



Eurovision TV Lab Night 2011

PSBs' pilots are going public



Format

Event night for a younger audience

Eurovision TV Lab is the place for fans to find most recent and cutting edge television. It will link younger audiences to new Public Service Television formats.

Language

Original language with subtitles and/or dubbing

Eurovision TV Lab is a unique experiment, created by the EBU Member NPO/Nederland 3 in Holland. It challenges TV producers to develop new programmes and concepts. Thanks to TV Lab, EBU Broadcasters will become an oasis of fresh, new and experimental shows.

Delivery

One night in the week beginning 19 September 2011

After two successful editions in The Netherlands, TV Lab goes Eurovision. The EBU Members who have decided to join this experiment will bring in one or two pilots free of rights restrictions to the pool of pilots. Whether it is current events, drama, music or chat: all of these shows are being broadcast on TV for the very first time to see whether the new programmes are a hit or not. The EBU will oversee all contributions and take care of the distribution.

Host Broadcaster

NPO / Nederland 3

Participating Broadcasters

Open to EBU Members

The aim is to create one Eurovision TV Lab Night in Europe in the week beginning 19 September 2011 – two weeks before MIPCOM 2011. The EBU Members are free to decide which night of this week should be dedicated to TV Lab. Besides their own pilots, the EBU Broadcasters can choose the pilots from other countries and introduce them to their domestic audience. The pilots can be scheduled at any point. The only stipulation is that each Eurovision TV Lab Night must be broadcast the same week and under same conditions.

Contribution

Each participating broadcaster brings in 1-2 domestic pilots

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Eurovision TV Lab invites the TV audience to take part in a review panel. The viewers participate via the internet, especially through Twitter and Facebook, to determine which of the new programmes are best. Eurovision TV Lab also extends the boundaries of the media involved by creating crossovers on the internet and social networks. All EBU Members will use the same technology to involve the viewers. Social media tools and applications will give a measure on how the pilots work with the audience. In each territory, web votes will decide which of the formats shown during the Eurovision TV Lab Night can make it to a series.

A package of sounds, graphics and ID's will be available.