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ATF Buyer Profile: Mongol TV

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**ULAN BATOR:** Mongol TV is carving a niche for itself in the emerging Mongolian TV market with a mix of American and British dramas, formats and docs, according to CEO Nomin Chinbat.



**What have been some of your most successful acquisitions recently?**

*Downton Abbey, Homeland, The Good Wife* and a format called *Who Am I?* from Absolutely Independent.

**Can you give me a sense of how much you buy annually?**

We buy annually 400 to 500 hours

**What are the main genres you are acquiring?**

American and U.K. drama, documentaries, kids' formats.

**Are you acquiring formats from the international market, or is it mainly finished product?**

Mainly finished products but we do occasionally buy formats.

**Have your programming needs changed significantly over the past year?**

Yes. Starting in February we moved to buy current international/American drama and started buying formats for production.

**What are some of the slots you currently need to fill?**

We need to fill late night adult entertainment and daytime factual entertainment series.

**Are you looking to co-produce with international broadcasters?**

We are discussing to co-produce formats with Korea, Indonesia and Malaysia.

**Are there particular types of shows you're eyeing at Asia TV Forum?**

Sports programming and formats.