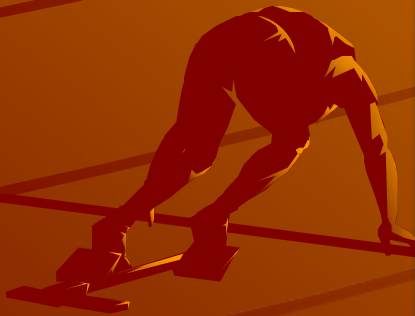




# CYPRUS BROADCASTING CORPORATION





- ◆ CyBC, is the National Public Broadcaster of the Republic of Cyprus
- ◆ 99% penetration on the island of Cyprus
- ◆ 2 TV channels, 4 radio channels, 1 digital terrestrial & a satellite transmission



... more

◆ ERT

(National Broadcaster of Greece, the International channel)

◆ EURONEWS





## *mission of CyBC*

*To provide public broadcasting services within the Republic & to overseas Cypriots*

*Maintaining the 3 pillars:*

- *Information*
- *Culture*
- *Entertainment*



## CYBC - 1: FROM JAN 1st 2010

TIME - TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME - TIME	
05.45 - 06.15	WAKE UP CALL (P.R.) music video clips (F)					WAKE UP CALL (P.R.) music video clips (F)		05.45 - 08.00	
06.15 - 06.30						GREEK FILM (F) -oldies-		08.00 - 09.30	
06.30 - 07.00						MAYIREMATA (P.R.) COOKING (Greek programme - F)		09.30 - 10.30	
07.00 - 09.00	SEVEN TO TEN (L) MORNING MAGAZINE PROGRAMME					YIRISMATA (P.R.) travelling cooking progr. (Greek programme - F)		10.30 - 11.30	
09.00 - 10.00						PERFORMANCE (R) TALENT SHOW		SATURDAY NIGHT SHOW (P.R.) (R)	11.30 - 12.00
10.00 - 11.00	YIRISMATA (P.R.) travelling cooking progr. (Greek programme - F)					CYPRUS, A JOURNEY (P.R.) TRAVELING IN CYPRUS COUNTRYSIDE		12.00 - 13.00	
11.00 - 12.00	MAYIREMATA (P.R.) COOKING (Greek programme - F)					I IPATHROS (P.R.) MAGAZINE PRG. FOR FARMERS, COUNTRYSIDE & PEOPLE LIVING IN RURAL AREAS		13.00 - 13.30	
12.00 - 12.30	(VILLAGE STORIES) ISTORIES TOU XORKOU (R) (P.R.) TV SERIES IN CYPRUS DIALECT - COMEDY					I KYPROS KONTA SAS (P.R.) MAG. PRGR. FOR CYPRIOTS ABROAD		13.30 - 14.00	
12.30 - 13.00						THE NEWS (L)		14.00 - 14.30	
13.00 - 15.15	APO MERA SE MERA (FROM DAY TO DAY) (L) -news, current affairs-					EDOXE TIVOU LI & TO DHIMO (L) Current Affairs talk show for the Parliament	KIPRION NOSTOS (P.R.) VARIETY PRGR. FOR THE CYPRIOTS ABROAD/EMMIGRANTS	14.30 - 15.30	
15.15 - 15.30	TELE-ECONOMIA (L) -FINACIAL TOPIC-					EIMA STE EDO (P.R.) YOUTH MAGAZINE PRGR.		15.30 - 16.00	
15.30 - 16.00	ANEMOI TOU PATHOUS (R) (P.R.) -drama series-					EPIKINDINI ZONI (P.R.) - CONTEMPORARY DRAMA SERIES- (R)		16.00 - 16.30	
16.00 - 16.30						GREEK FILM (F)		16.30 - 17.30	
