



VIDEOAGE

DAY 1

INTERNATIONAL

www.VideoAgeDaily.com

April 3, 2017

Does The Future Pay For The Present? Ask Exhibitors

The future is clearly on display at this MIP-TV: a total of 13 seminars and conferences are about Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR). At past MIPs, 3D technology sort of fizzled out, but now, after HD and UHD, it's VR, AR and MR's turn.

Since the future is very important, the television industry should invest in its own. The question is then: Is MIP the best place to invest in the TV future? Plus, is the future just VR, AR and MR?

"I have to worry about the present," commented Cesar O. Diaz of 7A Media. "You know the price we pay for the booth," answered Carsey-Werner's Herb Lazarus, "the conferences were in my way...



they took my clients away from my booth," he said of past experiences.

On the other hand, Multicom's Irv Holender looks to the future "for digital opportunities and growth through telephone companies."

"Outside events [like conferences] don't play a large part in our sales process," said GRB's Michael Lolato, "the bulk of our

(Continued on Page 4)

Kids TV Is Getting More Fragmented

At MIP-TV, children's television is getting into the spotlight, too. For sure, the sheer number of exhibiting companies that offer children's programming makes it impossible to ignore.

There are a total of 844 participating companies with kids' and teens' programs. Of these companies, 700 offer animation, while exhibitors with children's fare is a whopping 395.

However, Mondo TV's Matteo Corradi laments the problem of Bologna Book Fair taking place concurrently with MIP-TV. "Global content companies as we are need

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VideoAge
Daily on
the go



How TV In Europe Covers Donald Trump

The U.S. is a country made of hyphenated people: Italian-Americans, German-Americans, Greek-Americans, Spanish-Americans, and so on. For this and other reasons it's interesting to see how the media in each of the first countries of those hyphenates covers President Donald Trump.

"The Greek TV coverage on Trump ranges from neutral to positive, at the present time," said JTTV's John Triantafyllis from Athens.

"Spain media is very critical," added producer Santiago Gimeno de Priede from Madrid. "However, there are differences in the tone of the criticism. On TVE, the public TV network, the forms are kept in tune with the Spanish government, maintaining a balance. On La Sexta, whose profile is on the left, the American president is not only criticized, but he's the butt of jokes in its comedy shows," he said.

"However, not even Spain's

(Continued on Page 4)

The Sweetest Game Just Got Sweeter

Candy Crush

The Game Show

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(Continued from Cover)

Present & Future

meetings take place at our booth.”

“Not for attribution,” one prominent U.S. TV consultant explained it this way: “Whether [conferences about the future] help acquisition executives buy more or distributors sell more is an open question.” More forthcoming was a German distributor who also didn’t want to be quoted: “I don’t attend those ‘talks’ since they would be wasting my time and take away time to make deals. Furthermore, they don’t help the present, or the future of buying and selling.”

Added Breakthrough’s Jodi Mackie: “For our team the conferences are secondary to our face-to-face meetings. If and when we do attend, we gravitate toward sessions focusing on industry trends, new technologies and co-production opportunities.”

“This MIP-TV is richer in conferences than ever,” commented Mondo TV’s Matteo Corradi, “but [they do not affect] since people have to squeeze their time in just four days of meetings. Conferences are more a window for big media. Better to leave it that way. There are many other events during the year that are known just for conferences.”

“Come on,” said U.S. media consultant and MIP-TV veteran Mark W. Cutten, “we know it is wonderful to imagine the ‘future’ through panel discussions, but we all also realize from years of experience that those crystal ball guesses have no bearing on license, and panelists typically asked to make the predications rarely have actual P/L acquisition experience.”

But for KABO International’s Arabelle Pouliot-Di Crescenzo, “some talks can be very inspiring and always trigger ideas. New technologies and VR are hot topics and we have a ground-breaking VR show on our slate – so it will also be interesting to hear how VR is going to develop from those in the business.”

International media consultant Russ Kagan gave his perspective: “Viewers get programs via platforms; if these don’t carry the emerging technology, it’s not going to be useful to producers and distributors. For me VR and the like belong to markets such as NAB, IBC and CES. On the other hand, what would be useful is more focus on video gaming, especially for cartoon producers and distributors.”

To Cutten, however, “there is one issue that has been facing our industry that we have failed horribly to address, the ‘Paradox of Choice.’ We have done an okay job on addressing the 3 C’s [Choice, Convenience and Control] but we have failed at the 4th C, ‘Context.’ No content discovery engine exists today that can address this issue for our viewers. I challenge our industry to find a solution. It may be a partial answer to the ‘cord-cutting’ issue which, in part, is related to a ‘value’ judgment by our consumers.”

However, in terms of more immediate revenue-generating topics, the industry is facing TV advertising issues such as audience-based buying and programmatic advertising, topics not usually covered at market-based conferences.

Kids TV



to have a close team working among sales forces in the TV and consumer products divisions. The concurrency of the two fairs does not allow such teamwork during two important shows like the book fair and MIP-TV,” he said.

Similarly, Rainbow’s Cristiana Buzzelli said, “In our situation, as a media company with an integrated business model, this represents an inconvenience, especially if the overlapping [with the Bologna Book Fair] is total, as is the case this year.”

For Natalie Osborne of 9 Story Media Group, “Some of the buyers go to both, but predominantly it doesn’t conflict with our client base.”

