

Buyers Rate L.A. Restaurants

With the L.A. Screenings on the horizon, *VideoAge Daily* checked in with a few Los Angeles-bound buyers to find out their favorite places to power lunch in L.A.

RTL's Dermot Horan has two favorite restaurants in L.A. — Angelini Osteria on Beverly Boulevard and The Ivy (no relation to the London luvvie watering hole). Horan described this eatery as, "a venerable L.A. institution, good without being ostentatious, and a great place to relax."

For Stephen Mowbray of SVT Sweden, "There are so many great restaurants to choose from in L.A., but I like Koi on La Cienega, Pace in Laurel Canya and The Soho House."

Rudiger Boess of ProSiebensat.1 reported that among the restaurants he is looking forward to visiting again are old favorites, Ago and The Garden at The Chateau Marmont, "an unbeatable place!"

"A gem I found is the Canale on Glendale Avenue," said Promo Group

(Continued on Page 4)

1982 Archives: Chevy's Mark

"For Bernard Chevy, president of the Paris-based MIDEM Corp., the issue is not achieving success, but maintaining it. MIDEM stages markets and conferences in France for international television (MIP-TV), home video hardware and software (VIDCOM), music (MIDEM), advertising (IAM), theatrical and cinematic equipment (CISCO), and discotheque hardware (DISCOM). While the first three markets are held annually in the French coast resort town of Cannes, the others are staged in Paris. Chevy has been known to the international entertainment industry since 1965, when he founded MIDEM. His popularity is due mainly to MIP-TV, a 19-year-old market for TV programmers and, more recently, VIDCOM, developed in 1971. (Full story on Page 18)

L.A. Screenings Bound

Buyers and sellers prepping for Hollywood

As distributors begin to close up shop in Cannes, they're turning their eyes towards the City of Angels, where the L.A. Screenings will kick off in May. The indies will screen May 14-17, the studios May 16-24 and the Canadians May 13-19 (with deal



night on May 20). We've tallied just under 100 pilots — two of which have been ordered to series: Seth MacFarlane's Fox comedy *Dads* and an untitled NBC comedy starring Michael J. Fox.

Emilia Nuccio of Echo Bridge Entertainment said, "The dates feel very close to MIP-TV, but it's another opportunity to be with our clients and close deals that may have been initiated in Cannes."

Sheila Aguirre of FremantleMedia International said, "With the timing of this year's market, we're in a good position to have another successful show. We usually like to visit most of our clients in South America from

(Continued on Page 4)

MIP Medals To Six TV Execs

In the midst of MIP-TV's 50th anniversary celebrations, which will culminate tonight with a gala dinner at the Carlton Hotel, market organizer Reed MIDEM will for the first time award the Médaille d'Honneur (Medal of Honor) to former and current TV executives: Jan Mojto of Germany's Beta Film; Armando Nuñez of CBS; Armando Nuñez Sr., a former executive with ITC/PolyGram and 20th Century Fox; Masao Takiyama of Sony Pictures Japan; Nicolas de Tavernost of France's M6, and Sophie Turner Laing of the U.K.'s BSkyB. Six industry veterans from five countries and three continents.

According to Reed MIDEM, the Medals will be a recurrent feature at

(Continued on Page 4)

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MY TWO CENTS

Let's have a *lite* moment on this penultimate day of MIP-TV. I thought I'd string together a hodgepodge of things that have been running through my mind about Hollywood, diplomacy, politics, New Jersey and Canada, with anecdotes taken from various sources.

This first story, in my view, illustrates why Hollywood will resist all kinds of nuclear, chemical and financial warfare: A beautiful young lady visits a Hollywood producer in his office and without much preliminaries proceeds to tell him straight out how much she admires his work and, because of his contribution to the movie and TV business, she is prepared to make passionate love to him. At which point the producer replies: "I appreciate your offer. I'm honored and flattered, but what's in it for me?"

We can all learn from the conduct of diplomats: Balanced, unflappable, affable and always with ulterior motives: The story is that, when princes' chief schemer Niccoló Machiavelli was on his death bed and his relatives called the town priest for the last rite, the ecclesiastic asked if Machiavelli would reject and denounce Satan, at which point Machiavelli answered, "Father, do you think this is the best time to make enemies?"

Defining politics is complicated, but often the following simple explanation could do the trick: A boy went to his dad and asked, "What are politics?" Dad answered, "Well, son, let me try to explain it this way: I'm the breadwinner of the family, so let's call me capitalism. Your mom, she's the administrator of the money, so we'll call her the government. We're here to take care of your needs, so we'll call you the people. The nanny, we'll consider her the working class. And your baby brother, we'll call him the future. Now, think about that and see if that makes sense."

So, the little boy went off to bed thinking about what his dad had said. Later that night, he heard his baby brother crying, so he got up to check on him. He found that the baby had severely soiled his diaper. So the little boy went to his parents' room and saw his mother sound asleep. Not wanting to wake her up, he went to the nanny's room. Finding the door locked, he peeked through the keyhole and saw his father in bed with the nanny. He gave up and went back to bed. The next morning, the little boy said to his father, "Dad, I think I understand the concept of politics now." Enthusiastically, the father asked, "Good, son, tell me in your own words what you think politics is all about." The little boy replied, "Well, while capitalism is messing up the working class, the government is sound asleep, the people are being ignored and the future is in deep poo."

On a totally different note, why do American TV shows make fun of Canada and New Jersey (take for example, *Jersey Shore* and *The Sopranos*)? Apparently, for New Jersey it is something that goes back in history. Yet, *Jersey Shore* has benefited the Garden State from a purely financial standpoint. People now flock to Seaside Heights hoping to catch a glimpse of Snooki (née Nicole Polizzi) behaving badly or at least to snap a picture of the now famous Italian flag garage door. The town is now an international landmark.

New Jersey is considered a state united in diversity, yet Governor Chris Christie (who turned out to be a great governor on a national level) has taken an anti-Guido stance. Last year, he jokingly asked New York Governor Andrew Cuomo to take back Snooki and *The Situation* (née Michael Sorrentino), both of whom were born in New York.

Canadians, on the other hand, are proud to be humble and they couldn't care less about their "hockeyness." And it's not true that Canadians dominate sports that no one else plays.