16.30 - 18.00	SIN PLIN (L) afternoon show dealing with social affairs					AMIN ESTHE PERI PATRIS (P.R.) VARIETY PRGR. ABOUT FOR THE NATIONAL GUARD		17.30 - 18.00	
18.00 - 18.15	NEWS BULETTIN IN GREEK (WITH SUBTITLES & SIGN LANGUAGE FOR THE IMPAIRMENTS) (L)					NEWS IN GREEK (WITH SUBTITLES & SIGN LANGUAGE FOR THE IMPAIRMENTS) (L)		18.00 - 18.15	
18.15 - 18.40	DOCUMENTARY (P.R.) (F)				ROSES OF WRATH (R) (P.R.) (2 episodes) drama series in Cyprus dialect	DOCUMENTARY (F)		CULTURAL FILLER PRGR. ABOUT CYPRUS (P.R.)	18.15 - 18.45
18.40 - 19.10						TOSSED POTATOS (R) (P.R.) SATIRE VARIETY SHOW		18.45 - 19.00	
19.10 - 19.30	KATI PSINETAI (P.R.) COOKING REALITY SHOW (Greek programme - F)					ROSES OF WRATH (P.R.) drama series in Cyprus dialect		19.00 - 19.15	
19.30 - 20.00	MAIN NEWS BULETTIN (L)					ROSES OF WRATH (P.R.) drama series in Cyprus dialect		19.15 - 20.00	
20.00 - 21.15						MAIN NEWS BULETTIN (L)		20.00 - 21.00	
21.15 - 21.30	DOCUMENTARY SLOT (F)	DOCUMENTARY SLOT (F)	EPIKINDINI ZONI (P.R.) -CONTEMPORARY DRAMA SERIES-			TOSSED POTATOS (P.R.) SATIRE VARIETY SHOW		PERFORMANCE (P.R) TALENT SHOW	21.00 - 21.30
21.30 - 22.00						21.30 - 22.30			
22.00 - 22.30	TO SIZITAME (L) Current Affairs talk show	EPONIMOS (L) Current Affairs talk show	UNDER THE SAME SKY - General Interest multicultural progr. (P.R.) Armenians, Greeks, Turkish, Maronites	PROEKTASEIS (L) Current Affairs talk show	FILM/TV MOVIE (F)	SATURDAY NIGHT SHOW (P.R.)		FILM (F)	22.30 - 23.00
22.30 - 23.00			IN-HOUSE DOCUMENTARY PRODUCTIONS / EUROPEAN FILMS						23.00 - 23.15
23.00 - 23.30			23.15 - 23.30						
23.30 - 23.45	LATE NEWS BULETTIN IN GREEK (L)					LATE NEWS BULETTIN IN GREEK (L)		23.30 - 23.45	
23.45 - 00.45	GREAT GREEKS/WE GREEK (GREEK DOCUMENTARIES) (F)				FILM/TV MOVIE (F)	GREEK FILM (F)	FILM (F)	23.45 - 01.15	
00.45 - 01.00	KATI PSINETAI (R) COOKING REALITY SHOW (Greek programme - F)					ROSES OF WRATH (P.R.) drama series in Cyprus dialect (R)		01.15 - 01.45	
01.00 - 01.45						TOSSED POTATOS (R) (P.R.) SATIRE VARIETY SHOW		01.45 - 02.15	
01.45 - 02.00	APO MERA SE MERA (FROM DAY TO DAY) (R) -news, current affairs-					EPIKINDINI ZONI (P.R.) - CONTEMPORARY DRAMA SERIES- (R)		02.15 - 02.45	
02.00 - 03.00						I IPATHROS (P.R.) MAGAZINE PRG. FOR FARMERS, COUNTRYSIDE & PEOPLE LIVING IN RURAL AREAS (R)		02.45 - 03.15	

