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Drama At The New 2018 Cannes TV Series Festival

Yesterday, the dates for the first International Cannes Festival of Series were announced for April 9-12, 2018, to be held here at the Palais during MIP-TV. This will pit Cannes against Series Mania (see story on page 6), a similar event sponsored by the city of Paris, and possibly by the current Minister of Culture.

The press conference followed the official announcement, made by the City of Cannes on March 8, which named Fleur Pellerin, former culture and communication minister and founder of Korelya Capital Investment, as president of the association created to organize the first International Festival of Series.

When Pellerin was culture minister, she initiated discussions to expand Series Mania, which is now in its eighth year and will be held April



13-23 at Forum des Images in Paris.

"There are no leading international events about TV series, even though this form of production has become very important in the realm of creative and broadcasting production. I am honored for the trust given to me and will carry with passion the ambitions of this rendez-

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How Healthy Is The Int'l TV Marketplace?

The troubled TV spots are known: Greece, the Middle East, North Africa, Venezuela, and Mexico with its devaluation. But how healthy are other regions of the world?

"The bright spots are the same as always," commented Carsey-Werner's Herb Lazarus, "Europe, Australia, New Zealand, Canada, India, and some countries in Africa."

A German distributor who did not want to be named concurred: "European countries — U.K., Germany, France and Italy are still strong buyers. Even if they are slowly disappearing, some output deals still exist. Let's not forget also bulk acquisitions by Netflix, Amazon

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Lights Inside The Palais Affect Sales

Excluding MIP-TV stands with natural light from terraces and windows, in order to improve sales, exhibitors on levels -1 (a.k.a. the "bunker"), 0, 1, 3 and the Riviera have to monitor three body hormones: melatonin, serotonin and cortisol — all three are influenced by artificial lighting.

Melatonin is the hormone that helps people fall asleep: a bluish light will send a signal to the brain to stop producing melatonin, thus energy levels increase.

The brain chemical serotonin is responsible for maintaining mood balance, and poor artificial lighting can trigger depression.

Finally, light that matches the brilliance of the sun reduces the level of the stress hormone cortisol.

However, monitoring artificial lighting is more complex because spending excessive time in bluish light can cause feelings of nervousness and uneasiness. And, LED-based displays, like TV screens, computers and iPhones, emanate

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