



# VIDEOAGE

## DAY 1

INTERNATIONAL

www.VideoAgeDaily.com

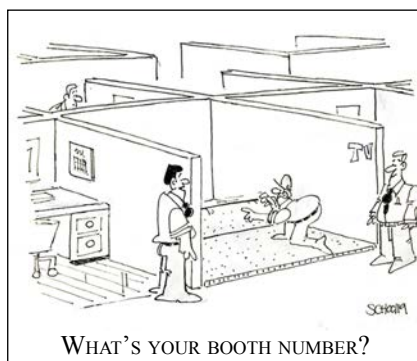
April 7, 2014

## MIP-TV Boots Old Booth IDs, Complex System Stays

For this MIP-TV, the booth location identifications for more than 1,000 exhibiting stands were changed after 31 years. In terms of market-floor revolution, this is equivalent to a change of Copernicus dimensions.

Imagine if overnight, Britain started to drive on the right side of the street, or the French began saying *nonante-sept* (like the Belgians) rather than 4-20-10-7, or that instead of one-and-1/11th of an inch, the Americans suddenly started saying 2.7 cm!

Since the current Palais opened for MIP-TV in 1983, and before the numerous extensions, booth numbers were indicated in the basement (i.e., the “bunker”), with even digits to the right of the center



corridor (e.g., 24.02 for M6), and with odd digits to the left (e.g., 23.02 for Mondo TV).

This year, the section associated with the Palais — from level 01 to 6 — has been renamed Palais 1 to Palais 6; therefore, M6's stand is now P-1.M50 and Mondo TV's becomes

(Continued on Page 4)

## Can World Crises Affect TV Biz? Definitely Maybe

This MIP-TV opens with not just the usual half dozen world crises, but over 20, affecting every corner of the globe: the Middle East, Africa, Europe, Russia, Asia, the U.S. and Latin America. In addition, seven countries in Latin America are preparing for national elections, including Brazil (in October) and Colombia (in May for the presidency).

According to Hong Kong-based TV veteran Robert Chua, “the world crises will not affect Asia's TV business as long as the TV stations continue to offer good TV program content, or they will lose to Internet.”

Similarly, Brand Storey Interna-

(Continued on Page 4)

*My 2 Cents: Books about entertainment are entertaining* Page 18

*INSIDE: Highlights of German and British television fare* Pages 6, 12

*COMING UP: Moses Znaimer Museum, Canada's subsidies* April 9

VideoAge Daily on the go



## A Conference-Oriented MIP To Boost Sales

According to Laurine Garaude, director of Reed MIDEM's Television Division, “The most important reason to [be here at] MIP-TV is to meet with all the companies from around the world proposing new programs. There's a special first-timer rate for buyers coming for the first time, and in terms of the actual program, there's a very large focus on screenings, which is a continuation of the strategy developed over recent years.”

As for those screenings, Starz is presenting its new series *Power* for the World Premiere Screening tonight. *Power* is the “fifth STARZ Original Series we have brought to market,” said Gene George, EVP of Worldwide Distribution for Starz, “and we are very proud it has been selected as the Official World Premiere MIP-TV Screening.”

George is enthusiastic about Starz having a dominant presence at this edition of MIP, with CEO Chris Albrecht taking part in a keynote conversation with

(Continued on Page 4)

# A COMICAL CULINARY ADVENTURE



BBC

6 x 1 hour | Lifestyle |  | 



# HAIRY BIKERS' ASIAN ADVENTURE



**IN THEIR MOST ADVENTUROUS ROAD TRIP YET, THE HAIRY BIKERS TOUR THE BIRTHPLACES OF THEIR FAVOURITE ASIAN CUISINE**

(Continued from Cover)

## World Crises

tional's Tony Chow from Singapore said, "The global crises have not really affected the TV business since the start of 2014, although I do see some slowdown in more aggressive or proactive acquisition activities in Japan — that could also have to do with the more sluggish Japanese economy. And I do see fewer co-productions between countries in Asia. In the format business, the regulation imposed in China (which places more control on foreign formats coming into the country), has slightly affected the licensing of formats and more locally-generated formats created by cable channels like Hunan TV. The political situation in Thailand has affected the development of the Thai digital TV channels rollout."

To Farrell E. Meisel, director of Development for Turkey's Global Agency, "There may be certain regions where there might be a holdback or decline in ad-supported broadcasters or pay-TV subscription expenditures where crises are more prevalent, but all signs appear to indicate it's business as usual."