As far as trends in children’s TV, Corradi believes that “comedy shows still lead the requests from the market. The age group is getting lower for animation, while there seems to be an increasing request for live shows among teenagers. If the trend continues we may see a high fragmentation of the market in the next years based on age group: animation for school or pre-school children, live action for teenagers,” he concluded.

To Massimo Liofredi, director of Rai Ragazzi, RAI’s two children’s TV channels, “Children’s media has been on the vanguard of bringing social issues to the forefront. A survey of the kids production community revealed an industry-wide sense that it’s time to make substantial changes to increase the range of voices both onscreen and behind the screen,” he explained.

For Buzzelli, “There is not a specific trend; buyers are always looking for great stories, for all target groups and all genres, both live action and animation. In Rainbow’s case, we are receiving a very warm welcome to our first live-action production *Maggie and Bianca Fashion Friends*, but also *Regal Academy* (pictured above). Good ratings are able to generate great interest from new buyers,” she said.

Osborne, on the other hand, commented, “more than ever there seems to be a resurgence in reboots of popular shows from the past. We are currently in development on new series for *Barney* and *Angelina Ballerina*, and in production with Netflix and Scholastic on a new *Magic School Bus*.”

Italy, in particular, is keen on kids’ television. In addition to the aforementioned Bologna Book Fair, on Thursday, some children’s television executives in Cannes will be bused to Turin for the 21st edition of the RAI-organized *Cartoons on the Bay*, which will run until April 8 at Palazzo Carignano.

Trump & Media

conservative TV networks support Trump. His message is as disconcerting to the local media, which, in addition to analyzing what he says, reports the U.S. media coverage of Trump,” concluded Gimeno de Priede.

From Budapest, Levente Horompoli of *Budapest Business Journal* said: “The Hungarian media is deeply divided along political fault lines. As a result, impartial coverage is a rarity, but many of Trump’s ideas are shared by the current Hungarian administration. Prime Minister Viktor Orbán endorsed Trump during his campaign. The Hungarian pro-government media therefore tends to present every move of Trump in a positive way or they simply refuse to report negative news about him. On the other hand, opposition media usually goes to the other extreme by projecting an exclusively negative image of the new U.S. President. This way they strive to discredit Orbán indirectly,” explained Horompoli.

“German media’s focus on Trump to this point is very much on the so-called problems of his administration to get off the blocks,” explained Dieter Brockmeyer, a journalist from Frankfurt. “Another issue,” he said, “is the uncertainty about the future relationship with the U.S.: Will there be a trade war? What will be the U.S. relationship with NATO or Russia? Vice president Pence’s appearance on the Munich Security Conference last February and his declared NATO support did not ease those fears entirely,” concluded Brockmeyer.

“Since January 20, 2017, all Italian TV channels place Trump as the first international news on their evening telecasts,” reported media analyst Edoardo Fleischner from Milan.

“Analyzing the key networks,” he added, “it can be said that RAI-1 is moderately critical. RAI-2 is balanced and RAI-3 is very critical, while RaiNews24 is just critical.

“Of Mediaset’s TV networks, Canale5 tends to be critical in the sense that it gives a voice to U.S. Republicans who are critical of Trump. Canale4 is pro-Trump but in a low key manner. Italiar is moderately critical and it even reported talks of impeachment,” he said.

“On the other networks: SkyTg24 reports Trump news as it comes from the White House wire. Rarely it is even slightly critical. Reports on La7 tend to be balanced with some criticism,” concluded Fleischner.

Vivicast Debuts

Memphis-based Vivicast Media debuts at this MIP-TV, showcasing several 4K titles, in addition to a number of 4K and HD linear channels.

The company is offering feature film *Lost Angels*, a heart-wrenching love story starring Oliver Pigott, former *Canadian Idol* winner.

Mockumentary news-comedy series *WTF NewsAmerica*, created and written by *Second City* alums, tackles the week’s current events through satire and from a Libertarian perspective.

(Continued on page 6)



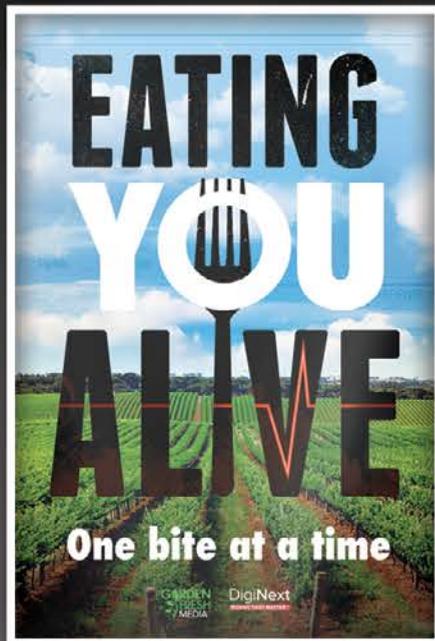
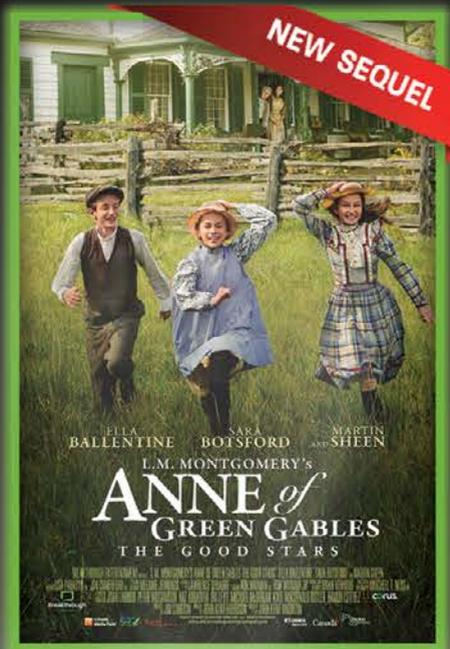
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New for MIPTV