According to an informal survey, 50 percent of Canadians get annoyed when American TV shows make fun of them, and the rest are amused. In a *Vanity Fair* article, Canadian journalist Bruce McCall recently wrote that in the U.S. there are so many Canadian comedians that "you have to wonder if Canadians are breaking into American comedy or if American comedy is Canadian." Indeed, Canada is considered *Saturday Night Live*'s training camp. And this is only the beginning: Just wait until global warming reaches Canada for the real fun to start.

And with this, I bid you farewell, until we meet again in Los Angeles for the L.A. Screenings.

Dom Serafini

DAY 3



"I don't care if you were a hit on Jersey Shore, clean up your room!"

L.A. Screenings

(Continued from Cover)

June through August, so the L.A. Screenings offers us a great head start on this effort.”

Irv Holender of Multicom Entertainment Group has found that the success of the Screenings “has to do with what the major U.S. studios have on the pilot side. The indies don’t drive buyers to attend, the studios do.”

He added that the L.A. Screenings last for “too short a period. Four days is not long enough. Last year, we had a lot of missed and canceled appointments because buyers were going off to the studios.”

Lionsgate’s Peter Iacono said, “We’re lucky because we already know what we’ll have at the Screenings, while some companies are still waiting.” They’ll have new content ranging from Netflix series *Orange Is the New Black* to a drama for ABC Family called *Chasing Life* to two reality series, *Tequila Sisters* and *Staging New York*.

As for A+E’s Marielle Zuccarelli, “We attend L.A. Screenings with a major focus on Latin America, and plan to meet with all buyers from every country in the region.”

According to A+E’s Sean Cohan, “A+E Networks will be at the L.A. Screenings both as a buyer and seller because we are increasingly investing in drama with the launch of Lifetime plus buying historical drama for HISTORY, and looking for properties for A&E.” However, they are only acquiring for their international channels outside of the U.S.

As for the buying contingent, Lanny Huang of Promo Group TV said, “In particular, I’m looking for political stories similar to *Homeland* that touch on worldwide issues like national security. I expect to pay attention to CBS’s *Hostages* and Fox’s *The List*, which are both dramas in this vein.” Huang noted that she expects Fox, CBS and

L.A. Restaurants

(Continued from Cover)

TV’s Lanny Huang. “I usually go there for Sunday brunch and order their specialty egg and bacon. And for anyone who is interested in trying this particular restaurant, Huang cautioned, “They do not take reservations, so I arrive a bit earlier to get a seat.”

Sasha Breslau of ITV is a long-time fan of Eveleigh on Sunset. According to her, it’s “pretty as a picture with great food and wine — so long as you’re not in a rush,” and she is also a more recent convert to Chateau Marmont.

ABC to have many of the shows that she’s looking for.

According to Stephen Mowbray of SVT Sweden, “All Swedish broadcasters have volume deals, which, between them, cover all the major Hollywood studios. So, of course, we are hoping that our shared volume deal with NBCUni will deliver the next big hit for us.”

Channel 5’s Katie Keenan noted, “my focus this May will be on drama, and I am keenly studying the casting, which is now almost complete. There’s a lot of buzz around the two J.J. Abram’s shows *Believe* and *Human* and I am also hoping to see ABC Studios’ first Marvel series, *S.H.I.E.L.D.* Steve Coogan’s casting in *Doubt* is also exciting as he could ‘do a Hugh Laurie!’” She continued, “There are also a lot of book adaptations this year, of which I think *Sixth Gun* and Fox’s *Delirium* sound very intriguing.”

The five channels of the ProSiebensat.1 group between them probably play more U.S. shows than any other German outlet, and the group as a whole has what Rudiger Boess described as, “a voracious appetite for both comedies and dramas from the U.S.” As for the studios, Boess expects that, “Warner Bros. will again have the most new shows as they traditionally do, and, as in the past few years, Fox and CBS will again have a strong showing. And, while we will see quite a few new comedies, I expect to be shown a lot more new drama.”

Pictured on the cover: Artear’s sellers Julieta Gonzalez and Natalia Affranchino with program buyer Walter Sequeira.

Latins Say Olé to Palais

Latin American companies have a stronger presence in the South of France this April than last year, despite the fact that MIP-TV isn’t traditionally a market that draws a huge Latin base. *VideoAge Daily* calculated some 76 Latin companies either exhibiting or attending as visiting companies, and that does not include Latin companies based in the U.S., or the Latin divisions of U.S. companies. Latin companies made the trip to Cannes from countries such as Argentina, Bolivia, Brazil, Chile, Colombia, Mexico and Uruguay.

“In general terms, we have always seen a smaller Latin delegation attending MIP-TV when compared to MIP-COM,” said Cesar Diaz of Venevision International, “and this year should be no exception.”

“Since for MIP-TV the Latin American attendance can be very low, my focus is mainly on European companies,” said Frecuencia Latina International’s Patricia Jasin.

Medal of Honor

(Continued from Cover)

future MIP-TVs.

The recipients will begin their day today with a visit from the Mayor of Cannes, who will confer on them the “Palm d’Or,” then, after lunch, they will rehearse their two-minute speech for the elaborate award ceremony.

“We are taking a global approach as we always do at MIP-TV, and for this reason the majority of our sales team travels to Cannes. MIP-TV is especially popular for European and Middle Eastern companies, and we have a great number of visitors to our stand from these territories. We also have a very large number of meetings with Asian companies,” said Melissa Pillow of Telemundo Internacional.

Valerie Cabrera of Entertainment One (pictured below with Peter Emerson) noted that the company



brings the same content to both MIP-TV and the L.A. Screenings.

As for Frecuencia Latina International, Jasin noted that the content is “not necessarily the same. Usually before the L.A. Screenings, we incorporate new programs and formats into our catalog.”

“We are always premiering brand new and exciting titles at every major convention we attend,” said Venevision’s Diaz. “New titles are constantly being added, either from our production companies in Venezuela and the U.S., or products from independent producers.”

Pictured below are Reset TV’s Josep Mainat and Toni Cruz at the Telemundo stand.