However, for global media advisor Georges Leclere, "World crises will affect the TV business. Try to sign a co-production with Russia today," he said. "As I speak weekly with Russians, I feel their hesitations and we often both agree to wait for better times. If you work in formats, you better make sure that your best formats do not carry too much of your own civilization. They would risk being ejected from many wish lists of buyers coming from countries in crisis where the governments oppose your government's point of view."

Similarly, Power's LATAM representative Jose (Pepe) Echegaray said, "These crises around the world are affecting business. My LATAM negotiations with Venezuela have come to a standstill. Ever since the protests started, there has been no movement whatsoever. When violent actions take place, broadcasters assume the position of 'let's leave everything as it is for now, we do not want to call attention to ourselves.' Broadcasters are required in many countries to have a Certificate of Residency with the country with which they are doing business. If they submit a request to the government, it will be denied for it has been made clear that there will be reciprocity. On the other hand, if those countries request dollars, they will be denied access to those dollars. Hence, the distributor does not get paid nor does the distributor deliver the product without payment."

According to Los Angeles-based Multicom's Irv Holender, "the crises will affect mostly free TV and the consequences will be payment slowdowns. But since air dates are set well in advance, the broadcasters will be looking for rush deliveries."

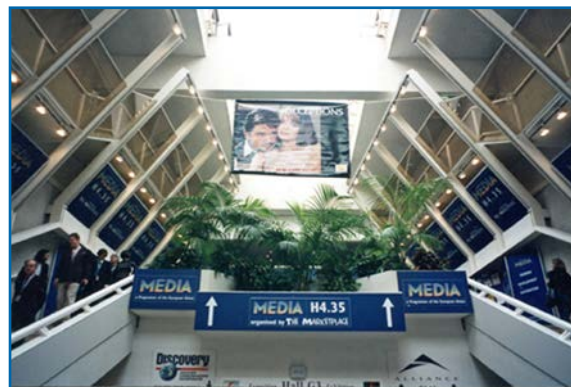
Added Nat Abraham, president of Distribution at Toronto's Breakthrough Entertainment, "Beyond the political unrest and uncertainties in certain regions of Europe, there is also concern over the possible weakening of the euro. With these worries there's been a noticeable reduction in ad-spend and broadcasters have had to compensate and cut costs related to production and content acquisitions. To try and counter this drop in ad revenue, broadcasters and program producers seem to be more open to increased levels of

## MIP-TV's Booths

P-1.M2. Similarly, Lerin's Hall and Riviera Seaview are now Riviera 7 to Riviera 9 and all outside locations are now Croisette 15 and 16, even though FremantleMedia (formerly RB.I) is now CII. At the Riviera, Studio 100's stand number was changed from R29.01 to R7.C1. In Lerin's Hall, Zodiak was at stand LR4.02, which is now R8.D3. In order to cope with this anticipated initial confusion, some companies are using their ads to indicate their former and new positions, such as Starz, whose stand was changed from RSV25 to Riviera 9.A32 and ITV Inter Medya, now at R9.A14, formerly Riviera Seaview. Other exhibitors, such as WWE, are dedicating a large portion of their ads to emphasize their new position.

If God is busy saving the Queen, who's going to save the poor buyers that now have to learn how to navigate a Palais that is more complex than Buckingham Palace?

After all, it took 25 years for many buyers to figure out how to run from one corner of the Palais to the other in the shortest possible time (for exhibitors it took a little longer, about 30 years, because they rarely leave their stands). 🇫🇷



branded hidden advertising within the content." He added "There have been some positive effects. It has forced companies to increase efficiency and invest in their online presence, which has brought them new audiences and opportunities."

Similarly, for Mark W. Cutten, founder of Los Angeles-based Accord Media Group, "the near term result is a continuation of Europe's and the globe's long climb out of recession. Advertising revenue will continue to be depressed for some time and therefore content license fees will be also. China is not growing as fast as previously and that is affecting all of Asia. Across the board this is unfortunate for the major content providers who have in these most recent seasons produced some of the highest quality TV series of our time. I do believe, though, that North Africa in the near term will see improvement for our industry."

London-based Greg Phillips, president of Content Television, concluded, "TV isn't immune to [crises]. But TV seems to go on. There may be a short-term or even medium-term, or a territory-wide or even pan-regional effect, but overall the business is experiencing growth and I don't expect the upward trend to be arrested."