EFM: A Strong Film Market for Italians

The European Film Market (EFM) of the Berlinale ended last February in Berlin, Germany, recording a significant increase in participants, with 9,550 trade professionals from 108 countries and 192 stands.

Many of the new EFM initiatives, such as the “Berlinale Africa Hub,” a platform dedicated to African filmmaking, and the “EFM Horizon presented by Audi” initiative, which focused on the film industry of the future, were very successful. Increased attendance was recorded for the “Drama Series Days,” as well.

The Italian delegation reported good results. It had a strong presence, including the Italian Film Commission Association that met in Berlin with its new board, which confirmed Stefania Ippoliti (Toscana Film Commission) as president, and Cristina Priarone (Roma Lazio Film Commission) and Luca Ferrario (Trentino Film Commission) as vice presidents.

Good results were reported by Francesca Manno of Summerside, Manuela Buono of Slingshot, and Catia Rossi of True Colors. The latter company, which unites players such as distributor Lucky Red and producer Indigo, sold *L’Ora legale*, directed by the duo Salvatore Ficarra and Valentino Picone, to Latin America, Greece and Bulgaria. (By Carolina Mancini in Berlin)



Gary Lico’s Wise Words

Veteran television executive Gary Lico, who for more than 20 years ran programming company CABLEready, has recently published a collection of quotes that have aided him through life. Here’s a selection from the booklet:

- Do not hope for a better past.
- What we see depends mainly on what we look for.
- When you talk, you’re only repeating what you know.
- When you listen, you learn something new.
- Perfection leaves so little room for improvement.
- A smooth sea never made a skilled sailor.
- If you don’t control your temper, your temper controls you.
- Stress is your reaction to an event, not the event itself.
- It’s never as bad as it looks or as good as it seems.
- Vitality is not the ability to persist, but the ability to start over.

(Continued from page 4)

Vivicast Debuts

Touchdown Europe is a documentary that follows the Milan Rhinos, an American football team in Italy, with a particular focus on a player from Kentucky, a legendary NCAA coach, and an Italian team manager.

Travel series **Beyond Moscow** explores Russia outside of the usual tourist destinations, taking viewers from the Black Sea to Siberia.

The Bachelor’s Kitchen is a cooking series that features sports athletes, such as Portland Trailblazers’ Festus Ezeli and Carolina Panthers’ Trai Turner.

Vivicast also offers 4K channels, such as #C4K360, dedicated to millennials and generation Y; *4K Universe*, *Travelxp 4k* and *Natural Relaxation 4k*, from top nature cinematographers.

HD networks include action/adventure *Heroes HD*, *FNL*, family-friendly *Freckle TV*, and *Clubbing TV*.

Stand P-1.D58

www.vivicast.com

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NEW SERIES!

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visit us at MIPTV Stand **R7.K28**



Mondo TV is Inventing Stories

Mondo TV shows up in Cannes with a collection of children's titles. *Heidi, Bienvenida A Casa* (pictured) is a story based on the classic novel by Johanna Spyri, of a charming, young girl who moves from her rural small town to the big city and discovers she has a talent for singing.

YooHoo & Friends follows five woodland creatures who arrive on Earth and must save the endangered animals before they can return to their magical island of YooTopia.

In *Invention Story*, two outsiders — a rabbit named Silas Hopner and a fox named Kit — arrive in Carrot Town and compete in inventing a bunch of gadgets, which change the lives of the town's residents.

Sissy, the Young Empress is a romantic story of adventure, magic, and mystery. Sissi, who acquires a magic bracelet, falls in love with Franz, but there is a problem as Franz is arranged to wed Sissi's sister.

Cube-shaped animal characters come to life in *Cuby Zoo*, an animated kids' show about toys who play an important role in keeping children happy.

Inspired by Robert Louis Stevenson's novel, the animated series *Treasure*



Island further builds upon the adventures of Jim Hawkins, who retells some of his past journeys.

After being driven out of his home, *Nori*, a RollerCoaster boy with big dreams, must return to save Nori Park from the evil Vegas.

Stand P-I.NI/P-I.M2

www.mondo-tv.com

KABO Tilts Into VR

KABO International offers a range of innovative and experimental game show formats, alongside family comedies. *Tilt* is the first-ever game and talk show to feature celebrity millennials competing against one another through virtual reality games.

A police captain and his ragtag team of *Cops On The Block* enforce the law to hilarious effects. While they lack the experience, these unseasoned police officers show a comedic eagerness for law and order.

Our Crazy Family (pictured), a sitcom with diverse sketches, reveals the inner-workings of a family across three generations that are trying to all get along and live with each other.



