

## General information about the book

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- The book is the legal thesis of *Dr Marc Heinkelein*. Title of the book: "***Copyright Protection for Creators of Television Shows and Television Show Formats***".
- The book was designed right from the start to go beyond being a doctoral thesis to serving practitioners as well. The German edition has been published in the NOMOS publishing house at the end of February 2004 as a comprehensive practice handbook for the film/television industry (451 pages; price € 78, ISBN 3-8329-0560-X).
- The reason for this practice orientation is, that the author was himself active for more than 15 years in show business and entertainment (among other activities as shareholder, managing director, dancer and choreographer of a Munich dance production company, as actor in various film and television productions as well as presenter at large events of various types) and today still has close connections with the industry particularly because of his continuous activity as presenter. The knowledge that he has gained from this experience has not only increased his awareness of the industry's actual problems but has also facilitated in particular the approach to these problems, especially to those of format protection.
- The book is therefore aimed not only at lawyers operating in the film/TV industry but in particular at people typically involved in the production of a television show, in front of and behind the camera, as well as individuals or companies who develop, buy or sell formats (format-developers, television production companies, broadcasting companies etc.).
- It is not for nothing that this practice handbook – in contrast to typical legal theses – includes a large number of illustrative graphics, overviews, summaries of findings and, at the end, an index.
- A further special feature of this book, as compared to other books on film and TV law, is that this practice handbook begins with a facts-section of over 40 pages where, alongside current developments in the TV industry, first and foremost all those facts relating to the television and format industry which are significant for legal assessment are explained in detail (research of the facts) before the real legal examination begins. In this respect the issue of FRAPA is also covered thoroughly, which – in the form of *Mr Fey* – has supported *Dr Heinkelein* to a great extent in the research of the facts.
- The book has been supported by the renowned Max-Planck-Institute for Foreign and International Patent, Copyright and Competition Law in Munich and supervised by *Prof Dr Dr hc mult Gerhard Schricker* – one of the world's leading authorities on international copyright.
- *Prof Schricker* considers the book to be "highly innovative" and subsequently in his assessment speaks of a "pioneering work" in an up to now "underdeveloped area" of law.
- The television industry has also supported this book, as demonstrated by the cover photo from "Who Wants to Be a Millionaire?" supplied by RTL Television, Endemol Germany and Celador International.