**CYBC-2: FROM JAN 1st 2010**

TIME - TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME - TIME	
05.00 - 10.00	<b>EURONEWS (L)</b>					<b>EURONEWS (L)</b>		05.00 - 07.00	
10.00 - 10.30	<b>BIZ/EMIS (R) (P.R.):BI-COMMUNAL MAGAZINE PROGRAMME (Greek/Turkish)</b>					<b>CHILDREN'S SLOT (B)</b>		07.00 - 11.15	
10.30 - 11.00						<b>CHILDREN'S SHOW (R) (P.R.)</b>		11.15 - 11.45	
11.00 - 12.00	<b>EDOXE TI VOULI &amp; TO DHIMO (R) (P.R.)</b> Current Affairs talk show for the Parliament	<b>TO SIZITAME (R) (P.R.)</b> Current Affairs talk show	<b>EAPONIMOS (R) (P.R./)</b> Current Affairs talk show	<b>KIPRION NOSTOS (R) (P.R.)</b> VARIETY PROGR. FOR THE CYPRIOTS ABROAD/EMMIGRANTS	<b>PROEKTASEIS (R) (P.R.)</b> Current Affairs talk show	<b>EL REFUGIO (F)</b>	<b>EL REGUGIO or SPORTS' PROGR.</b>	11.45 - 13.00	
12.00 - 12.30	<b>ENTEXNOS (R) (P.R.) CULTURAL MAGAZINE SHOW</b>					<b>MECHANOKINITOS ATHLETISMOS (P.R.)</b> SPORTS' PROGR. ABOUT CARS AND RALLYS		13.00 - 13.15	
12.30 - 13.00	<b>CYBC SPORT (R) (P.R.)</b>	<b>I KYPROS KONTA SAS (R) (P.R.)</b> MAG. PROGR. FOR CYPRIOTS ABROAD	<b>I IPAITHROS (R) (P.R.)</b> MAGAZINE PRG. FOR FARMERS, COUNTRYSIDE & PEOPLE LIVING IN RURAL AREAS	<b>AMINESTHE PERI PATRIS (R) (P.R.)</b> VARIETY PROGR. ABOUT/FOR THE NATIONAL GUARD	<b>ATHLETIC RETRO (R) (P.R.)</b> SPORTS DOCUMENTARIES USING MAINLY ARCHIVE MAT.		<b>PARASKINIO BACKSTAGE (P.R.)</b> PORTRAITS OF ACTORS ETC WITH ARCHIVE MATERIAL	13.15 - 14.00	
13.00 - 14.45	<b>CHILDREN'S SLOT (F/P.R.)</b>					<b>WORLD OF ATHLETICS (P.R.)</b>	<b>FIFA MAGAZINE/ OLYMPIC MAGAZINE (P.R.)</b>	14.00 - 14.30	
14.45 - 16.30	<b>CHILDREN'S SLOT (F/P.R.)</b>				<b>EUROPA LEAGUE/ CHILDREN'S SLOT (P.R.)</b>	<b>ACCORDING TO JIM (F)</b>		14.30 - 15.00	
16.30 - 17.00	<b>MY WIFE AND KIDS (F)</b>		<b>IN THE LAND OF WHY</b> CHILDREN'S PROGR. (P.R.)	<b>MY WIFE AND KIDS (F)</b>		<b>FILM/DRAMA (F)</b>		15.00 - 16.00	
17.00 - 17.30	<b>ZACK &amp; CODY (F)</b>				<b>EUROPA LEAGUE/ CHILDREN'S MOVIE (F)</b>	<b>MY WIFE AND KIDS (F)</b>		16.00 - 16.30	
17.30 - 18.00	<b>HANNAH MONTANA (F)</b>					<b>SUITE LIFE OF ZACK &amp; CODY (F)</b>		16.30 - 17.00	
18.00 - 18.15	<b>FUTURIS (F) DOCS</b>					<b>HANNAH MONTANA (F)</b>		17.00 - 17.30	
18.15 - 18.30	<b>ENTEXNOS (P.R.) CULTURAL MAGAZINE SHOW</b>					<b>DISCOVERY (V) DOCS</b>	<b>NATIONAL GEOGRAPHIC (V) DOCS</b>	17.30 - 18.00	
18.30 - 18.50					<b>I LOVE MY HOME (P.R.)</b>			18.00 - 18.50	
18.50 - 19.00	<b>NEWS IN ENGLISH (L)</b>					<b>NEWS IN ENGLISH (L)</b>		18.50 - 19.00	
19.00 - 19.10	<b>NEWS IN TURKISH (L)</b>					<b>NEWS IN TURKISH (L)</b>		19.00 - 19.10	
19.10 - 20.00	<b>BIZ/EMIS (P.R.):BI-COMMUNAL MAGAZINE PROGRAMME (Greek/Turkish)</b>					<b>ROBIN HOOD YR3 (F)</b>		19.10 - 20.00	
20.00 - 21.00	<b>MUSIC BOX (F) or VOLLEYBALL GAME (L)</b>		<b>MUSIC BOX (F)</b>	<b>MECHANOKINITOS ATHLETISMOS (P.R.)</b> SPORTS' PROGR. ABOUT CARS AND RALLYS	<b>VOLLEYBALL GAME (L)</b>	<b>MUSIC BOX REVIEW (F)</b>		20.00 - 21.00	
21.00 - 21.15	<b>FUTURIS (F) DOCS, or VOLLEYBALL GAME (L)</b>		<b>FUTURIS (F) DOCS</b>	<b>EUROPA LEAGUE/ FILM (F)</b>	<b>EUROPA LEAGUE (L)</b>	<b>FUTURIS (F) DOCS</b>		21.00 - 21.15	
21.15 - 22.00	<b>TV MOVIE/FILM (F)</b>					<b>SPORTS HIGHLIGHTS/TV SERIES (F)</b>	<b>SPORTS HIGHLIGHTS (P.R.)</b>	<b>TV MOVIE/FILM (F)</b>	<b>ATHLETIC RETRO (P.R.)</b> SPORTS DOCUMENTARIES USING MAINLY ARCHIVE MAT.
22.00 - 23.00				<b>TV SERIES (F)</b>	<b>TV MOVIE (F)</b>				<b>TV MOVIE/FILM (F)</b>
23.00 - 00.00									
00.00 - 00.30									
00.30 - 00.45	<b>NEWS IN ENGLISH &amp; TURKISH (R) (P.R.)</b>					<b>NEWS IN ENGLISH &amp; TURKISH (R) (P.R.)</b>		00.30 - 00.45	
00.45 - 03.45	<b>SEVEN TO TEN (R) (P.R.)</b> MORNING MAGAZINE PROGRAMME					<b>EURONEWS (L)</b>		00.45 - 01.00	
03.45 - 04.20	<b>ENTEXNOS (R) (P.R.)</b> CULTURAL MAGAZINE SHOW				<b>EURONEWS (L)</b>			01.00 - 03.00	
04.20 - 5.20	<b>BIZ/EMIS (R) (P.R.):BI-COMMUNAL MAGAZINE PROGRAMME (Greek/Turkish)</b>							03.00 - 05.00	