Three contestants must use their intuition to figure out the occupation, talent, or hobby of six strangers and guess **Who's Who?**

High Score is an eSports decathlon that involves a mix of physical and virtual reality challenges, throughout which viewers at home can interact through mobile, TV-connected, and VR platforms.

Through the use of a relationship-saving mobile app, real-life couples compete **Together** in a social experiment.

Hot Pepper, a daily game show, spotlights three comedians who face off for the most laughs through their funny takes on politics, celebrities, and popular culture.

Stand P-I.J56

www.kabointernational.com

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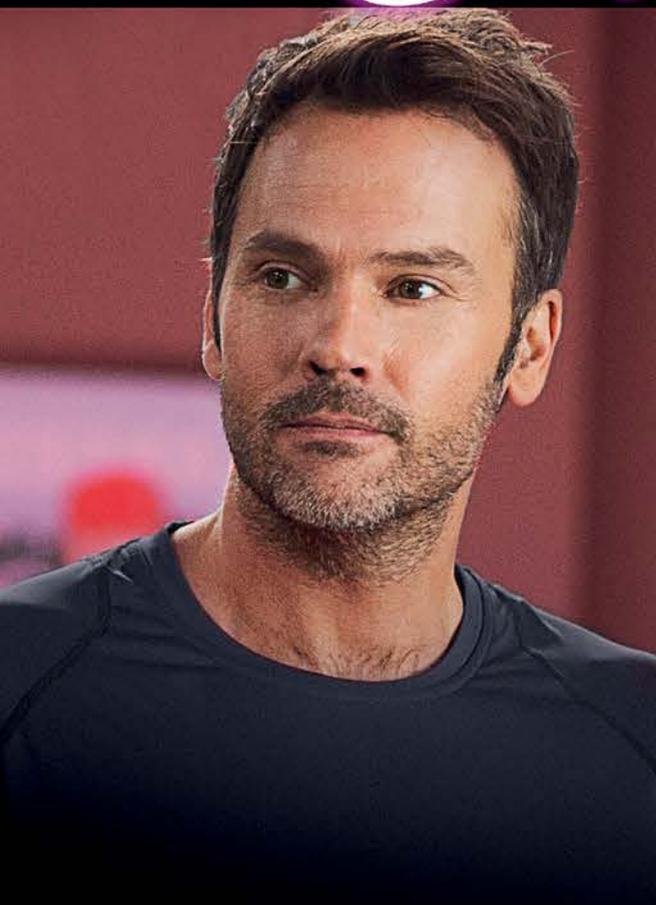
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MIPTV Stand C15.A6, Croisette 15

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9 Story's Amigonauts Save the Solar System

9 Story Media Group's MIP-TV slate is led by **Vivi** (pictured), a new preschool animation series that follows the title character and her friends as she journeys on magical adventures. At times both funny and moving, **Angela's Christmas**, based on the children's book by Frank McCourt, is a holiday special about the importance of family, and a child's prayer that the world be safe from harm around Christmas.

Raised in her father's pizzeria, Monica has been awarded a scholarship to a prestigious culinary academy. Since the school's haute cuisine training is vastly different than what she knows, will she be able to achieve her dream of becoming **Monica Chef**?

Ruby invites children to be creative and fun in **Ruby's Studio**, a preschool series that includes animated sequences, original music videos, and DIY craft lessons.

After accidentally saving the solar system, the **3 Amigonauts** — a playful trio of friends named Herby, Kirby, and Burt — are admitted to the galaxy's prestigious Oober-Doober Space Academy, and rewarded with their own space cruiser to embark on wild intergalactic adventures.



House cat Fred dreams of exploring the outdoors. When his human owners leave, Fred becomes **Nature Cat** and ventures on backyard excursions with his animal friends: Hal the Dog, Daisy the Bunny, and Squeeks the Mouse.

12-year-old McGee was supposed to be dropped off at Camp Sunny Smiles, except his bus took him to **Camp Lakebottom** instead. Not what he expected, he ends up having more fun with his friends Gretchen and Squirt at Lakebottom, where he feels obliged to protect his new camp from his nemesis.

Stand R7.K28
www.9Story.com

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26 x Half Hour



Misfit Pet Clinic of South Central LA

This is a MASH Unit at the frontline of animal rescue, in one of the US most dangerous neighbourhood, The Pet Clinic has a daily variety of clients, some vexing, some hilarious, some arrogant and much often desperate

30 x 26 min



Tough Rescue: Brooklyn

(Formerly, *Mobster Turns Animal Savior*)

Star of the TV Show The Diamond Collar, "Discovery Family Channel" for multi episode deal, Former mobster James Guiliani turned his back on a life of crime to dedicate himself to rescuing animals

26 x Half Hour



Blow up Dolls, AKA Botox Queen

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Corus is At Home To Win

Corus Studios delivers lifestyle entertainment at Cannes. Contractor and designer Brian McCourt and design consultant Sarah Keenleyside work with homeowners on **Backyard Builds** (pictured) to create unique outdoor spaces, such as office space made from a shipping container or a backyard forest made into a tree house village.



The Baker Sisters, Rachel Smith and Jean Parker, who have an appetite for enjoying signature baked goods, are on a mission to taste and bake across North America.

For homeowners who need a home renovation on a budget, contractor Sebastian Clovis and DIY designer Sabrina Smelko help by cutting unnecessary expenses and using salvaged materials on **Save My Reno**.