Los Angeles-based international media consultant David Armstrong summarized it all: "The various crises might affect short term advertising rates, but as far as mainstream programming is concerned, they will not affect it at all." 🇫🇷

## MIP Conferences

Playground CEO Colin Callender today at 11 a.m. in the Grand Auditorium, as part of the MIP-TV Media Mastermind Keynote Series. Albrecht and Callender are expected to address creative challenges that drama producers face when trying to link the cultural gap between the U.S. and the rest of the world. They will also reflect on what they have learned from past trans-Atlantic projects. Another hot topic is the trend toward scripted formats and what it means to have two different versions of a show in the marketplace.

The conference program will also include a variety of matchmaking and networking events, including the Kids TV Co-Production and even matchmaking events within the MIPCube program such as Digital Commissioners Matchmaking, VOD Enablers Platforms Matchmaking, Second Screen Experts Matchmaking and more.

Reed MIDEM's Garaude noted that "New this year is the Junior at MIP-TV program in response to a demand from buyers, and more particularly the Future of TV Kids Summit, which is bringing together 80 top decision makers, including top kids buyers and producers, to discuss the future of kids programming. There's also The Co-Production Marketplace: Kids TV Co-Production with Asia Matchmaking that will see producers from Asia pitching to buyers from around the world, and vice versa.

"There are many producer showcases as well. There's a Producer's Toolbox and an entire 4K program and screenings," Garaude said.

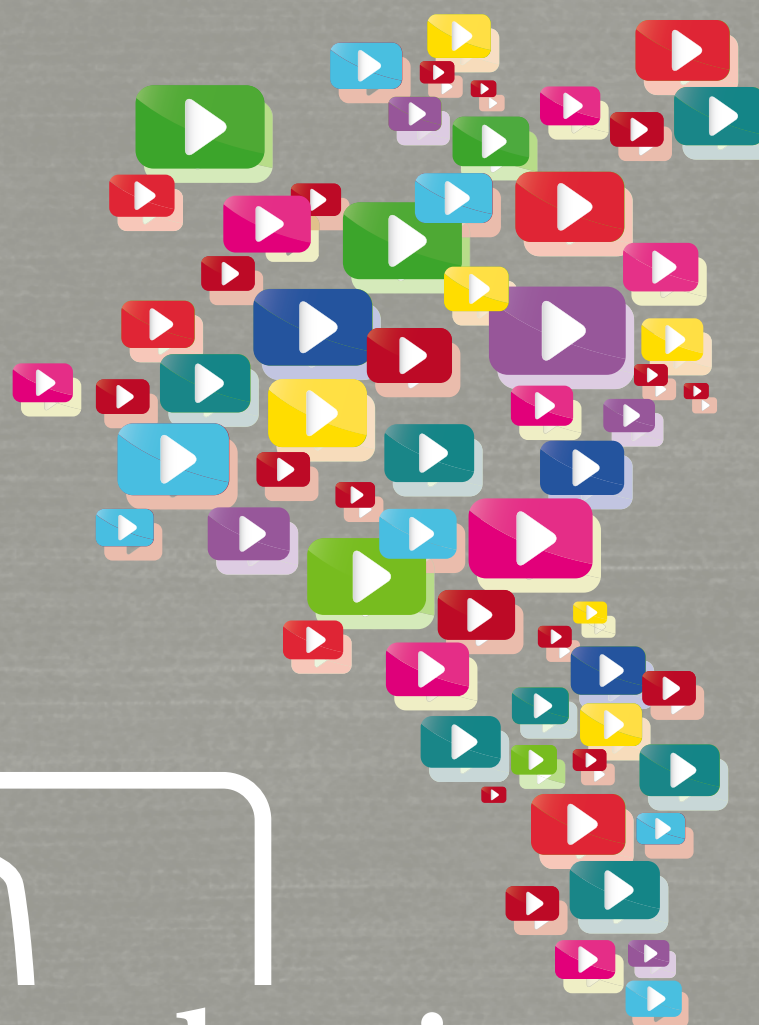
Also part of the MIP conference program are thought leadership summits, including the Digital Minds Summit and the International Drama Co-Production Summit, being held for the third year.

