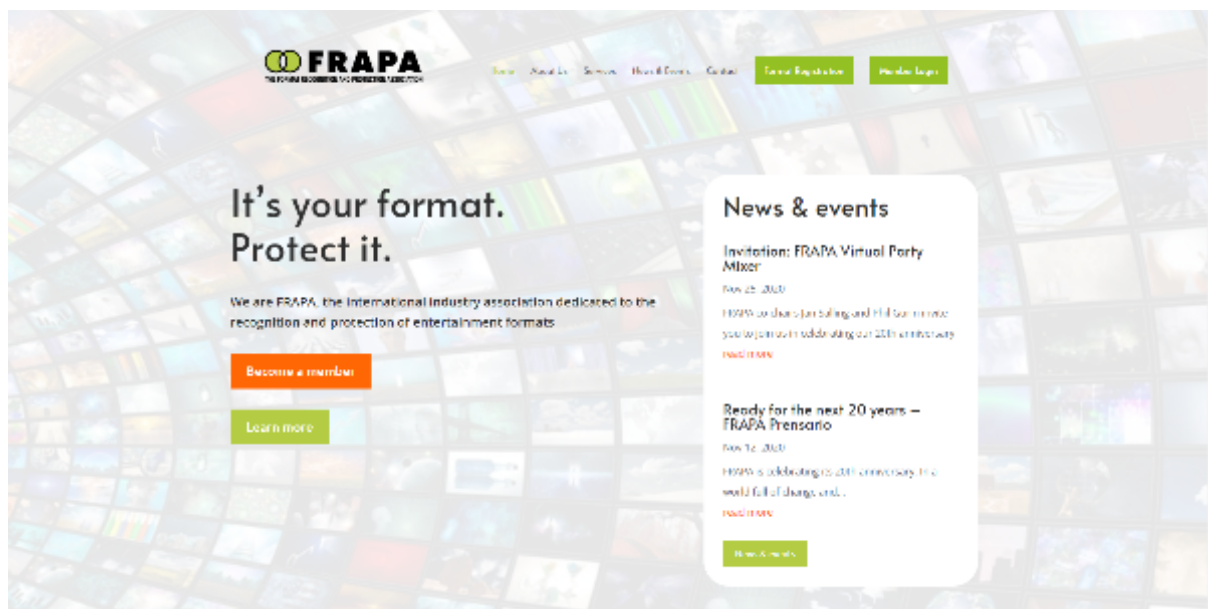
"I've reflected not only on how much things have changed since 2000, but also on how much of our industry remains the same," Gurin says, observing that FRAPA's visions and values are as relevant today as they were in the early "Wild West days" of the format industry. "If we start from the principle that an original creative idea has

value, then it follows that protecting that idea has a genuine cascade effect of benefits for all,” he adds. “From the creators of IP through to the producers who realize it, to broadcasters and platforms that share it, how much someone is willing to pay for that value is the same as for any currency that’s built on trust. If there is no trust, the system won’t work.”

FRAPA is now gearing up for the next 20 years. Central to that, Gurin says, is to ensure that the association remains the broadest of churches by welcoming as many new voices and faces as possible into the community. “We are evangelical in our desire to spread the word as the conscience of the format industry,” he wrote in his C21 piece, which [you can read in full here](#).

NEW FRAPA WEBSITE LAUNCHES

Future-proofed for the next 20 years



To mark our 20th anniversary celebrations this month, we’re proud to unveil our new website, which not only sets the tone for FRAPA’s next 20 years, but offers a range of new and improved services, features and content, from webinars and video tutorials to exclusive industry news and views.

“A new decade of service means adapting to new needs and adopting a new outlook,” says FRAPA managing director Bianca Rootsart. He adds that the new website not only has a fresh new interface — “reflecting a fresh new era for the global formats community” — but it also has a lot more going on under the bonnet, making it more stable, more secure and much easier to navigate.

But in with the new does not mean out with the old, Rootsart stresses: “You can still

do everything you used to be able to do: upload and register new formats; refer to FRAPA's various definitions and code of conduct, and sign up to our Declaration of Co-operation. And you can still access our reports, delve into our history, contact board members, generate contracts, compare budgets and find out about member events..."

And there's more to come: next up is a FRAPA app for smartphones and tablets.

NEW FORMAT OF THE MONTH

The Great House Giveaway

Genre: property makeover

Chwarel/NBCUniversal

Broadcaster: Channel 4 (UK)

Would you buy a house with a complete stranger if it enabled you to get a foot on the property ladder?

This is the question at the heart of Channel 4's latest property-makeover format, *The Great House Giveaway*, produced by regional Welsh producer Chwarel and distributed by NBCUniversal. A topical example of 'entertainment with a purpose', the 20 x 60 mins series rolled out on the UK broadcaster in early October as a daily stripped show in a daytime slot. It is fronted by Simon O'Brien (*Fix It, Fix It Flog It; Lost and Found*), who is also a successful property developer in his own right.