Scott McGillivray, Mike Holmes, Bryan Baeumlner, and Sarah Richardson form a team of renovation and design celebrities on **Home to Win**, transforming ordinary homes into dream properties.

Brother-in-laws and business partners Mickey and Sebastian assist families in making their homes go from **Worst to First** in the neighborhood.

Stand R7.N3
www.corusent.com

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The Bravest at Banijay

Banijay Rights presents everything from crime dramas to competitive game shows to gripping social documentaries at Cannes. At the helm of its roster is **Rebecka Martisson** (pictured), about a lawyer with a great career who is unhappy in her life. When a close childhood friend mysteriously dies, Rebecka returns to her hometown to investigate what actually happened.

Baroness von Sketch is a comedy series that showcases an all-female cast who satirize daily life through absurd and embarrassing sketches.

Six contestants each get a portion of **The Legacy**, and participate through different games to knock one another out of the competition.

In **The Bravest**, a courageous group of individuals live together and push their boundaries. Each episode includes trials, group challenges, and duels, which test fundamental human fears.

Three-part series **American Justice** tells the story of Jacksonville, Florida State Attorney Angela Corey as she runs for re-election in a crime-ridden and divided state.

Fake! The Great Masterpiece Challenge is an art-focused factual entertainment series that has members of the



public guessing whether works of art are the original or just a copy. The winner has the chance to receive a specially commissioned copy.

Stand C20.A

www.banijayrights.com

All3Media's Bucket List

All3Media International offers a slate that includes a heartfelt drama series, a detective murder series, and much more. At the helm is **Bucket** (pictured), which stars Miriam Margoyles as Mim, who, with the help of her daughter, undertakes a personal goal to complete her bucket list.



After seven years in prison, David Collier is released when his conviction for the murder of his wife, Tara, is overturned. While David and Tara's marriage of 10 years, with two kids, was less than perfect, David might be **Innocent** after all. As a new detective takes over the case, infidelity, abuse, and financial troubles are revealed.

In crime mystery series **Midsomer Murders**, Inspector Barnaby delves into the spike of murder cases occurring throughout the English countryside.

Paul Hollywood's Car Nation takes a road trip to test drive classic cars and give a history of automobiles in the country.

Combining gastronomy and history, Michael Buerk connects with top chefs and food historians for **Royal Recipes**, a documentary series that remembers the variety of food served in Britain.

American High School gives an inside look into what it's like to grow up as an African-American teenager in what was then called a "post-racial" America, following former-President Barack Obama's election.

Friends and family nominate a **Sneakers** enthusiast to lead and remodel a gym shoe makeover with a team of artists and designers.

Stand P3.Cro

www.all3mediainternational.com

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Lionsgate Will Get You Dancing

Thanks to its acquisition of Starz, Lionsgate Entertainment has added to its portfolio series from the STARZ premium pay-TV network and STARZ ENCORE platform.

At the top of the company's MIP slate is **The White Princess**, an eight-part series focused on the marriage of Princess Elizabeth of York and King Henry VII. Amidst a divided country, news arrives that Princess Elizabeth's long-lost brother has returned to take the throne.

A special three-hour musical event, **Dirty Dancing** (pictured) includes Abigail Breslin as Baby, Debra Messing as Marjorie Houseman, and Colt Prattes as Johnny Castle. This modern reimagining revisits the classic love story at the center of the original movie.

An overworked television producer and single mom, Jane Sadler, who is in the process of a separation, lands **Ten Days in the Valley**, when her daughter goes missing.

In reality competition series **Kicking & Screaming**, 10 contestants are dropped into the jungle of Fiji with 10 professional survivalists to compete and overcome dangerous natural elements, wildlife, and more.

One of the most popular gaming apps comes to life in **Candy Crush**, a game show in which competitors face off.

The prequel to *The White Princess*, **The White Queen** narrates the events of war-torn 1464 England through the eyes of Elizabeth Woodville, Margaret Beaufort, and Anne Neville, in their quest for power of the English throne.

James "Ghost" St. Patrick has a beautiful wife, an extravagant apartment, and the trendiest New York City nightclub, but still wants more **Power**. In his efforts to build an empire, Ghost gets lost in a underground criminal network.

Stand C15.A8

www.lionsgate.com



Sonar Has Literary Adaptations

Sonar Entertainment has a MIP-TV lineup of police crime, drama, and fantasy series. A retired police detective takes on a private investigation to take down **Mr. Mercedes**, a murdering psychopath, who is on the loose.

Based on the novel by Philipp Meyer, **The Son** (pictured) tracks America's progress through the rise and fall of a Texas oil empire built by a multi-generational family.

In **The Shannara Chronicles**, a fantasy drama series based on Terry Brooks' *Shannara* series, a band of unlikely heroes, assembled by the Druid Allanon, undertake a quest to protect the magical Four Lands from the Demon World.

Set in London in 1814, **Taboo** finds James Keziah Delaney, who just returned from living in Africa for 10 years inheriting his father's shipping empire with plans to rebuild his life.

Stand R7.N11

www.sonarent.com



Shots Fired at Fox TV Distribution

Twentieth Century Fox Television Distribution has an action-packed catalog led by the return of **Prison Break** (pictured below), the drama series centered on Michael Scofield who was determined to rescue his convicted brother Lincoln Burrows. In its fifth season set in Morocco, Burrows and Scofield's wife band together to plan a prison escape for Scofield, who was previously thought to be dead, but is actually alive.

