



Competitive Research and Insider Information

TV2, Norway and TV3, Ireland

Acquisitions and Coproductions for European Television Broadcasters

Acquiring top-flight American series, miniseries, and reality shows comprises the cornerstone of many European networks' programming strategies. This approach requires custom calibration to a channel's needs: identifying demographics, time slots, and available budgets, and furnishing qualitative and quantitative analysis to identify corresponding opportunities in the American television marketplace.

Quinn Media Management offers acquisition and coproduction consulting to a number of European companies by creating competitive development reports, researching studio pilots and series, and providing recommendations to match channels' needs and price points. We also perform as the day-to-day liaison with studios and production companies to assist in these channels' acquisitions.