

JasminTV, a Web-TV developed from Luxembourg

On the 1st of November, a mainstream TV channel will be launched on the Internet by the International Group Docler Holding, which has been headquartered in Luxembourg since 2013.



Specialising in the fields of entertainment, technology, personal development and luxury/lifestyle, Docler Holding which employs 350 people from 20 different nationalities in Luxembourg, takes on a new challenge: the development of a Web-TV.

At a time when big companies are looking to move their content to the Internet (HBO, just to mention one), TV producers are also trying to enter this market. They know that television is able to manage an internet connection. However, nobody has succeeded yet in breaking down the barriers between television and the Internet.

“Docler Holding owns a vast amount of content, which means a bigger chance to make this change and break down the barriers”, explains Laszlo Czero, CEO, whose objective is to merge TV and the Internet in order to create a hybrid that no one calls TV or Internet but something totally new...

From Luxembourg to Hungary

“It all started in a 30m2 office, in which we started creating stories and shooting scenes with a webcam”, explains Laszlo Czero. “In November 2013, we decided to rent the large TV studios in Contern. It was a perfect location with really good facilities that could serve all of our needs. As a little story, our office was next door to ZEILT productions Luxembourg (they created the Award winning animated short film Mr. Hublot)”.

“Between November 2013 and April 2014, we hired local people specialized in audio/video, filming and production on a full time basis. Another key aspect was the great support we received from the local authorities”, he comments. Then the project got delocalised to Hungary in April 2014: “In fact we could not find all the right people that we were looking for and our Creative Director has a larger network of contacts and more opportunities in Hungary”, reveals Laszlo Czero, himself of Hungarian origins.

Glamour content

“Our goal is to reach a large, mainstream audience. We have started with a chat show about glamour and lifestyles but when we reach a stable and efficient production pattern, we would adapt it to other topics such as esotericism, music and fashion. These are all the fields we have developed within Docler Holding, via our different brands”, details Laszlo Czero.

A second pilot of JasminTV was broadcasted on August 13th. It plays on a daily basis, 4 hours per day from 4pm. As a second step, the plan is to broadcast via satellite, but only once the pilot is ready. The last step would be to sell our project to cable TV channels/network providers.



<http://youtu.be/gIPgFLBqqBA>

“Regarding the location, we would like to expand the shooting locations and have multiple ones (i.e. Los Angeles). Following this approach, we would then also have local versions which would adapt to the respective region’s language”, says the interviewee. All the revenues generated will be injected and passed through Luxembourg. A “back to basics” in a way, knowing that, today four people manage the project from the Grand-Duchy.

The name chosen for the channel is linked to another online broadcasting platform of “adult entertainment” also run by the Docler galaxy; livejsamin.com, a leader in the genre. The idea to re-use this naming is part of a willingness to smooth the image of the brand, more especially on the American market for which commercials have already finished production.

Desert Oasis Commercial



<http://youtu.be/l9gdfisSUXA>

Secret Lives Commercial



<http://youtu.be/4ZzjsxAru0A>