# What is Small...

In 2009:

- ◆ Airing a total of 15736 hours on both TV channels

- ◆ Of those, local productions:

5181 hours on CyBC-1

4241 hours on CyBC-2

Total of local production: 9422 hours

Programmes in Greek: 9885 hours



# What is Small...

- ◆ Producing TV & Radio Programmes for less than a million viewers



- ◆ In a language with no export market





# What is small?

2010 Budget:

€ 52.243.338

Of which:

€43.043.338 State subsidy

€9.200.000 self generated  
revenue





## The peculiar case of CyBC: A NO-WIN situation

➤ *MORE THAN HALF OF THE MONEY GOES TO PERSONNEL WAGES*

➤ *A CONSIDERABLE PORTION IS CONSUMED FOR LOAN REPAYMENT*



➤ *ANY ADDITIONAL REVENUE, EXCEEDING THE BUDGETED, IS DEDUCTED FROM THE LAST PAYMENT OF THE YEARLY SUBSIDY*



# Being Small: A handicap or an opportunity?

- ◆ Programmes, often in a dialect
- ◆ Providing services for a multilingual population
- ◆ Taking under consideration the political status quo producing bi-communal content programmes
- ◆ Obligated by its public mission to air content with low audience share



# Being Small:

## A handicap or an opportunity?

- ◆ Challenge for creativity with practically no money?
- ◆ A call to be resourceful?
- ◆ Nightmare or a dream for journalists and directors?





# Dig up for treasure

- ◆ Re-discovering our national treasures





# BACKSTAGE

- *A cultural programme, featuring portraits of local celebrities making vast use of CyBC archives.*



- *Studio based – using, old costumes on mannequins as a set*



# BACKSTAGE



"Το παιχνίδι της τρέλας και της φρονιμάδας"



# Content for free

- ◆ Free of copyrights
- ◆ Free of charge



EU audiovisual videoteque

Circom co-productions

Programme exchanges





# Resulted in: a 5 minute daily Youth Programme

2 presenters gave information or told a short story or a joke related either to the EU country featured or to the topic of the video of the day.

“Us, the Young (New) Europeans”



# Us, the Young (New) Europeans

- ✦ Material taken from the Family of Circum and the Co-production: "The New Teenage Europe"



- ✦ Consisted of a short introduction to each video filmed on location using a steadicam



# US, THE YOUNG (NEW) EUROPEANS





# Us, the Young (New) Europeans

- ◆ Gained positive feedback from target audience in ratings and focus groups



- ◆ Nominated as best factual programme for Audience Awards



# Is there any gain?

✦ Neither innovative nor original  
BUT



- ✦ Cheap
- ✦ Dignified
- ✦ Appreciated