In police drama **APB**, billionaire engineer Gideon Reeves transforms Chicago's 13th District into a technologically innovative police force. With the help of Detective Theresa Murphy and his tech officer Ada Hamilton, Reeves leads the fight against Chicago's skyrocketing crime rate.

MacKenzie, nicknamed **The Mick**, has always been the degenerate of her family, but has to rise to the occasion of taking care of her spoiled niece and nephews, and become a functioning member of society.

Feud: Bette and Joan narrates the legendary rivalry between Joan Crawford and Bette Davis during the shooting of the Academy Award-nominated film *What Ever Happened to Baby Jane?*

Shots Fired tells the story of two racially charged shootings: the death of an unarmed white college student by an African-American sheriff's deputy, and the oversight of the murder of an African-American teenager. At the helm

of the Department of Justice's investigation are experienced investigator Ashe Akino and Special Prosecutor Preston Terry, who, in the process of analysis, suspect that a cover-up story may have been used to hide one of the state's most powerful couples.

Series 24: **LEGACY** follows a race-against-the-clock mission to prevent a terrorist attack on the United States. Sergeant Eric Carter and Rebecca Ingram uncover a complex network of the state betrayal and distrust.

Stand P3.A1

www.foxfast.com



Family Viewing at Carsey-Werner

Carsey-Werner Television Distribution has a roster of beloved sitcoms. **That '70s Show** (pictured) is centered on the basement shenanigans of a group of teenage friends, who must negotiate with their nagging parents, all while dating, and having fun.

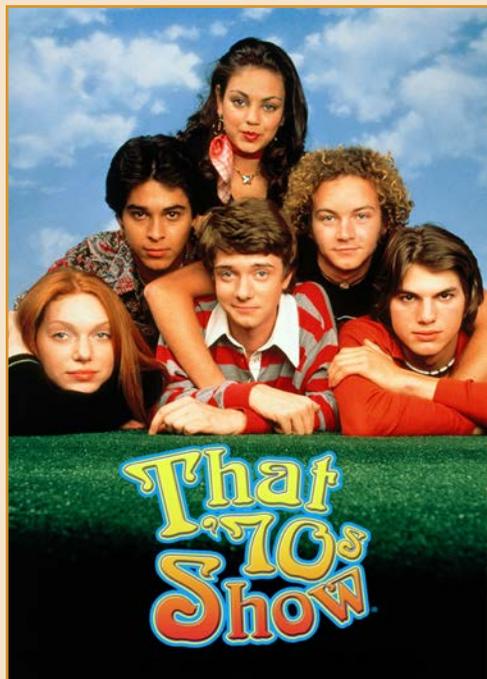
On **3rd Rock From the Sun**, four aliens disguise themselves as humans and must learn to live on planet Earth as a family.

Roseanne revolves around the Connor family — of which Roseanne is the heart — living in Illinois. The sitcom focuses on the concerns of ordinary, middle-class Americans as they navigate marriage, money, and family values.

Claudia and Sean had children at a young age. After having three, they don't feel totally grown up and, like kids, can still feel **Grounded For Life**.

The Cosby Show features Bill Cosby as the head of the Huxtable family, raising his five kids with his wife Clair. The show deals with family issues and racial stereotypes, among other topics.

www.carseywerner.com



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Breakthrough Explores Truth

Canada's Breakthrough Entertainment is introducing L.M. Montgomery's **Anne of Green Gables: The Good Stars** (pictured), the second feature film in a three-part series based on the novels of *Anne of Green Gables*. As the protagonist Anne Shirley is growing older, her personal life becomes more complicated as she deals with her friendships and relationships to adults.

Hidden facts about real-life murders and paranormal events are revealed in **The Shocking Truth**, a documentary series about how Hollywood transformed these ghastly scenarios into memorable cinematic moments.

Wonder Women tells the triumph of women of the world, as they push back against cultural boundaries and choose their own life paths to benefit themselves and their communities. This six-part documentary series includes the stories of young Indian girls being the first-ever female participants in a drumming competition, an all-women nature patrol in South Africa named the Black Mambas, and more.

Ellis Emmett, an adventurer from New Zealand, takes on **My Pacific Quest**, a personal challenge to sail around the globe.

Taking its name from Margaret Atwood's children's book *The Wide World of Wandering Wenda*, this animated kids' series is centered on the magical adventures of Wenda and her friends.

Underground arts communities are showcased in **Resilient Cities**, a five-part documentary series that focuses on the artistic and creative scenes in cities that have experienced massive amounts of trauma. Each episode profiles members of artists' communities in cities that have undergone political unrest, natural disasters, or impactful financial collapse.

Eating You Alive is a documentary focused on the medical industry, looking at the U.S.'s struggle with chronic health conditions and its connection to food distribution.

Stand P-1.Ao

www.breakthroughentertainment.com



Mediaset Reveals Phone Secrets

A former mob boss, a beauty salon, and other drama come to Cannes by way of Italy's Mediaset Distribution. In crime series **The Final Act**, Tonio Fortebracci wakes up in a torture chamber with no recollection of what happened to him over the past two years. After he escapes, he pieces together his past life, which he no longer wants, as a Mafia godfather.