Plus, this year, "we have introduced the MIP Digital Fronts, the new international screenings for original online video," Garaude said. "This is a first; there were no international screenings for this content until now. We have created this event in order to launch the international digital content marketplace and to highlight new creative talent. YouTube, Maker Studios, Dailymotion and Vice are Founding Partners, and there will also be presentations by digital producers including Vuguru, Smokebomb Entertainment, What's Trending, Hoodlum and Jimmy Lee, among others." MIP Digital Fronts will be held Wednesday and Thursday, and there is a special lower entrance fee for participants who would like to attend MIP for those two days only.

Reflecting on the many new events added to the conference program, Cesar Diaz, VP of Cisneros Media Distribution (CMD) said, "Through the years, we've seen the growth and increase of these 'piggy-back' mini-markets that Reed MIDEM has developed prior to the opening of MIP-TV and MIPCOM. Even though we have participated in several of these shows in the past, we have not experienced any interruption or conflict with the main conference during the week."

MIP-TV will honor four TV executives with the MIP-TV Médaille d'Honneur Award during a gala dinner on April 9 at the Carlton Hotel. The four honorees are Marion Edwards, 20th Century Television Distribution; Konstantin Ernst, Channel One Russia; Herbert G. Kloiber, Tele München Group; and Tim Worner, Seven West Media.SA 🇫🇷

MIPTV 2014  
Italian Pavilion  
7 - 10 April 2014  
stand R7.L23



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Sdi Media

Square MTC

Studio Ascì

Studio Campedelli

Mailander

Videoshow

Lux Vide

Minerva Pictures

Studio Bozzetto

Variety Communications

**ITALIA**



## Animated Heroes at Studio 100

**S**tudio 100 Media features the happy and talkative **Heidi** (pictured), who lives with her grandfather in the idyllic Swiss Alps. There she embarks on exciting adventures along with her best friends Peter and Clara.

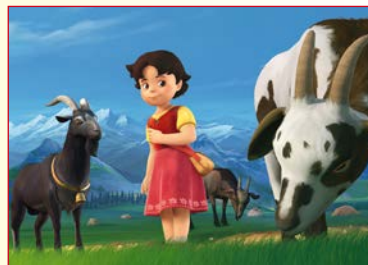
When Jack's parents send him off to a land far, far away to stay with his distant cousin **Tashi**, the two boys are swept up in fantastical adventures. Thanks to the help of the whimsical Lotus Blossom, the three are prepared for anything — giants, ghosts, witches, dragons and more.

Kim, Kylie and Kate are three ordinary girls in an extraordinary world; teen pop singers on a global tour. **K3** never know what's around the next bend.

**Trains**, a new animated series all about railroads, teaches kids about respect, helpfulness, politeness and consideration. The heroes are different types of trains that live in the world of Traintown.

**Knietzsche** is an ordinary boy who is also the world's smallest philosopher. He finds his own answers to the major questions of life.

**The Eggsperts** — Sam, Jazz and Tom — live in the quaint village of Eggleston and are brilliant when it comes to finding clues and hatching eggs. The series inspires word play using phonemic awareness and tongue-twisting fun.



Maya is a little bee who goes her own way. She's curious and spirited and doesn't let life pass her by — for better or worse. With Skip the grasshopper and her best friend Willy, **Maya the Bee** has lots of adventures.

R7.C1

[www.studio100media.com](http://www.studio100media.com)

## Suspense at Studio-Hamburg

**S**tudio-Hamburg's got crime, wilderness series and more at MIP-TV.

In TV movie **Nick's Law**, Nick Tschiller investigates an apartment that turns out to be a hide-away for underage prostitutes. A brutal gunfight ensues and Nick single-handedly takes on the dreaded Astan Clan, who controls Hamburg's red light district.

More Tschiller in **Nick's Revenge**. Here he gets involved in a bloody feud between the



Astan and the Bursum clans.

The wolf, lynx and bear are back in nature documentary **The Return of the Predators**, about the largest predators in the center of Europe.

Documentary **Legends of the Amazons** (pictured) follows in the footsteps of Greek historian Herodotus to find out whether the fabled Amazons really exist.

**Italy, My Love** presents five coastal areas of Italy, as described by those who have a very special relationship with their region. Flying drone cameras provide spectacular images from angles never seen before.

Doc **Close Up with Hippos** peeks into Namibia's largest area of wetlands, where several thousand hippos lead a semi-aquatic existence, moving and swimming with ease.

In crime series **Bukow & König**, Alexander Bukow works fast, is goal-oriented and sometimes on the margins of the law. Katrin König has a perfect reputation as an analyst and profiler.

