

Patty Geneste**CEO, Absolutely Independent, The Netherlands**

Patty Geneste (1962) started her professional career in television at MTV Networks. Via the first Dutch commercial channel TV10 Geneste worked for several years at Public Broadcaster umbrella NOS. She started her format career at Joop van den Ende productions in The Netherlands. She was at the very base of international format trade that was just starting in the early 1990's. After the merge with John de Mol Productions, Geneste continued working in the TV format business over the next years in Germany (Endemol) and the Netherlands (IdtV), and eventually realized her ambition of starting her own company, suitably called Absolutely Independent in 1996. In 15 years time, Geneste managed to build the Absolutely Independent Group from a one woman show into a flourishing agency for format developers, broadcasters and producers licensing formats all over the world. In 2005 the first Absolutely Independent affiliate was founded in Scandinavia. And in 2007 Geneste launched a new label was under the name Absolutely Branded, consulting advertisers who are interested in having their own tv format. Geneste heads up Absolutely Independent herself, is a board member of FRAPA, Member of the Academy and is Frequently a keynote speaker. Media students in Amsterdam often get the chance to draw lessons from Geneste as she is often clinic's on the world of formats at the teaching at University MIM.

**Absolutely Independent**

Absolutely Independent specializes in traditional television formats, cross media concepts and branded content formats. From our offices in Amsterdam and Stockholm we deliver our product and know how to companies all over the world; from the USA to Australia, and Nigeria to Finland. It is always our goal to create the best possible match between a format, a television producer, an advertiser and/or a television station.

Absolutely Independent has now sold over 60 different television formats to clients in more than 50 countries, including the USA, Scandinavia, Germany, Spain, Australia, Eastern Europe, Russia and the CIS and of course our home base The Netherlands.

Our catalogue is extremely diverse. We represent game shows and prime time shows such as The Singing Office (sold into 22 countries), Find My Family (sold into 13 countries) and The Phone (sold into 15 countries) all including the USA.

Absolutely Branded offers consulting services to advertisers who want to communicate via television but don't know where to start. We offer them a full service package until delivery on tv and online.

Openness is our creed, quality our mission.

Ongoing projects and / or earnings

Just a few high lights of our successful projects:

- International Emmy Awards for All Stars 2001 and The Phone 2009
- International Emmy Nominations for The Prison Choir 2007 and Remembering School 2010



**A B S O L U T E L Y
I N D E P E N D E N T**
THE FORMAT AGENCY

- Almost all of our active titles in catalogue have been sold at least once to a country in the world
- 20 year old format Find My Family conquering the world via Absolutely Independent
- Co-initiator of Banff Pilot Competition
- Exclusive representative of TV Lab, a unique project of broadcaster Netherlands 3
- Exclusive representative of all public broadcasters in The Netherlands and Belgium
- Bringing Branded Content to a higher level

Personal:

- Jury member International Emmy Awards
 - Member International Academy of Television & Science
 - Board member FRAPA
 - Founder of the Format International Exchange Group, FIEG
 - Visiting Lecturer at Universities
 - Speaker at several big (inter)national Festivals
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