In each episode, two first-time home-buyers who have never met before are handed a lump sum to buy a rundown property at auction. The pair are given six months in which to renovate the house and transform it into a desirable home that they can go on to sell at a profit. If they succeed, they get to split any proceeds, helping to seed their dream of buying their own home in the future.

With property prices rising sharply in the UK — and, indeed, around the world — home ownership is out of reach for many young people. "In *The Great House Giveaway*, we are giving some of those people the potentially life-changing opportunity to get their foot on the property ladder — but only if they work hard and work together," says Kate Thomas, Channel 4 Daytime's commission editor. Meanwhile, hard work has also been in plentiful supply at Chwarel, which edited the majority of the series during the Coronavirus pandemic. "Over the past year, we've bought and sold 20 houses — in very challenging conditions," says executive producer Sioned Morys, who founded the Welsh indie in 2002. During that time, Chwarel has produced TV and radio content for, among others, BBC Wales, S4C and Channel 4.

[Download the sizzle here](#)

ANNIVERSARY OFFERS!

Revamped pricing structure offers a fairer deal

350 euro per FRS	500 euro per year	1,000 euro per year	5,000 euro per year	Starts with 15,000 euro
FRS Only <ul style="list-style-type: none">• 1 FRS• 3 yrs registration period• Upload format Read more	Small <i>1 to 5 full-time employee</i> <i>Key benefits:</i> <ul style="list-style-type: none">• 5 FRS uploads yearly• Unlimited registration period• Review formats• Modify formats• Upload videos <i>Access to:</i> <ul style="list-style-type: none">• Price Calculator• Contract Generator• Bible generator• Consultancy• Mediation <i>Eligible for:</i> <ul style="list-style-type: none">• Events• Reports• Newsletters• FAS Read more	Medium <i>6 to 20 full-time employee</i> <i>Key benefits:</i> <ul style="list-style-type: none">• 10 FRS uploads yearly• Unlimited registration period• Review formats• Modify formats• Upload videos <i>Access to:</i> <ul style="list-style-type: none">• Price Calculator• Contract Generator• Bible Generator• Consultancy• Mediation <i>Eligible for:</i> <ul style="list-style-type: none">• Events• Reports• Newsletters• FAS Read more	Large <i>21 to 500 full-time employee</i> <i>Key benefits:</i> <ul style="list-style-type: none">• 15 FRS uploads yearly• Unlimited registration period• Review formats• Modify formats• Upload videos <i>Access to:</i> <ul style="list-style-type: none">• Price Calculator• Contract Generator• Bible Generator• Consultancy• Mediation <i>Eligible for:</i> <ul style="list-style-type: none">• Events• Reports• Newsletters• FAS Read more	Group for foundations <i>Key benefits:</i> <ul style="list-style-type: none">• 15 FRS feeds yearly per company• Unlimited registration period• Review formats• Modify formats• Upload video material <i>Access to:</i> <ul style="list-style-type: none">• Price Calculator• Contract Generator• Bible Generator• Consultancy• Mediation <i>Eligible for:</i> <ul style="list-style-type: none">• Events• Reports• Newsletters• FAS Read more

As part of FRAPA's 20th anniversary celebrations, we're giving away a free month's membership to anybody who signs up to FRAPA. And we'll also be rewarding our existing members with a 10% discount on their annual fee for every new member they bring into the FRAPA community. Even better, there's no limit — so introduce in 10 new members from your network of industry professionals and your FRAPA membership is free. In other words, now would be a very good time to 'phone a friend'!

The new rates are as follows:

Also launching this month are our new flexible membership packages, which are calculated on number of employees rather than, as in the past, company turnover. This change in pricing structure makes it more attractive to become a full FRAPA member — and enjoy all the benefits that flow from joining a community of like-minded friends, colleagues and competitors — rather than a casual user of the FRS format registry.

- One-to-five full-time employees: €500 per year (includes five free FRS uploads per year)
- Six-to-20 full-time employees: €1,000 per year (includes 10 free FRS uploads)
- 21-to-500 full-time employees: €5,000 per year (includes 15 free FRS uploads)
- Group deal: €15,000 per year (includes 15 free FRS feeds per company)

All members, whatever their size or membership package, have access to our suite of business tools, including the Format Registration Service (FRS), the Format Bible Generator, contract templates, the Format Analyses Service (FAS), mediation services and in-depth format reports. They can also call on the advice and expertise of some of the biggest names in the format industry

VIRTUAL PARTY MIXER

See you later today...

INVITATION

FRAPA

VIRTUAL PARTY MIXER

Tuesday December 8th

Timeslot: 12am kst - 4pm cet - 3pm gmt - 10am est - 7am pst

FRAPA co-chairs Jan Salling and Phil Gurin invite you to join us in celebrating our 20th anniversary

- Looking back and looking forward with Jan Salling and Phil Gurin
- Join our board members BBC and Missing Link Media's Jan Salling, The Gurin Company's Phil Gurin, K7 Media's Keri Lewis Brown, ITV Studios' Mike Beale, A+E Network's Hayley Babcock, Marphes Media's Lisette van Diepen, Something Special's Jin Woo Hwang, Total Schmidt Show's Michael Schmidt and Nicolas Smirnoff as they host interactive stimulating conversations.
- Dress code: smart casual wfh wear
- BYOB for Virtual Cocktails



RSVP by clicking [here](#) before December 1st
Zoom Link will be shared prior to the event after RSVP

 **FRAPA**

Today, FRAPA is celebrating its 20th anniversary with a Zoom-based Virtual Party Mixer. We're delighted to invite you to join the board for an hour of stimulation conversation and breaking news about FRAPA's new structure and our plans and ambitions for the next 20 years — not to mention a virtual goody bag courtesy of K7 Media.