P-1.J50

[www.shdm.de](http://www.shdm.de)

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## Family Drama at A+E

A+E Networks presents two cult-classic books in movie form. Based on the V.C. Andrews book, **Flowers in the Attic** (pictured) tells the story of the Dollanganger kids, who are convinced by their mother to stay hidden in the attic of their grandparents' mansion. They form a surrogate family, a sexual relationship develops and they discover that they're being poisoned.

A continuation of the *Flowers* story, **Petals on the Wind** follows the eldest daughter, Cathy, and eldest son, Chris, as they escape from the attic. In an attempt to forget her brother, Cathy seduces her mother's husband and has a child with him. Overtaken with anger, the mother sets fire to Foxworth Hall, where the children were imprisoned and the evil grandmother burns to death.

The most iconic historic figures of World War II — Adolf Hitler, Benito Mussolini, George S. Patton and more — were caught up in both the first and second **World Wars**. This miniseries tells their stories through state-of-the-art CGI, dramatic scenes and contributors like Colin Powell and John Major.

Lifestyle makeover series **B.O.R.N. to Style** centers on four style superheroes and their larger-than-life boss, Jonathan Bodrick. By rifling through their clients' belongings they transform clients beyond just their looks.

Entertainment series **Kim of Queens** revolves around Georgia's most outspoken and outrageous pageant coach,



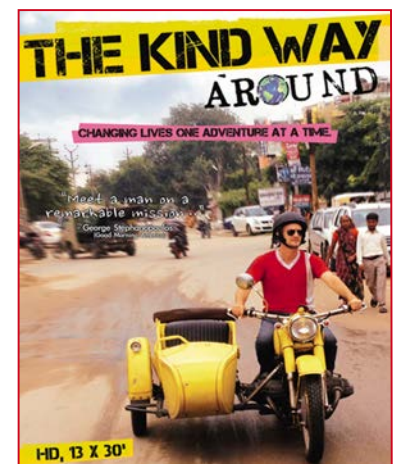
Kim Gravel. She's a drill sergeant with an uncanny ability to spot diamonds in the rough.

In each episode of **Big History**, science is used to reveal an unexpected twist on historical events. In entertainment series **Wahlburgers** Donnie and Mark Wahlberg join forces with their brother Paul as they set out to open a burger joint in Boston.

**P-3-Cro**  
[www.AETNinternational.com](http://www.AETNinternational.com)

## Principal's Kindness

Eternal optimist, passionate adventurer and former broker Leon Logothetis circumvents the globe — with a twist, in Principal Media's **The Kind Way Around**. Logothetis leaves his successful but empty



life behind, hopping on a motorbike with no money, food, gas, or place to stay. Every day he puts his trust in the kindness of strangers.

[www.principalmedia.com](http://www.principalmedia.com)  
[www.libra.com](http://www.libra.com)

## Lightning's Got Michael

Lightning Entertainment picked up international sales rights to the new Michael Jackson documentary **Michael: The Last Photo Shoots**.

Available immediately in a one-hour format, **Michael: The Last Photo Shoots** features previously unseen footage of the late music icon, and is a behind-the-scenes look at Jackson's final magazine cover-shoots and the struggles he endured to make them happen. The film is a unique story told through the eyes of Michael's closest friends, photographers and stylists that had helped him prepare for his 2007 U.S. comeback after several years of living in seclusion overseas.

**R7-F28**  
[www.lightning-ent.com](http://www.lightning-ent.com)

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# Alfred Haber Presents the British Invasion

**A**lfred Haber Distribution is celebrating the Fab Four with **The Beatles: The Night That Changed America — A Grammy Salute** (pictured), a music special that celebrates the 50th anniversary of the band's U.S. debut performance on *The Ed Sullivan Show*. It features musical superstars covering Beatles' hits, and a reunion between Paul McCartney and Ringo Starr.

A special breed of fishermen face major dangers and unprecedented challenges to hook the elusive and lucrative Bluefin tuna in reality series **Wicked Tuna**.

Some of the world's most beautiful women will represent their countries in the **2014 63rd Annual Miss Universe Pageant**, the most popular pageant in the world today.

In **Top Twenty Funniest**, comedic commentary showcases the best viral videos, home movies, surveillance clips, event footage and news bloopers.

Reality series **World's Most Amazing Videos** features shocking "caught on camera" footage of gripping, dramatic events.