THIS JUST IN

- **WWE’s *WrestleMania 29*** is the highest grossing live event in its history and broke the record for MetLife Stadium’s highest grossing extravaganza. The annual pop-culture event grossed U.S.\$12.3 million. The event is broadcast around the world on pay-per-view in more than 100 countries and 20 languages.

- Mexico’s **Televisa** inked an exclusive agreement with Spain’s Selecta Vision to manage its children’s and teen properties in Spain, Italy, France, Portugal, Greece and Turkey. Last month Selecta Vision secured a broadcasting partnership with Italy’s Frisbee TV for series *Miss XV — Best Friends Forever* (*Miss XV Migliori Amiche Per Sempre*).

- Yesterday Mexico’s **Comarex/Azteca** announced a distribution deal with Argentina’s New Sock for *Conectados*. Pictured below Comarex’s Marcel Vinay (l.), with New Sock’s Damian Kirzner.



Sean Cohan’s A+E Minutes

Yesterday, *VideoAge Daily* spent seven minutes with A+E Networks’ Sean Cohan to go over a couple of topics, starting with the importance of MIP. “With more buyers, more channels and more windows, markets are tremendously efficient and, at the moment, are indispensable.” About the programs highlighted, Cohan said that, since A+E has a U.S. content engine that is producing increasingly formatable shows, formats have been our focus. “Our shows are character-driven, however, if properly cast and executed they can succeed anywhere,” he explained. As examples, he cited *Pawn Stars*, which is succeeding in the U.K., *American Pickers*, being readied as *Aussie Pickers* for Australia and the most recent *7 Days of Sex*, which has been picked up by Germany, Austria, Denmark, Norway and Sweden.

Pictured below are Christopher Barry, Sean Cohan, Marielle Zuccarelli, Dean Possenniskie, Christian Murphy.



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Secret's Out at Venevision

Venevision International comes to MIP armed with lots of telenovelas. Lucia is a ruthless arms dealer and killer with amnesia in **Lucia's Secret** (*Los Secretos de Lucia*). She struggles with flashes of her former life, and must bury her horrible past before it destroys any hope of a promising future (pictured).

Rosario, a brilliant law student, falls in love with Alejandro, a prominent lawyer. They plan to spend their lives together, but Rosario discovers that her lover is the same man who was engaged to her mother over 20 years ago.

Set in a Mexican coastal village, **My Life in Sayulita** (*Mi Vida En Sayulita*) follows seven teenagers on summer break who find their perspectives, philosophy and outlook on life forever altered.

Inside Football (*Futbolera*) is a

news magazine focused on the world of international football (a.k.a. soccer), presenting in-depth coverage and stories about players, teams, clubs, leagues and stadiums.

The creator of *Crime Scene Investigation* presents cyber-thriller **Cybergeddon**, a film about an FBI hacker and her partner who expose a cyber-crime plot.

Years after losing the family ranch, Camila, an agricultural engineer, returns to the area where she grew up and re-encounters the love of her life in **The Talisman** (*El Talismán*).

The women of the Lopez family have been afflicted by **The Love Curse** (*Válgame Dios*) for the past 100 years. Faced with two men to marry, they always choose the one who makes them miserable.

Stand 14.02
venevisiointernational.com

Sipping Wine at Artear

Argentina's Artear offers both fictional and documentary series. In **Compulsive Times** (*Tiempos Compulsivos*), Dr. Ricardo Buso and his colleague Ezequiel treat outpatients suffering from Obsessive Compulsive Disorder. Their patients have a range of disorders, but the professionals have their own ghosts (pictured).

Dicky and Lorna Cocker are a former porn director and star in **Naked Family** (*Condicionados*). Thirty years after making it big in the biz, the two are no longer successful and on the brink of divorce. One of their children decides to get into the business of creating modeling portfolios.

The Social Leader (*El Puntero*) is the story of a political staffer who wields power over his neighborhood, influences neighbors' actions and drives their destinies.

Following the sudden death of their harsh and critical mother, Gloria,



three single sisters discover that her absence hasn't freed them at all. The stars of sitcom **Left on the Shelf** (*Para Vestir Santos*) still find themselves unable to connect to men.

Every episode of **Fantastic Biographies** (*Biografías Fantásticas*) revolves around a different fictional literary character.

Documentary series **Methods** (*Métodos*) explores the creative process behind works of art.

Tasting Notes (*Notas de Catas*) is dedicated to the world of wine. Argentine Sommelier School director Marina Beltrame takes viewers behind the scenes, offers pairing suggestions and teaches about trends in wine.

Stand 20.18
artear.com



LATIN AMERICA'S TV FARE

Record's Got Intrigues

Record TV Network sure knows how to do drama. The story of the Bible's **King David** begins in Bethlehem, with a 10-year-old David preparing to herd his father's flock of sheep. Always accompanied by his harp, he composes psalms and prayers to God, and is eventually divinely chosen to replace King Saul.

Tricky Business covers three different storylines — one following the fate of a married couple terrorized by gambling and debt; another centering on a supposedly perfect family with a big paternity secret; and a third that follows two dueling stepbrothers and business partners.

Things get complicated for a group of friends and lottery winners who make a pact that whoever accomplishes certain goals within a year of winning gets to stake claim to half of the **Jackpot!**

In **Masks**, Maria, the wife of a rich landowner, is kidnapped along with her son. Her husband, Octavio, follows the trail of the supposed kidnappers, but finds it increasingly difficult to know whom to trust.

River of Intrigues is a contemporary soap set in a historic and beautiful town whose river is a big draw for



recreation. But everything in the sleepy village is transformed with the arrival of a mega-project, as politics and police action take center stage.

Tony Castellamare's wife and daughters are killed in a car explosion that was meant for him. He escapes Italy for Brazil, looking to avenge the murder of his family. There, he falls in love with a journalist writing a story about him in **Another Power**.

Catarina is a high-society woman who decides to become a police commissioner after her father's murdered in **The Law and the Crime**. Catarina's path crosses with Nando, a drug dealer, and Romero, a militia policeman. But things get even more complicated — and deadly — when Nando kills his father-in-law, Romero's father.

Stand 13.14
recordtvnetwork.com

Looking for Thrills at Telefilms

Telefilms has some pretty big-name movies here at MIP. 3D animated family comedy **Escape from Planet Earth** (pictured) catapults moviegoers to planet Baab where famed astronaut Scorch Supernova pulls off astonishing feats with the quiet aid of his nerdy, timid brother. Scorch finds himself caught in a fiendish trap and it's up to Gary to save the day.

