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How LATAM Marketing Teams Prep for NATPE

To monitor the preparations for NATPE Miami, the premier TV trade show for LATAM content and sales, VideoAge contacted the marketing teams at five distribution companies covering Mexico, Colombia and Argentina. However, one company did not want to be named, so it is identified here as "anonymous."

What are the three key issues to deal with at NATPE?

Smilehood's Silvana D'Angelo: "Buyers will be looking for new original content, taking more risks and not copying other broadcasters. We're thinking 360 and multi-platform. Linear TV continues to request reality shows, talent shows and entertainment. We are ... conscious of this present demand."



Anonymous: "Having a flexible schedule, trying not to book too many meetings in a row, avoiding delay problems, especially from elevators, that clients might have. Finding openings in our schedule to spend time at the Bleu Bar, since you never know who you might bump into. Finding a good location for the booth or meeting table; somewhere that is not too isolated from the main

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NATPE Miami To Set Tone For The New Year

Over 260 exhibiting companies are expected to set up shop here at NATPE Miami, making it the premier TV trade show for LATAM and, increasingly, European TV business.

This coming year is going to be crucial for the LATAM TV market with financial turbulence predicted in Argentina, Colombia, Brazil and Mexico, with a showdown expected in Venezuela.

In addition, the unpredictability of the new U.S. presidency is expected to contribute to some instability in the advertising market worldwide.

Because NATPE Miami is the

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Finding Out What Kind of Mart NATPE Is

Just by looking at the countries from which NATPE exhibitors hail, one could say that LATAM doesn't actually have a large presence here. There are 25 Latin American companies represented, while there are 78 from Europe and 102 from the United States.

On the other hand, if one looks at acquisition executives arriving from different parts of the world, there are 75 buyers from Europe, 150 from LATAM, and a whopping 410 from the U.S., which represent 58 percent of the registered 700 buyers. Taking into account 36 buyers from Canada, it can be said that NATPE Miami is mainly a U.S. TV market, followed by LATAM, Europe and Canada. But on a competitive scale, the seven Canadian exhibitors have a buyer-seller ratio of close to 95:1, compared to the Latins at 22:1, the Europeans at 8:1 and the Americans at 3:1.

However, among the U.S. buying contingent there are many executives who acquire content for American pan-regionals, such as

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