P-1.L50

[www.alfredhaber.com](http://www.alfredhaber.com)



# Get Healthy With Veria Living



**A**t MIP, Veria Living Worldwide is all about health and wellness. Performer and yoga teacher Bari Koral inspires kids to get moving in **Yogapalooza**, where they mimic playful themes like caterpillars morphing into butterflies.

**Health Soup** is a quirky short-form series that inspires viewers to live healthier lives and proves that laughter is, indeed, the best medicine.

Chef Danny Boome embarks on a culinary adventure in search of the best healthy places to eat across America in Emmy-nominated series **Good Food America** (pictured).

In **Under the Sun**, host Nathan LeRoy travels around the globe to explore flavorful and nutritious foods at the heart of the healthy living revolution.

Host Adrienne Janic gets an inside peek at the workouts, diets, training regimens and treatments of today's hottest stars in **Fit Famous Fabulous**.

Medical experts from Eastern and Western philosophies recount the remarkable true stories of people who've lived through deadly disease in **Natural Medicine Saved My Life**.

From superfoods to increased sex drive, each episode of **Veria Living Top 10** features top healthy lifestyle gurus, nutrition experts, fitness mavens and doctors as they explore a wellness theme.

Bestselling author and relationship expert Lisa Oz hosts **The Liza Oz Show** and helps empower viewers to live well by establishing meaningful relationships.

P-3.B10

[www.verialiving.com/programsales](http://www.verialiving.com/programsales)

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SEASON 2

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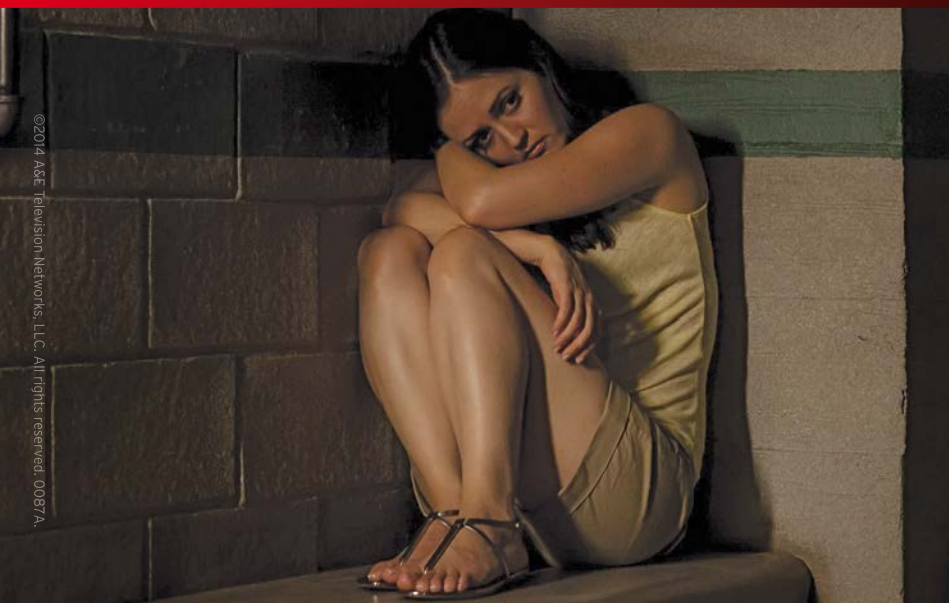
[www.peacepointrights.tv](http://www.peacepointrights.tv)



*HAPPY FACE KILLER* starring David Arquette



*FLOWERS IN THE ATTIC* starring Heather Graham



*THE WRONG WOMAN* starring Danica McKellar



*THE TRIP TO BOUNTIFUL* starring Cicely Tyson

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## Fact Can Be Stranger Than Fiction at **Fremantle**

**F**remantleMedia International's got fact, fiction and fashion at MIP. Factual series **The Sixties** — from executive producers Tom Hanks and Gary Goetzmann — explores the most transformative years of the modern era in America and beyond.

Chef Jamie Oliver is back with **Save With Jamie**, a lifestyle series that inspires people to eat better and spend less on their weekly food bills. **Jamaica Inn** (pictured) is a compelling adaptation of the classic Daphne du Maurier novel about people who run ships aground, kill sailors and steal the loot.

Based on hit Danish thrillers, **Dicte** revolves around a courageous crime reporter. Documentary series **Lindsay** follows troubled starlet Lindsay Lohan as she attempts to resurrect her career, recover her relationships and make a fresh start in New York City.