In supernatural love story **Beautiful Creatures** Ethan and Lena — a mysterious new girl — uncover dark secrets about their respective families, their history and their small Southern town.

In **Olympus Has Fallen**, former presidential guard Mike Banning finds himself trapped in the White House in the wake of a terrorist attack, and he must rescue the President from kidnappers.

A woman turns to prescription medication to handle the anxiety she feels about her husband's upcoming release from prison in **Side Effects**.

When a veteran 911 operator receives **The Call** from a girl who has been abducted, she soon realizes that she must confront a killer from her past in order to save the girl's life.

Stand 09.04

telefilms.com.ar



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A Lot of Heart at Telefe

Argentina's Telefe International has comedy, drama and, of course, a lot of love. Family comedy **Los Vecinos En Guerra** revolves around Mecha and Rafael. Nobody knows that Mecha, a slightly bored housewife, was once a member of a gang of swindlers. But her world is turned upside down when her old flame and former partner-in-crime moves into her neighborhood.

A renowned and rotating cast stars in **Stories from the Heart**, an episod-

ic series that deals with different topics related to love, passion, friendship, emotion and more.

Ramirez is a police procedural based upon character psychology. The main character is a woman who solves cases but is also looking to solve her own personal case: the murder of her son's father, her great love.

Romantic comedy **My Love, My Love** (pictured) tells the story of Juan, a man who believes he has everything under control. But living in a small



town, even his smallest decisions affect others.

Four generations of couples and

four kinds of love are featured in telenovela **Candy Love**. The stories all incorporate a candy factory that's on the brink of bankruptcy.

A group of former high school classmates meet 20 years after graduation, and a love story changes the course of their lives in **Graduates**.

Musical comedy **Qitapenas** revolves around two families with competing restaurants. When two of the children fall in love with each other, things get even more complicated.

Stand RSV.14

telefeinternational.com.ar

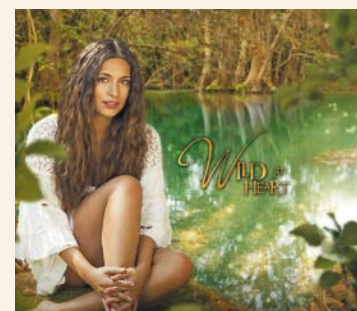
Televisa Goes Wild

In Televisa Internacional's **Wild at Heart** (pictured) Maricruz lives a simple, seemingly perfect life. But her life becomes a lot more difficult when she loves and loses Octavio, loses her beloved grandfather and meets her father for the first time.

In **The Lady from Vendaval**, Marcela will do whatever it takes to save the property her mother left her, even if that means finding a provincial husband.

Fabiola, Corina and Amparo are the daughters of the owner of Hacienda Las **Bandidas**. The plot revolves around the love lives of the sisters and an old family rivalry.

Boys and girls of different racial



backgrounds and social statuses are taught about union and equality in children's series **Carousel**. Values such as friendship and respect for others are emphasized.

Eight high school students live in a crazy fun universe known as **CQ**, but they all interact to create laugh-out-loud funny stories.

In advance of their 15th birthday parties, best friends Valentina and Natalia fight and find both parties canceled. But a great opportunity arises with **Miss XV**, a contest whose prize is the best 15th birthday party they could ever imagine.

Patito — an aspiring singer — and her mother, Carmen, travel to the city to fix Patito's health problems in **Ugly Ducklings**. Little does the girl know that the manager of the hospital they're in is actually her father.

Stand RSV.02

televisainternacional.tv

Swiss Television Programs



In volo con un'Ape Travelling on a Bee

The author of this documentary has travelled along the Rhone river, from its source to its mouth, on... a three-wheeled Ape pick-up (Ape – pronounced ah-peh – is the Italian word for bee). On his 1,000 km long journey in Switzerland and France, he has come across people of different cultures and gained some insight into centuries of history.

Italian, English subtitled – 53' – 2012

Transumanza Transhumance

Ernestino and Renza have chosen to do without the comforts of a home in order to live 365 days a year amongst their herd, perpetuating a tradition which goes back several thousand years and is today threatened by encroaching concrete, pollution and declining valuation of wool and meat.

Italian, English subtitled – 65' – 2013

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Quebecor CEO Steps Down

In a surprise move, Quebecor CEO Pierre Karl Péladeau announced last month that he will step down as president and chief executive officer. Robert Dépatie will take over the reins of Quebec's largest cable and media empire in May. Dépatie, currently head of Videotron, Quebecor's cable and telecom company, was unanimously picked by the board of directors to succeed Péladeau.

"For many years, my life has been

Quebecor Inc., in most cases to the exclusion of anything else," Péladeau said during a conference call announcing his decision. "Because one cannot be a part-time CEO, I have decided to retire from my position and devote my time to other pursuits."

The changes come about a month after Rogers Communications' CEO Nadir Mohamed announced that he will step down early next year.

Péladeau's family will still own a



Robert Dépatie will become CEO

controlling stake of the voting shares. His father founded the company.

Intel Launching TV Channels

As the demand for computer chips for PCs falls, Intel Corp. is planning to launch an Internet TV service with live and on-demand content. Intel hopes to go one step beyond what is already offered by companies such as Apple, Netflix and Amazon by featuring live programming in addition to on-demand content.

The company is negotiating with content providers while its employees and their families test out the set-top box Intel plans to sell as part of its new service. This set-top box will have a camera that's able to recognize viewers and tailor content and ads to their specific tastes. The company has reportedly been working for the past year to establish Intel Media, a group focused on developing an Internet platform.

Intel hopes to offer consumers smaller bundles of content than what cable operators offer, and the company has reportedly been having a hard time finding media content providers willing to allow it to unbundle and license specific networks and shows at a discount compared to what cable and satellite partners pay, according to Reuters.

A Little Lion To Launch A Big Career

Alex Morsanutto expects that his new short film, *Little Lion*, which he's producing and directing as a student at the Tisch School of the Arts of New York University (NYU), will catapult him straight into Hollywood.

Morsanutto is determined to cut short Hollywood's traditional 15 years to become an overnight sensation by banking on his previous shorts that have won awards. He's also leveraging his entertainment-oriented family, with his father, Christian, an executive with satellite-TV platform ReachMedia, and his sister, Kiersten, working at 41 Entertainment, and other relatives involved in various aspects of media.

No question that the "kid" is ambitious, talented and not in the mood to waste time, so he's mimicking a business strategy made popular by George Lucas: Create a short film of the feature film to generate interest. The logic is that if the short film is successful, it will be easily marketable to prospective investors when adapted into a feature.

Little Lion, which is slated to begin principal photography late this month, is a non-linear psychological thriller based on actual events. The story follows domestic abuse from a family member's past.

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The Best of The Water Cooler

VideoAge International's Water Cooler is the coolest weekly news report in the business. Each week, our intrepid reporters tackle topics of interest to the industry ranging from the latest in comedies, dramas and reality shows around the world to in-depth looks at TV's most influential territories to behind-the-scenes peeks at trade business events. The goal of the **Water Cooler** isn't to report first, but to report best by generating questions, providing answers and bringing readers the TV news they need most. Here's a selection of some of the **Water Cooler's** most popular entries. To see full versions of the text, visit www.videoage.org.

Mobile Apps are Thorns in the Side of Hollywood

Recently, *VideoAge* came across a story in *Reuters*, which discussed the prevalence of unauthorized mobile apps (on that famous "second screen") and its effect on the entertainment industry.

According to *Reuters*: "Hollywood studios, which for years have waged a war against online piracy, are now going after so-called 'rogue' mobile apps that use images from movies and television shows without their permission."

The story points to a recent case in which Warner Bros. sent Google a "take down" notice demanding that the Internet giant remove from its app store "Hobbit 3D Wallpaper HD," a mobile app that uses unauthorized images of the Oscar-nominated film. (Google removed the app within days.)

Upwards of 90 percent of apps based on a movie are infringing on a copyright or trademark, said Reggie Pierce, CEO of IP Lasso, a company that helps brand owners manage their intellectual property across the mobile app marketplace. The average movie has one to three official apps, and depending on the movie, dozens of apps by unlicensed developers, he said.

IP Lasso's AppGuard helps content owners monitor mobile apps. (Some companies do this in-house, but that's much less cost effective, Pierce said). IP Lasso's clients are movie studios, TV companies and members of the music and transportation industries.

Unauthorized photos, videos and logos are most prevalent in apps surrounding youth-oriented brands like the *Twilight* film series. Pierce also said that, in general, they see fewer unauthorized apps in the Apple store than in the Google Play store, because Apple apps must go through a one-week approval process before they are made available.

Pierce encourages clients to work with the developers rather than immediately rush to legal action when they find an unapproved app, but he says that in most cases, a bad app is taken down in three to five days.

He explained that there are several risks involved. "Our main concern involves the privacy issue," said Pierce. "Many of these free apps are collecting private information from those who download them. In fact, we believe that the rise in text spam people are seeing is a result of these types of unauthorized apps that collect private information. Many of the apps are free... at the cost of your privacy."

The other potential downside — which effects the brand owners more directly — is loss of revenue. "It's estimated that free apps account for 10-20 cents per download based on ad revenue. When you consider that many of these apps are downloaded 300,000 times, that can represent a significant amount of lost revenue," Pierce said.



Argentina's Jornadas is Rejuvenated

Fifty continues to be the lucky number this year in the television industry, with MIP-TV, NATPE and the L.A. Screenings all turning the big 5-0, and *Jornadas Internacionales*, which will take place September 25-27 in Buenos Aires, celebrating the 50th anniversary of cable TV in Argentina.

We checked in with Walter Burzaco, president of the of Association of Cable Television Argentina (ATVC), which organizes the event along with Argentina Chamber of Producers and Programmers audiovisual signals (CAPP-SA), for more on this year's event and an update on the cable business in Argentina.

VAI: What can we expect from this year's event?

WB: This year the conference will focus on celebration of 50 years of cable television in Argentina.

Also, discussions will likely center around the new government media law and its results and benefits. [Note: In December, a court ruled against media monopolies, forcing Grupo Clarin — Argentina's largest media conglomerate — to break up its company.]

VAI: What are some of the most important things on the minds of Latin cable executives right now?

WB: Asymmetric convergence, the real and regulated interconnection with telephone companies, fair regulation that does not impede investment, and the protection of SMEs (small and medium-sized enterprises).

VAI: What are some challenges facing the region?

WB: Combating piracy, especially of the decoders that can capture signals from DTH satellite services.

There is a particular weakness in the coding of some of these services and this ends up undermining the market for legal suppliers of pay television.

VAI: Any areas of growth?

WB: SME companies have witnessed huge growth in broadband and in investment in digitalization, as part of their ongoing commitment to the community.

VAI: Are you expecting any new participants this year?

WB: We hope that new technology providers attend. The steady progress in this area and the many services that HFC networks can provide, allow equipment and software providers to enter the market in a big way.

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Bill Gilbert: MIP in 1967 Was a Club of Pioneers

I had spent eight years with BBC Television involved in feature film/series/acquisitions/planning. As a BBC buyer I had received many invitations to international festivals/markets, but the BBC's attitude in the 1960s was, "the whole world comes to us and we have no need to travel overseas looking for product."

Early in '67 I had the opportunity to join Rank Films as head of a newly created television/distribution/marketing operation as part of Rank Overseas Film Distributors.

I had only been with Rank for three weeks when it was decided I should go on a reconnaissance mission and report back on the value of attending MIP-TV.

Roger Watkins, who worked for *Variety*, was also Bernard Chevry's rep in the U.K. and having Rank Films as a participant was a plus, as many British companies in 1967 — including BBC TV Enterprise — were reluctant to enlist for MIP-TV. At short notice I was booked into the Carlton.

On the British European Airways flight from Heathrow to Nice it seemed I was surrounded by everyone in the business — Allan Silverbach (Fox), John Spires (MGM), Norman Katz (7'Arts), Manny and Elaine Reiner (Four Star TV), Tony Morris, Marcel Kaeson, who worked with Four Star and Tele Hachette, plus Jackson Dube (Jed Productions), and many more.

I woke on the first morning in the Carlton to a noise I could not immediately identify. It was the sound of balls hitting tennis rackets, as by the side of the hotel were tennis courts and gardens. Within a couple of years they were re-developed into apartment blocks with tennis players needing to go up to Montfleury for the nearest courts.

I will always remember my first lunch. It was at the old Felix restaur-

ant, wonderful Provençal cooking and decor, and I was invited by Ian Warren of Global Television. Ian and his partner Tom Donald were early British pioneers of international television distribution, plus buying agents for Australia (ABC) and New Zealand Broadcasting (NZBC).

There were still currency restrictions in many territories, particularly the U.K. The Brits were restricted to the amount of pounds they could take overseas with special arrangements needed for business. We had no credit

Casino where again one could meet lots of contacts. I quickly learned that some of our Scandinavian colleagues could drink me under the table and there was a great camaraderie.

Most of the buyers were from Public Service Broadcasters, particularly in Europe and the East Block Socialist territories.

It was a time in the U.K. and other markets with limited channels and restricted transmission hours, which made the licensing of product difficult, enabling the program buyers to

Heinz Gunther knew how to open doors into the secretive East German Market (DDR). A K Foo wanted to be our man in Singapore, Malaysia and the Sampan circuit.

I also had a lovely evening with the MCA team Brian Brolly, Roger Cordjohn, Tim Vignolles and Issam Hamaoui, the MCA Middle East executive who always guaranteed to get you a table in any restaurant you desired.

There were other executives whom I had known initially from my BBC days, including Paul Talbot (remember the

"The French telephone system was not very good in the '60s, with no direct-dialing; one needed to go through the Carlton phone operator."

cards and Rank had organized for me to collect French Francs from Lloyds Bank by the Cannes Railway Station. Of course when I arrived at the bank they had no details of the arrangements, with panicked calls back to London and the Rank Paris office.

The French telephone system was not very good in the '60s, with no direct-dialing; one needed to go through the Carlton phone operator.

As a participant without a stand, I quickly realized that it was mainly in the bars at night that you got to meet the many international players.

The Carlton and Majestic venues were already popular meeting points, but after dinner the bar at the Martinez was the place to be, but not the big bar by the swimming pool we know today. The location was a medium-sized bar by the elevators and it seemed the whole of MIP-TV could be squeezed within it.

I was also enrolled at the Winter

be selective and much sought-after.

At MIP 1967 I met many executives from different countries, forming long-lasting relationships together with mutual understanding of our jobs on both sides of the fence. Unfortunately, many of the following names are no longer with us, but readers of *VideoAge* may well remember them: Hans Beumer (NOS), who guided me through the intricacies of Dutch TV introducing Gerrard Smit (AVRO) and Theresa Hazlehoff (VARA).

In Finland Dennis Livson, Nils Ljungdel, Jaako Tervasmaki; lovely ladies Marian Anderberg and Berit Rinnan from Swedish and Norwegian Broadcasters; Jorn Birkelund (Denmark Radio) and Merv Stone (Canadian Broadcasting). In Germany Leo Kirch, Rainer Moritz, Anita Erken and Harold Beeger of Beta seemed to control all the buying for the market. There was always Traute Pipping and Manfred Schuetze of ARD/Degeto.

hat), Ralph Ellis, Bernie Schubert, Richard Rosenfeld, Max Dutch from Australia and, of course, Sammy Gang — a man of the world. From London Elkin Kaufman (ITC) with all the Lew Grade ATV product.

Other executives I recall are Bill Harpur of RTE Dublin, a devoted film buff and Prosper Verbruggen of BRT Belgium, who could speak in at least 50 different languages.

I also recall Walt Staskow (Bermuda TV). Walt bought a large package of Rank feature films and I got at least \$750 a movie, including a supply of a used 16mm print. The deal paid the expenses!

MIP-TV in those days was like a club of pioneer broadcasters and distributors all coming together.

William Gilbert (Burnham, U.K.)
Pictured above: Gilbert with wife Monique at MIP-TV 1970. Monique accompanied him in Cannes for over 30 years, assisting at the stand.

MY 2¢ OF TELEVISION BIZ WISDOM

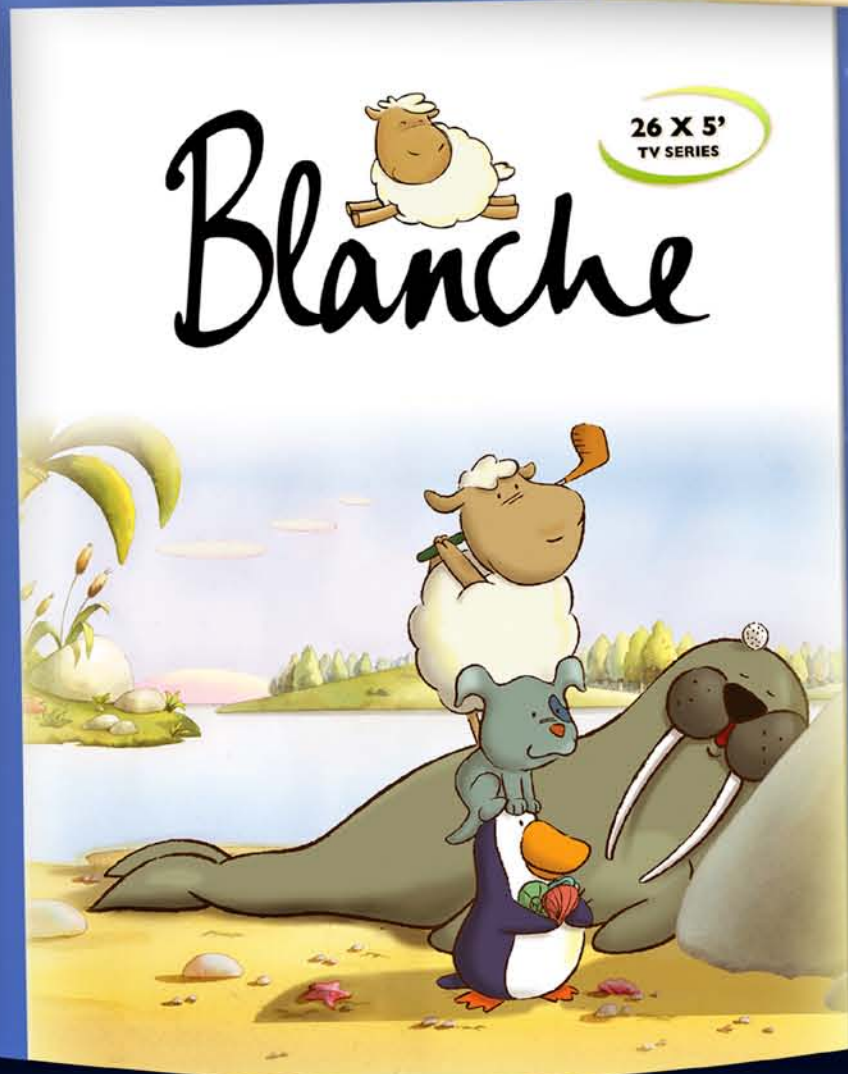
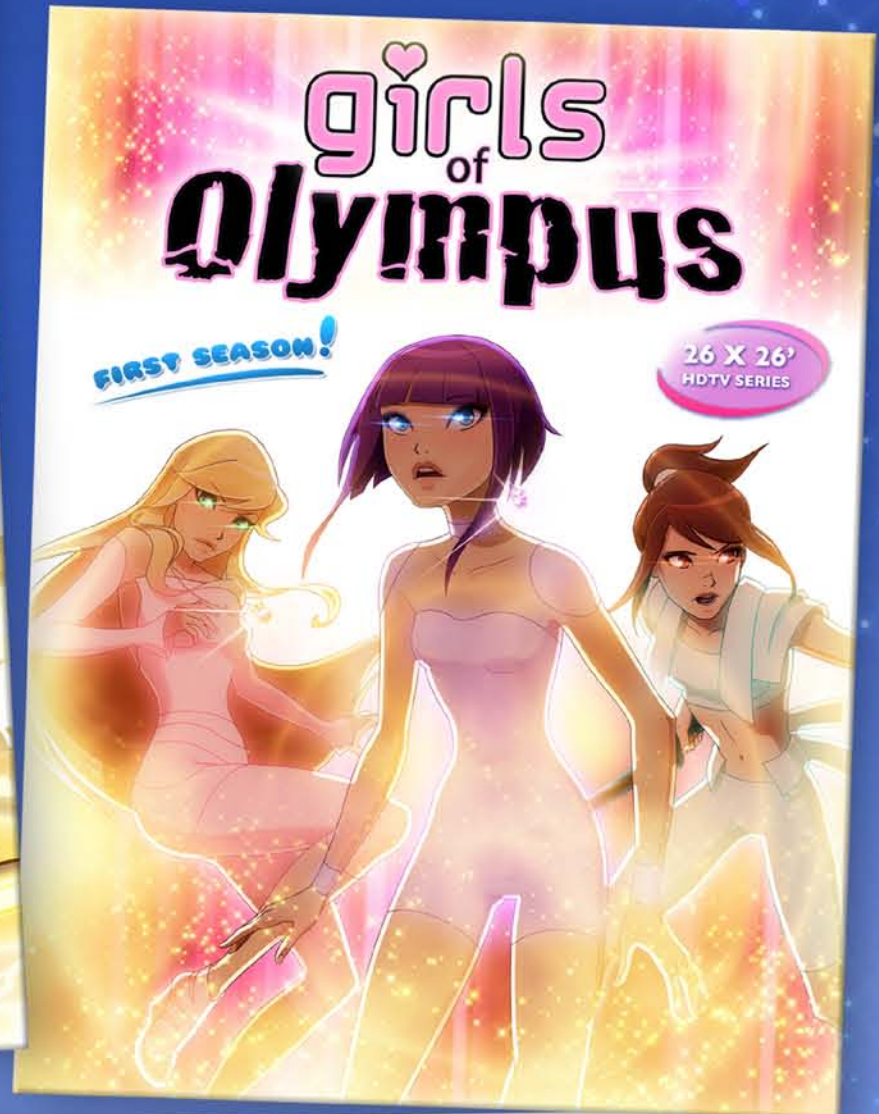
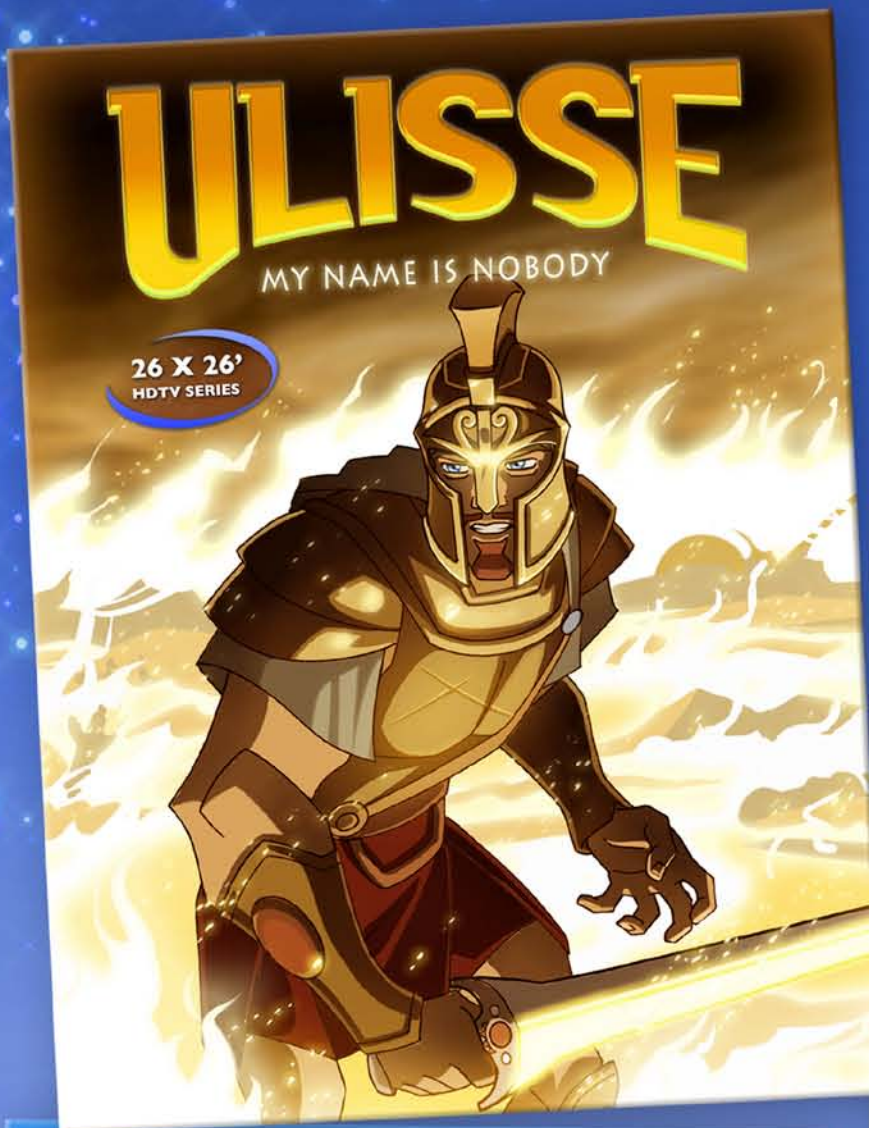
By DOM SERAFINI - EDITOR OF *VIDEOAGE*, THE BUSINESS JOURNAL OF TELEVISION



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1. CBS's Armando Nuñez, Showtime's David Nevins
2. Telefe's Meca Salado Pizarro, Claudio Ipolitti, Julian Rodriguez Montero, Guillermo Borensztein, Maria Eugenia Costa, Dario Turovelzky
3. Televisa's Mario Castro and Douglas Welch with Star Times' Shirley Tian
4. RSI's Stella Bogliani
5. Multicom's Irv Holender
6. Rai World's Giovanni Celsi, Piero Corsini
7. Record TV's Delmar Andrade

8. Starz's John Penney, Carmi Zlotnik with Max Irons, author Philippa Gregory, Starz's Gene George
9. Lionsgate's Peter Iacono, Max Lucas
10. BET's Steven Hill, Debra Lee, Michael Armstrong with comedian Kevin Hart
11. Animation Band's Marco Marcolini, Alberto Ventafridda
12. World Content Pole's Chicca Pancaldi, Maurizio Zuccarini and the WCP team
13. Venevision's Peter Tinoco, Miguel Somoza, Manuel Perez, Daniel Rodriguez, Cesar Diaz

(Continued from Cover)

1982: Chevy's Velvet Touch With a Gauntlet Glove

VIDEO AGE INTERNATIONAL

Bernard Chevy's Success Linked With TV Market Scheduling and Competition

For Bernard Chevy, president of the Paris-based MIDEM Corp., the issue is not achieving success, but maintaining it. MIDEM stages markets and conferences in France for international television (MIP-TV), home video hardware and software (VIDCOM), music (MIDEM), advertising (IAM), theatrical and cinematic equipment (CISCO), and discotheque hardware (DISCOM). While the first three markets are held annually in the French coastal resort town of Cannes, the others are staged in Paris.

By Domenico Serafini

Chevy has been known to the international entertainment industry since 1965, when he founded MIDEM. His popularity is due mainly to MIP-TV, a 19-year-old market for TV programmers and, recently, VIDCOM, developed in 1971 and hoisted to success in the past two years by the growth of home video and now telematics, a product of combining television, computer, and telephone technology. Although recognized as the world's largest international fair, MIP-TV is now being challenged by other markets and by a combination of events. Sandwiched between a successful Monte Carlo TV Market in late winter and two fall TV markets—one in the U.K., the other in Italy—it may be a giant on crumbling ground.

Chevy is critical of both the Monte Carlo TV Market and the

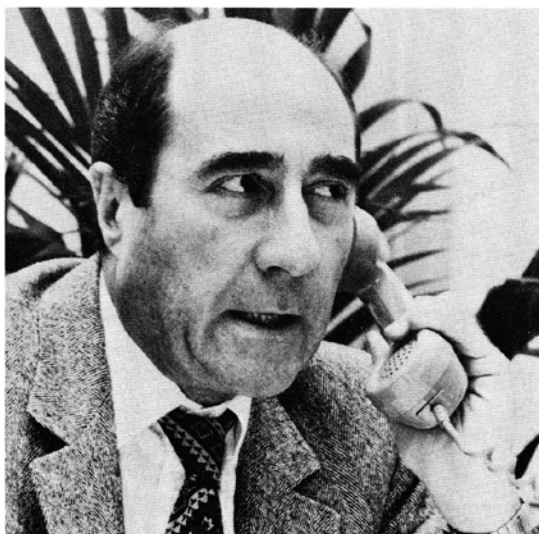
Cannes Film Festival, which immediately follows MIP-TV. "I don't understand why buyers go to two markets so close to each other," he said about Monte Carlo. Referring to the fact that he doesn't allow videotape recorders (VTR) except in the Palais des Festivals market-grounds, Chevy stated that he doesn't want "to disperse the market, otherwise it may go down the drain like the [Cannes] Film Festival."

Reportedly, Chevy has good cause to be critical. Monte Carlo is presenting so formidable a challenge that some distributors have no further products left to show at MIP-TV two months later. In addition, the Film Festival is preventing MIP-TV from moving to a more desirable late spring session in which pilot programs from the new U.S. TV season could be shown. These are being screened in Los Angeles soon

after MIP-TV. Programs developed for the new TV season are subsequently shown in a fall marketplace now being contested between an emerging London Multimedia Market and the traditional MIFED in Italy. The latter is staging a comeback, with the European Broadcasting Union (EBU) screening returning to Milan.

MIP-TV Scrapped

Chevy tried to organize a MIP-TV session during the successful VIDCOM in October. However, the project was called off because of a combination of factors that could have hampered its success. Officially, the major problem was lack of space. According to Chevy, syndicators would not have been able to reserve enough room, most of which is taken by some 400 home video and telematics exhibitors. Also in ques-



Bernard Chevy, 59, is now developing a fall TV market for 1983. Little initial success is not discouraging Chevy who single-handedly developed several international fairs.



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