Set in Rome, **Beauty Center — A Few Years Later** returns but with a new owner, hairdresser Jessica. Hairstylist Luca still works at the salon, keeping it together and guarding the protagonists' secrets.

An undercover agent who goes by **Code Name Solo** (pictured), is on a mission to topple a Mafia organization from the inside to stop drug trafficking across many countries.

Three couples take part in a reality series in which each partner's cellphone could lead to romantically incriminating information. **The Phone Secrets** are revealed.

On Your Skin is a game show in which the answers and the sums of money are painted on the bodies of 10 models, both men and women.

In three-part documentary series **Because Of Galileo**, Italian pop singer and physics graduate Annalisa introduces the history of European space adventure by inviting viewers to go on virtual trips of International Space Stations. She meets a few of Europe's most famous astronauts, including Samantha Cristoforetti, and Luca Parmitano, among others.

In the dance competition **I Love Dance**, eight amateur dancers must master five different dance routines from a famous choreographer. Each competitor must individually learn each dance — with the only instruction coming from a recording — and memorize it all in only 24 hours.

Stand R7.F7



www.mediasetdistribution.com

Inter Medya Found an Oasis

Istanbul-based Inter Medya specializes in TV series and feature films, but has recently started to produce entertainment and reality show formats, too. Here at MIP-TV the company presents a variety of new game show formats and romantic dramedies.

Join Instant (pictured), an online interactive contest show, allows home viewers to participate in a live competition using any device, and skipping the screening process usually required to compete live.

Hayat and Murat are complete opposites but are linked by love. Mistaken for someone else, Hayat becomes employed by Murat and is forced to deal with her mess of lies and love.

Oasis, an endurance-based game show, tests teams of couples as they work to trust their partners and remain in the competition.

Kemal and Nehan come from two different worlds; the former comes from a middle class family while the latter was born into a rich one. Against all likelihood, the two establish an **Endless Love**.

In **The Box Challenge**, three contestants start out with \$200 that they distribute throughout their choice of 30 boxes. Each box contains a random surprise that could either strengthen or hinder their chance to win.

Two teams of three face off in **Guess Who**, a multiple-choice quiz show in which the highest scorer will make it to the finale.

Stand C16.D

www.intermedya.tv



Content Has Best of Everything

The U.K.'s Content Media brings a collection of drama series, non-fiction entertainment, and doc specials. First, **21 Thunder** is a drama series that takes a deep dive into the cutthroat competition of professional soccer, specifically centered on the Montreal Thunder U21 team. Players and coaches form a team but also a family.

Date My Dad follows widower Ricky Cooper as he goes about raising his three daughters. His three girls, however, have a different goal in mind, which is: get Dad a date.

Anti-corruption unit AC-12 works hard in the **Line of Duty** (pictured), a police crime drama returning for its fourth season. Thandie Newton joins the cast as the antagonist DCI Roz Huntley, AC-12's most difficult opponent thus far.

Broken: The Incredible Story of Brangelina is about the coupling, marriage, and break-up of Brad Pitt and Angelina Jolie. The documentary special reveals riveting details about the power couple.

Focusing on one of the world's most famous tenors, **Mario Lanza — The Best of Everything** traces Lanza's life of fame and passion and the connections to those he influenced, including Pavarotti, Domingo, Bocelli, and more.

Looking at almost 15 years of constant combat since 2001, **Legions of Brothers** focuses on the small teams of Green Berets sent on secret missions into Afghanistan to defeat the Taliban immediately following 9/11.

Elián González is the five-year-old Cuban boy picked up from the Florida Straits whose story is the focus of a documentary executive produced by Academy Award winner Alex Gibney, which examines his impact on U.S.-Cuba relations.

Stand C15.A6

www.contentmediacorp.com



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My 2¢

Online market guides are good, but not as good as the printed versions. In addition, it costs more time and money to consult an online guide during markets.

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MAIN OFFICE:
216 EAST 75TH STREET STE PW
NEW YORK, NY 10021
TEL: (212) 288-3933
FAX: (212) 288-3424

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EDITOR-IN-CHIEF
DOM SERAFINI

EDITORIAL TEAM
ISME BENNIE (CANADA)
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DESIGN/LAYOUT
CLAUDIO MATTIONI
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Yesterday, I needed to find out the name of a person who had been missing from TV markets for a while. The only clue that I had was the country of origin, and that country traditionally doesn't have many TV companies attending MIP-TV, which made the search easier.

Nowadays, film and TV trade show organizers are printing fewer copies of market guides (which, therefore, cannot be widely distributed) because, they say, the information is online. I took the opportunity to measure the time it took me to flip through the printed guide versus searching the online database.

I started with the printed version, which at MIP-TV is smaller than at MIPCOM (about 146 fewer pages in the participants' directory portion). It took me exactly 90 seconds to find the country, look through the 34 companies listed and find the name of the person I was looking for.

Subsequently, and since my appointment schedule allowed it, I tried to clock the time needed to find the same executive browsing the online database with my tablet (or I could have used my phone).

To access the MIP-TV portal and log in, took about 30 seconds. Once on the site, I linked to "Companies," then I selected "Continent/Countries," but to reach the country I was looking for, I had to cancel nine countries. I then selected the category "Exhibiting companies," rather than "Visiting Companies," since that list was shorter. At this point I had spent another minute and reached a page with 12 companies. To look through the names of those companies' executives took six minutes, only to find out that the person wasn't among them. So I switched to the "Visiting Companies" section and I got four

pages containing 12 companies each. Fortunately, the person I was looking for was on the third page, so it took me "only" 13 minutes.

