

MIPTV News #2
13 April 2010 www.miptv.com

JONATHAN MILLER
CHAMPION and CEO, Digital Media Group and chief digital officer for News Corporation, Jonathan Miller, joins the Changing the Head Digital Debate keynote lecture in the Grand Auditorium at 08:30

BEN SILVERMAN
FOLLOWING the launch of his new multiplexed venture, Eureka, Ben Silverman presents his vision on the future of television production today when he gives the Media Marketplace keynote in the Grand Auditorium at 17:30

IDRIS ELBA
BRITISH actor Idris Elba found international fame as the charismatic Baltimore drug dealer Stringer Bell in The Wire. Today he is Game of Thrones' Lancel, a new BBC1 cop show of which he is executive producer, and in which he plays the lead. See page 30

ON MIPTV.COM...
THE ENTERTAINMENT Weekly takes you to MIPTV that format projects featured from Grand Life taking about time to sell your ideas, entertainment lawyer Christoph Frey advising on how to protect ideas, and the latest pitch and presentation of Small World on how to sell your idea. See the session at www.miptv.com

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Belgium's Take Five on the ball in Africa

FISHING nets on a beach become football goals, and full-time comes when the incoming tide swamps the sandy pitch — these are just two examples of how Africa plays its favourite sport.

Belgian producer Take Five has captured that spirit in the HD series *Football Made In Africa* (30 x 90 seconds), which shows how the sport is played in 20 African countries. Gregory Zalzman said the project was born when fellow Take Five director Pascal Colson came back from a holiday in Africa with a film of kids playing with a football made from a condom. "Pascal said that Africa is full of these stories of how people make football out of nothing," added Alon Knoll of Take Five.

In the run-up to South Africa's World Cup, Take Five wanted to show an Africa that was "different to the West's cliched image of safaris and misery", Knoll said.

From a team of grandmothers to balls made from recycled sandals, the films project hope and energy. Senegalese

singer Youssou N'Dour was so impressed by the programme that he is contributing a voice track.

Globosat snapped up the series for Brazil at MIPCOM and it has also been taken by Sky Mexico, CBC Canada,

Optima Spot Nigeria and RBTF Belgium.

At MIPTV, where Take Five can be found at the Wallonie Bruxelles Images stand, negotiations under way for Japan, Korea and China.



Take Five's Gregory Zalzman (left) and Alon Knoll: "making football out of nothing"



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