Three *Project Runway* alumni designers are tasked with managing, coaching and directing 15 designers in **Under the Gunn**, hosted by Tim Gunn.

In **The Hairy Bikers' Asian Adventure**, the bikers tour the birthplaces of their favorite Asian cuisines.

**Croisette II**

[www.fremantlemedia.com](http://www.fremantlemedia.com), [www.fmscreenings.com](http://www.fmscreenings.com)



## Drama and Reality at **Content**



**C**ontent Television's got scripted and non-scripted series, ranging from serious to light entertainment. Newly partnered Montreal patrol officers Ben Chartier and Nick Barron must put their differences aside as their lives intertwine, both professionally and personally in **19-2** (pictured).

Based on true events, film **Field Punishment No. 1** is the story of New Zealand's first conscientious objectors who were arrested for their stance against World War I and subsequently shipped off to Europe, where they endured two years of suffering inside brutal punishment camps.

Over two decades since they first warned the world of the environmental damage humans were causing the Earth, the next generation of Kogi in Colombia are reaching out with a specific warning about the future of our planet in documentary series **Aluna**.

Scientists Richard Dawkins and Lawrence Krauss travel across the world to speak publicly about the importance of science and reason in the modern world in documentary feature **The Unbelievers**.

Factual series **Au Pairs in London** follows four young women from Finland who travel abroad for the first time to work as au pairs in metropolitan London.

**Cr15.A6**

[www.contentmediacorp.com](http://www.contentmediacorp.com)

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OF LIFE

PREVIEW  
AT MIPTV 2014  
R7.C1



© Studio 100 Animation - Heidi productions Pty. Ltd.

## The Cost of Love at **ITV**

TV Inter Medya's Turkish telenovelas are full of family drama. Mehmet Emir and Hasret are in love in **Stolen Life (O Hayat Benim)**. But when Hasret's father, Yusuf, finds out she's pregnant, he tells Mehmet Emir that Hasret has died and gives the baby to his help to raise. Twenty-five years later Yusuf brings the baby back to her father. She'll then find out that she's the only heir to a large fortune (pictured).

In **Black Rose (Karagül)**, Ebru is left alone and penniless after her husband disappears. She also discovers that her husband lived a secret life and that her first born child, who she thought had died, is alive and well. Now Ebru, a woman who had never left the walls of her mansion, must fight for all that she's lost, starting over in a distant land.

Set during World War II, when all males between the ages of 15 and 65 must work in the mines, **The Butterfly's Dream (Kelebe in Rüyası)**, follows two young poets who fall in love with the same girl. They make a bet: whoever's poem she prefers will get her.

In **Law of the Land (Adini Kalbime Yazdim)**, a bloody feud between two families that ended in peace 20 years ago is reopened, and the question is raised as to whether the laws of love or the laws of the land will prevail.

A man who seeks revenge on a wealthy family kidnaps a wife and mother and sends another woman back in her place to destroy the family in **The Cost of Love (A kin Bedeli)**. Can love survive the terrible storm?



One night, someone knocks on the door of the Halaskar household. The police barge in and arrest Menekse for murder, and Ali can't do anything to stop it. It took one man four years to marry the woman he loves, 12 years to raise two kids and **20 Minutes (20 Dakika)** to lose it all.

**R9.A14**  
www.itv-intermedya.com

## WCPMedia's New App

Swiss-based entertainment software and service company WCPMedia Services has expanded its digital asset management, transcoding and delivery service with the launch of WCPApp 2.1, offering an enhanced platform that delivers turn-key, cloud-based content management solutions for the entertainment and audiovisual industry.

The new WCPApp2.1 offers enhanced features, increasing speed, ease-of-use, accessibility and reliability for both content licensors and licensees. It has also added an online screening interface and a new tablet screening room application, which offers integrated viewing on the Web, on iOS and Android mobile devices to select or wide audiences.

Founded in 2011, WCPMedia Services has expanded its staff to cover North, Central and South America, Asia, India, Europe and the Middle East. It has also recently instituted The WCP Way — a white glove service to assist with change management and training.

After a year of research and based on feedback, the company incorporated technology from Harmonic, Rhozet and Telestream Vantage to strengthen its transcoding services. It tapped Signiant — currently used by major studios and broadcasters worldwide — to refine and accelerate upload and delivery.