Ultimately, I was able to find him after spending a total of 22 minutes on the online guide, while it took just 90 seconds to leaf through the printed version. And if I had used a laptop that required a Wi-Fi connection, to locate that same person would have required even more time.

If, on the other hand, the online guide is utilized for just finding the stand number of a known person and/or company, the time required is reduced to "only" five minutes, but still that amounts to 210 seconds more than the printed-version search. If it is true that time is money and this time is equated to the average cost exhibitors invest at MIP, one can even put a cost to it of at least U.S. \$10 each five minutes spent to look for information, versus just \$3 for 90 seconds.

Granted, carrying around a printed guide that weighs almost one kilo isn't ideal, but if you consider the timesaving, it may be worthwhile. The lesson for market organizers is that the online features are great when one is at the office, especially before and after the market (if a

printed guide isn't available), but not onsite.

The temptation for trade show organizers to save printing, shipping and distribution costs can be resisted if they consider offsetting these costs with more advertising in the printed guide, a type of promotion which is far more visible than any digital banner.

Dom Serafini



www.multicom.tv

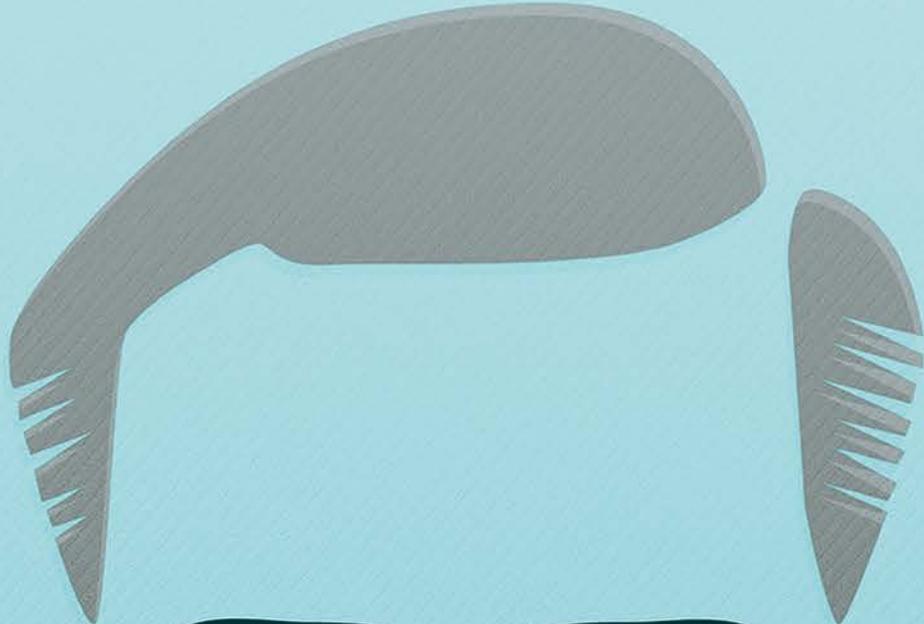
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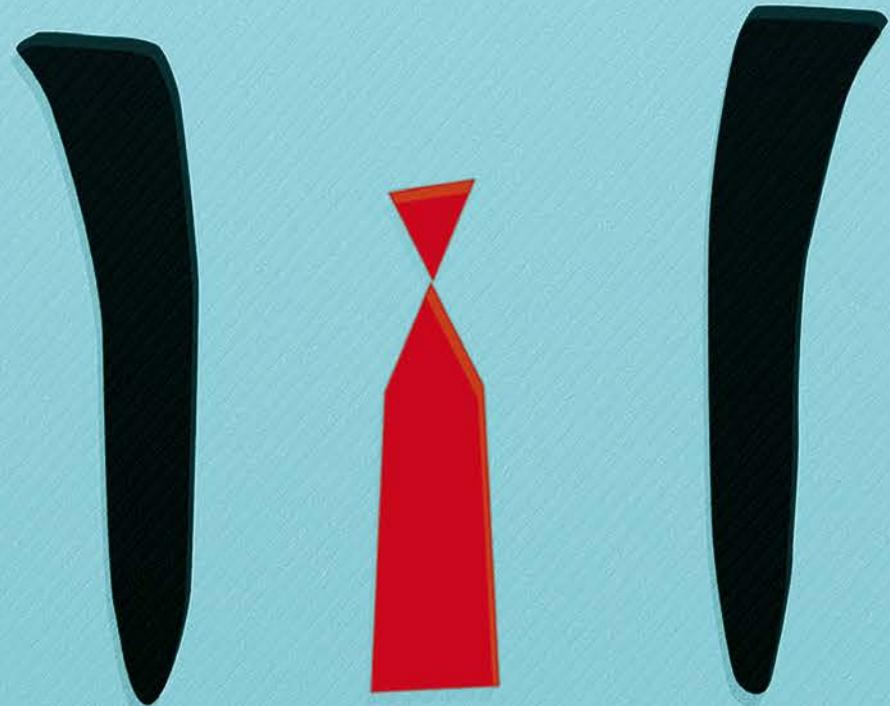
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