The event kicks off with a welcome keynote from FRAPA co-chairs Phil Gurin and Jan Salling, followed by short personal greetings from our board members. Guests can then choose to enter one of nine breakout rooms, each of which will be moderated by a FRAPA board member and focus on a specific topic (see the programme below). Then it's back to Phil and Jan for a wrap-up and a toast to all those who have helped steer FRAPA from a small club of format pioneers to a mature association with hundreds of members around the world.

Register [here](#) to join us

What's on offer

Mike Beale (ITV Studios): *When is it copying?*

Keri Lewis Brown (K7Media): *Why are Korean formats so popular?*

Lisette van Diepen (Marphes Media): *How to deal with a buyer*

Jin Woo Hwang (Something Special): *Tips on selling formats into the Asian market*

Phil Gurin (The Gurin Company): *Access America: tips on pitching and partnering in the US today*

Jan Salling (BBC/Missing Link Media): *Easy ways to protect your IP*

Nicolás Smirnoff (Prensario): *Formats from and into Latin America*

Hayley Babcock (A+E Networks): *Owning a portion of something is better than 100% of nothing: how to partner creatively to get your format up and running*

Michael Schmidt (Total Schmidt Show): *Killer Bibles*

Guests will also receive a link to a pre-recorded K7 Media Trends presentation by David Ciaramella.

K-OPPORTUNITIES...

Over the last few years, Korea has become a cultural superpower — as was acknowledged at MIPCOM last October, where it was named 2020 Country of Honour. The 'Korean Wave' of cinema, pop music, fashion and TV drama continues to sweep the globe, winning fans on every continent. Recently, it's K-formats that have been making headlines, with the success of shows such as *The Masked Singer*, *Better Late Than Never* and *I Can See Your Voice* surprising even the most cynical observers. Indeed, MBC's *The Masked Singer*, now on air in 30-plus territories and counting, can lay claim to being the biggest breakthrough musical-talent format show since Talpa's *The Voice* in 2011.

Against this backdrop, the news that 10 of Korea's hottest producers have come

together to launch an online K-format pitch session is generating interest across the global industry. Co-hosted by the Korean Ministry of Culture, Sports and Tourism and the Korea Creative Content Agency (KOCCA), the K-Format Online Pitch takes place on December 17 from 08.00-10.00 GMT and will feature the latest in-development paper formats, pilots and series from CENMEDIA, CJ ENM, dlturn, FormatEast, NextKey, N Media, Something Special, Studio21, Vitamin TV and White Media.

Any FRAPA member who would like to participate in the K-Format Online Pitch should RSVP via [PARTICIPATE](#) , whereupon they will receive an ID and password enabling them to access the Zoom event.

For any other inquiries, please email: ceo@xinhannet.com.



Create evidence of your work on FRAPA's FRS (Format Registration System)

[Read more](#)



FRAPA is one of the founding partners of the The International Format Awards.

[Read more](#)

CODE OF CONDUCT

“FRAPA believes in and fights for the protection and recognition of formats worldwide. As a global organization it represents the international community of format creators, distributors and producers and, as such, believes passionately in the principles of freedom of expression and the right to fair trade. All persons associated with the creation, production and distribution of formats should have the right to be heard without fear of political interference or injection. The opportunity to exercise these basic creative rights is to be enforced regardless of ethnicity, religious beliefs, political affiliation, race or gender. We appeal to our members to respect one another’s right for free expression.”



[Read more](#)



DECLARATION OF COOPERATION

Intellectual property is the basis upon which a global economic industry grows and prospers in virtually every country on earth.

Find the declaration in your own language

GENERAL BOARD FRAPA

Phil Gurin, The Gurin Company, co-chair

Jan Salling, BBC Studios Nordics, co-chair

Lisette van Diepen, Marphes Media

Keri Lewis Brown, K7 Media

Hayley Babcock, A+E Networks International

Mike Beale, ITV Studios

Jin Woo Hwang, Something Special

Michael Schmidt, Total Schmidt Show

Nicolas Smirnoff, Prensario



Gooimeer 4-15 | 1411 DC Naarden | The Netherlands
Postbus 5135 | 1410 AC Naarden | The Netherlands

Opening hours Office:

Monday – Friday: 10:00 – 16:30 hours (CET)

Telephone number:

+31 (0) 35 – 695 40 07

info@frapa.org

www.frapa.org

Registered office:

Gooimeer 4-15 | 1411 DC Naarden | The Netherlands

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