Legal and Non-legal strategies for international protection of television format rights – Interviews Protocol  
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✧ Non Legal Protection – Marketing Strategies

➢ Nurturing the format and corporate brand  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ Brand innovation/ brand extensions/ first mover advantage  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ For-Buyer Promotions and For-Viewer promotions (B2B & B2C)  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ Viral marketing / nurturing fans and support groups  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

✧ Non Legal Protection – Business networks, access control and other strategies

➢ Power Relations & Clout (Big boys can get away with it)  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ Access Control & Confidentiality (attending trade fairs, showing format to registered buyers, forms to track who has seen the format, etc.)  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ Trust (Gentleman’s Agreement) and Reputation  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

✧ Legal Protection – Copyright and other IP Rights

➢ Current IP laws (copyright, etc.) are robust for formats trading?  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ Which IPR is most important?  
  Copyright / Trademark / Confidentiality Agreements/ Mediation  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

➢ How often is your format copied from a legal point of view?  
  ▪ Depends on territory or country OR genre OR company size/ resources available?

✧ Other things which help protection of format rights? Suggestions on increasing protection…

Respondent:  
Company Affiliation: