

Kiev Media Week: Ukrainian formats for export

As part of the Kiev Media Week, the organizers held a format show which presented the latest trends in formats from around the world. More than 30 foreign formats were screened during the Formats Show, with experts also noting that now Ukraine exports local formats, not only adapting foreign ones. Telekritika has reviewed the Ukrainian formats that have sparked interest abroad.

Kvartal-95's show Make the Comedian Laugh (sold as Crack Them Up) has been sold to 10 countries. Crime series The Sniffer has already been sold for adaptation in France and scored excellent ratings in Estonia.

Film.ua producer Irina Kostyuk presented a catalog with local formats from newly launched distributor UA Formats. It includes 14 successful local formats which have aired on STB, 1+1, Novy, Inter and ICTV, i.e: Karaoke on the Square (Maidan), Chance, Galloping Through Europe, Inspector, Freedom of Speech, Striptease Championship, Daddy's House, Save Our Family, Everything Will be Fine, Gentlemen in the Country, Doctor Komarovsky's School, Shikanemo, Cupboard and UFO. Kostuyk commented that many local formats can be successful and recognized and envied by international producers. Interest for them has been expressed by companies in the US, Australia and Scandinavia.

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