

**Email index / Short Summary:** Talpa / Antony Haynes  
Final Five, On The Spot, The Next Boyband/Girlband

**Email 1.** Talpa Geertje – (June 23, 2011) Antony Reaches out to Talpa after meeting them for a format Pitch for a Format called TNBB (the Next Big Brand), which they pass on. Antony Makes clear that he has more formats and would love to Pitch them and work with Talpa. Geertje doesn't respond until over a year.

**Email 2.** Talpa Geertje (November 12, 2012) Geertje reaches out and apologizes for not responding earlier and states Antony's mail must of went to her junk mail and makes very clear she would be more than happy to look at his formats if he is still interested in still sending them over.

**Email 3.** Talpa Geertje (November 12, 2012) Antony sends Geertje the FINAL FIVE and the WORLDS BEST DJ Format via wetransfer.

**Email 4** Talpa Geertje (November 14, 2012) downloads Antony's formats and starts the reviewing process.

**Email 5.** Talpa Geertje (November 15, 2012) Geertje's PA - Joyce Mensink mails Antony asking him if there is a presentation in the download because she only has 4 pages with a description.

**Email 6.** Talpa Geertje (November 20, 2012) Geertje reaches out to Antony and asks him to send more details of the formats so they could make sure that they weren't the same as Talpa formats already in development at which time she also told Antony not to worry about anything being stolen due her known his past situation of being ripped off for formats. She told him their formats were already registered.

**Email 7.** Talpa Jeroen Groot (November 22, 2012) Jeroen Groot (sr creative) at Talpa sends Antony an email that he would be taking things over for Geertje while she goes on leave for 6 weeks. (Not once did Jeroen or Geertje inform Antony that Talpa had a format at that time called The next Boyband/Girlband which is exactly what Antony's format " Final Five" was the reason for this is because Talpa didn't have a format by that name or concept at that time but instead they were after the key elements and ideas

from Antony and requested to see them in more detail. (It Should be understood that before this mail Talpa only claim to of had a format since 2010 called "The Next Girlband" Which they never once disclosed to Antony until 2016 yet they continued to request details, ideas and key elements from Antony's format "Final Five")

**Email 8. Talpa Geertje** (November 30, 2012) Antony doesn't have a good feeling about Jeroen and sends Geertje an email wishing her a speedy recovery from her operation and informing her that he has been contacted by Jeroen but that he would rather wait for her to send the formats because it didn't feel right with Jeroen.

**Email 9. Talpa Joyce Mensink** (November 30, 2012) Joyce mails Antony and informs him that Geertje's operation went well but she would be out of the office until January 7<sup>th</sup> and asked him if he wanted to wait for her or send it to Jeroen?

**Email 10. Talpa Jeroen Groot** (December 3, 2012) Antony takes a chance based on his conversations and understanding with Geertje that Talpa would never steal anything from him and sends over his 31 page format for (the worlds best DJ) to Jeroen with Geertje and her PA in the CC as a safety precaution.

**Email 11. Talpa Jeroen Groot** Dec 6, 2012 Jeroen sends an email to Antony resend the format because he cant download it and again writes a long email stressing all of the things needed to be good enough for Talpa and on how to make a good Dj format as if you say because he or Talpa didn't create it yet it couldn't be done.

**Email 12. Talpa Jeroen Groot** (December 6, 2012) Antony resends the format and receives a download confirmation from Jeroen.

**Email 13. Talpa Jeroen Groot** (December 6, 2012) lets Antony know that he received the format and was very clear that he thought everything through but there was nothing really interesting about it and wants to know what are the "Spinning Chairs" of the format? Then states they have looked through a lot of DJ competitions and tried it themselves too. But If Antony can convince him that he is wrong, please do! (Preferably in a bit shorter document)

**Email 14.** Talpa Jeroen Groot (December 6, 2012) Antony advises Jeroen to read through the entire format because it covers everything in its 31 pages if he would take the time to read through it Antony believes he will find his “Spinning Chairs”

**Email 15.** Talpa Jeroen Groot (December 7, 2012) Antony sends a mail to Jeroen asking him if he managed to read through the entire format and analyze the elements?

**Email 16.** Talpa Jeroen Groot (December 7, 2012) Jeroen informs Antony he is still not convinced and will let a [colleague look at it again for a different insight and to give them some time.](#)

**Email 17.** Talpa Jeroen groot (December 7, 2012) Antony informs Jeroen that he believes the format is solid and explains in detail why but if he is set on finding “spinning chairs” then he will only be happy when he finds “Spinngng Chairs” the performance count down clock controlled by the judges was this formats “Spinning chairs” but at this point [Jeroen didn’t see it or want to admit seeing it.](#)

**Email 18.** Talpa jeroen groot (December 7, 2012) Jeroen sends a link to Antony regarding Simon Cowells Dj format which was in development with the question have you seen this? Without addressing one thing Antony mentioned in his last email. Antony felt that it made as much sence him sending links to 100 talent singing programs to talpa with the same ridicules question as if that would then make Talpa stop making Talent programs with people singing. It made no sense at all but Antony felt at this point that [jeroen was just not interested I and made that clear through his lack of interest and style of comunication.](#)

**Email 19.** Talpa Jeroen groot (December 7, 2012) Antony informs Jeroen that he is aware of Simon Cowells plans but made clear that his own format which he sent to Talpa has been registered and in development since 2008 and the two Formats/programs are totally different and the fact Simon is trying to also develop a DJ format has nothing to do with him creating and shopping his to Talpa. Antony felt as if [Jeroen was open to speak about anything besides the format he had sent him.](#)

**Email 20.** Jeroen groot – (December 19, 2012) Antony sends Jeroen an email asking him if he found the time to go over the format again and his thoughts? Jeroen would never answer this

email.

