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MIP-TV 20



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L.A. Screenings Preview: Better Ads Environment

Yesterday, MIP-TV premiered its Pre-L.A. Screenings Showcase at the Palais and, nearby, at the Majestic Hotel, the second annual International Drama Co-Production Summit was presented. These two events highlighted the importance of primetime TV programming.

At the Showcase Reed Midem's Laurine Garaude introduced Disney's Mark Endemaño, who presented six pilots, and Lionsgate's Peter Iacono, who gave a presentation that spotlit current programs that they are presenting at MIP-TV. Meanwhile at the Co-Production Summit, Antonio Campo Dall'Orto, CEO and General Manager of Italy's RAI (pictured at right), illustrated his group's co-production requirements.

If President Trump is "Making



Television Great Again" (see My2¢ editorial on pg. 14), these upcoming L.A. Screenings promise to be "terrific." So far, out of 77 new broadcast series in contention, six have already been picked up.

For U.S. broadcast television, competition from Netflix, Amazon,

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LATAM Gets Noticed at MIP Screenings

Last Monday, MIP-TV placed its spotlight on Latin America with a first-look at top new dramas from Telefe, TVAzteca, Caracol, Telemundo, RCN and Record TV, among others.

Together, those screening blocks offered more than 1,700 drama buyers attending MIP-TV the opportunity to prepare their spring acquisition slate ahead of the L.A. Screenings.

Traditionally, at MIP-TV the LATAM contingent is not very large, consisting of 12 exhibiting and 30 participating companies. However, all the major producers are here, together with their top-level executives.

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VideoAge Daily on the go

China Among Medal of Honor Four Recipients

The whole international TV market is being recognized in this year's MIP-TV Medal of Honor recipients: Los Angeles-based Roy Price, VP of Amazon Studios and global head of Prime Video content; China's Yi Fang Zhao, president and co-founder of Huace Group; Russia's Viacheslav Murugov, CEO of CTC Media, and Alexander Coridass, president and CEO of Germany's ZDF Enterprises. Zhao is the first Chinese TV executive to receive the Medal.

Coridass is the fourth German TV executive to receive the award, and Murugov is the second Russian, while Americans have been honored six times. Price, a frequent speaker at MIP-TV, delivered a keynote speech on Monday.

The annual MIP-TV awards began in 2013 with six honorees. The following two years they were reduced to four recipients, then five last year and four this time.

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