**Email 21.** Talpa Geertje (January 7, 2013) Antony sends Geertje an email welcoming her back to work but informs her that he was not really happy with the way Jeroen dealt with him and that he admitted to not even reading the whole format and never heard back from him again. Antony then sends Geertje a list of format titles and ideas in his portfolio which includes “Final Five” (the search for the next big Boyband Girlband)

**Email 22.** Talpa Geertje (January 18, 2013) Antony sends an email to Geertje asking her if she received his email.

**Email 23.** Talpa Nicole Drege (January 24, 2013) Nicole Drege from Talpa contacts Antony Via email and asks him for his number so Geertje can call him.

**Email 24.** Talpa Geertje (February 14, 2013) Antony receives a phone call from Geertje where he explains to her that he never heard from Jeroen again and it was far from a creative or enjoyable experience. Geertje told Antony not to worry to send over the formats again but then in shorter summery and she would personally look over them Asap. He sent the shorter format breakdowns via wetransfer.

**Email 25.** (The Next Pop Talent) (February 16 2013) The Next Pop Talent premiers on SBS 6 in the Netherlands and the Key element of the program is the Count Down Clock Element from Antony's format (The Worlds Best DJ) That he sent to Jeroen on December 6th, 2012 (Check Email 12.) The performance time clock Element would allow Dj's a limited amount of time to perform for the judges where the judges would then press a button giving them full support or no support on their performance/Song which would allow or deny the DJ to go on to the next round etc. The Element in (The Next Pop Talent) that was stolen was exactly the same but instead of a Dj playing the song they produced with limited time for approval it was singers singing with limited time for aprooval. When Jeroen received Antony's full 31 page format (The World's Best DJ) with this performance Countdown clock element he did not once mention an interest in the Elements or format but instead went out his way to speak on how the format had no “spinning chairs” and he wasn't convinced but when the performance countdown clock was mentioned as that key element and “Spinning Chairs” in the show he didn't speak on it but instead

just disappeared and stopped all contact with Antony only to see the performance countdown clock element appear in a Talpa format/program that was under his control over 1 year later. At this time Antony was still not aware that the key element in His (the Worlds Best Dj) format had already been stolen (Cherry Picked) this is why he did not mention it at this time to Talpa. It was only after Antony sent them "On the Spot and other formats did he realize and notice the theft.

**Email 25.** Talpa Geertje (February 28, 2013) Geertje writes Antony - It's almost Friday so just in time :- ) my feedback on your ideas. Again many thanks for sharing your ideas with us, I really appreciate this. Overall, we like your ideas and you have some clever insights, but the problem is that most of them are not formatted enough to be able to protect them. I'll try to explain per format below shortly why we don't see enough reason to take them into development (right now). Geertje writes about "Final Five" - We need a brilliant twist here. You mention that they're there but (it's essential to know them). Because without a really brilliant twist as a structural part of the show (not just a couple of tasks) it's difficult to make a unique band-competition, especially because there have been a lot of them already (also in our portfolio). Antony accepted Geertje comments regarding the request for a brilliant twist to make "Final Five" and she would need to know them. These twists and structural part of the show will be taken by Talpa from one of Antony's other formats "On the Spot" in 2014.

**Email 26.** Talpa Geertje (October 28, 2014) Antony Reaches out to Geertje over 1 year later to see if she would be interested in taking a look at some of his new formats which he believes have elements that are very unique and are game changes. Due to him now being aware that Jeroen or somebody at Talpa stole his performance countdown clock element from his format (The Worlds best Dj) and used it in the Talpa program (The Next Pop Talent) as the main structural element of the format, Antony decides to be very clear that he is only willing to work with Talpa on any of his formats and ideas if there is a 50/50 split on revenue and IP etc.

**Email 27.** Talpa Geertje (October 31 2014) Geertje emails Antony back that she would be delighted to look at his new formats and does not once in this mail or any other mails for the next two years dispute his collaboration terms with Talpa but instead welcomes his new formats.

**Email 28.** Talpa Anne-Cecile (October 31 2014) Anne-Cecile books in a meeting for Antony with Geertje so he can present her some of his new formats.

**Email 29.** Talpa Geertje (December 18, 2014) after meeting with Geertje Antony writes her an email about how he would love to work with Talpa and even trouble shoot some problems in TV formats for them and hopes that John De Mol likes what he creates.

**Email 30.** Talpa Geertje (December 29, 2014) Geertje emails Antony regarding his formats and passes on all but one "On The Spot" She writes - [Although there are some missing links in On The Spot, I would like to check John what he thinks about this idea. I'll keep you posted about his feedback, but this might take 2 weeks. Hope that is not a problem.](#) Antony replies that's fine.

**Email 31.** Talpa Geertje (January 26 2015) Antony sends Geertje an email asking if she had time to look over "On The Spot" with John yet?

**Email 32.** Talpa Geertje. (January 26, 2015) Geertje replies- [Hi Anthony, We've meeting planned to take it up with John at the end of the day, but it is not sure yet whether it is going to take place. If not, we'll discuss it with him on the next occasion. I will keep you posted! Best, Geertje.](#)

**Email 33.** Talpa Geertje. (February 3, 2015) Geertje writes Antony a mail - How are you? Sorry to keep you waiting this long but as you know we wanted to run your idea by John and it took some time before we had the opportunity. but we've discussed your idea "On the Spot" and I am afraid that we will not take it into further development. Let me briefly try to explain why. – Geertje goes on to speak on several different things they don't think will work but not once does she speak on the Elevator/lift performance stages, the deaf Audition process or elements of the record labels competing against each other for the acts / artists all of which will soon be stolen and added to yet another one Antony's formats "Final Five" which will get a Talpa name change into "The Next Boyband/Girlband. Ironically Geertje ends the mail with - Again thank you for (your trust) in sharing your ideas with us. I do hope you will find another interested party. And of course if you have new ideas you can always send them over. Best regards, Geertje (Antony tries several replies to convince her they are making a big



mistake passing on this and that the format and elements are gold but at a later date it would become clear to Antony that Geertje or somebody else in Talpa had already found what they needed from Antony's formats. Antony then ends the "On The Spot" format discussion with a polite thank you for your time and he would send over some more formats soon.

**Email 34.** Talpa Geertje. (December 24, 2015) after almost a year gone by and sending over more rejected formats Antony tries again to Pitch Geertje "On the spot" and she responds - Hi

Anthony, Thanks for your mail. I really appreciate your passion and drive, and I do understand your frustration. I also hope that you understand that we really try to look beyond a format or an idea, and look at it from every possible interesting angle.

Which is why I never decide on- or discuss a format on my own or with just one creative, we look at it with the team, where everyone offers a different view. And especially on formats like yours, that are well and clearly presented, we are very eager to discover something that we can work on. Still, we work in a strange business where nobody knows what will be the next big hit and where we have to rely on gut feeling to a great extend.

Let's agree that the next time you present something new, you send me short outline(s) first, just to pinpoint the basic idea. Based on that we make a selection on the ideas that we'd like to hear in a pitch. Hope that works for you. For now I wish you all the best for 2016! Best, Geertje.

(Not once has Geertje mentioned that they have taken Antony's key elements from his formats and have been developing them for almost 1 year for Antony's other format "Final Five" which has received the name change into the Talpa Program (The Next Boyband/girlband which also includes the commissioning and building of the elevator/lift performance stages and an entire set/ TV studio for the program. Its more than clear at this point that Talpa has breached Antony's confidence and has been tricking him for over 4 years to obtain ideas and elements without ever planning on paying for them or working with him.

At this point Antony is still unaware that he has been stolen from and its not until July 16<sup>th</sup> 2016 does he see John De Mol on RTL Late night TV Program speaking about his new format that will be the big follow up to "the Voice" and Antony is in total shock to see

his format and registered IP is now John De Mol and Talpa's big Fall format to boost the ratings on his newly acquired station SBS Broadcasting. <https://www.youtube.com/watch?v=ZQ2kHKQCxcg>

**Email 35.** Talpa Geertje. (July 18, 2016) Antony mails Geertje informing her that there is a big problem because His protected/registered formats and ideas that he sent he sent over to her in trust for collaboration only have been stolen and are now in what John de Mol is claiming to be his format and he would like an explanation and meeting asap to sort out this issue. Unfortunately Geertje was on leave but Antony received an answer to his mail request.

**Email 36.** Jeroen Groot (July 19, 2015) Jeroen Groot sends Antony an email introducing himself as if he does not know who Antony is and as if he has not been looking at Antony's ideas and formats for over 4 years when Geertje has stated very clearly in her mails to Antony that the format reviewing process is done with the Talpa Team which Jeroen is the head of, not to mention he has had over 10 emails back and forth with Anthony so knows very well who Antony is. Jeroen went on to presenting himself as the person who created Antony's developed "Final Five" On The Spot" formats which are now under the name The Next BoyBand/ Girlband. He continues with a self proclaimed very elaborate explanation to how he created Antony's format with everything from links to youtube programs in 2016 to just about anything he could say to explain how four years of Antony's hard work ended up as a Talpa TV program. Antony responded immediately asking Jeroen to please pass this matter on to the Talpa lawyers and he contacted his. The Talpa lawyer reached out claiming that nothing has been stolen from Antony but I am afraid the chain of events including these 35 emails and four years proves otherwise.