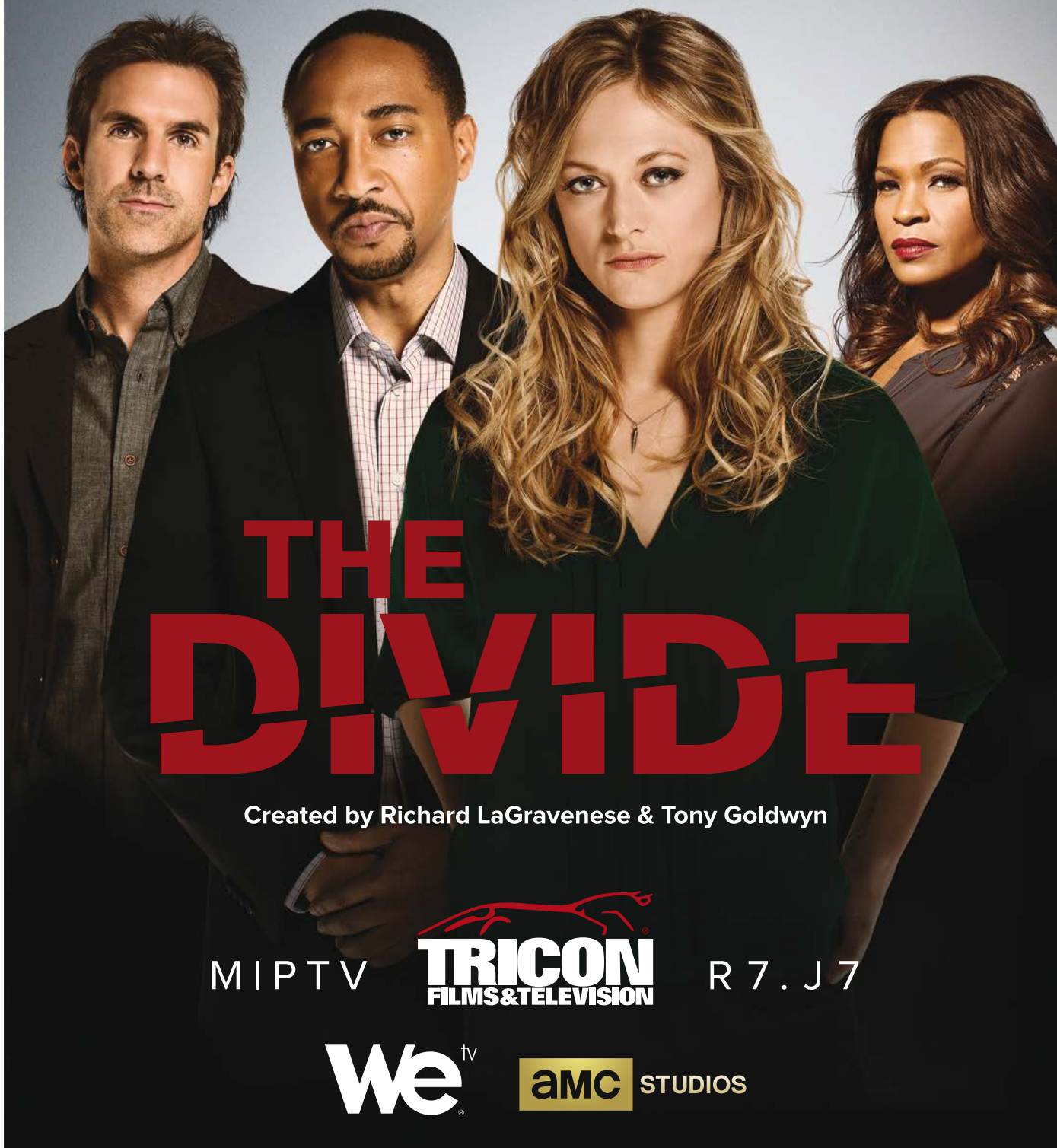
As explained by producer, distributor and Festival director, Marco Mueller: "The WCP platform represents a major breakthrough in the digital multimedia content supply chain."

WCPMedia Services has set up new partnerships in Europe, from the Rome Film Festival, to Association du Cinéma Européen (ACE), to Fédération International Cinéma Television Sportifs.

WCPApp 2.1 will be on display at WCPMedia Services stands P-3, B34 at level 3 and MIPCube Pod 6 at level 1 here at MIP-TV.

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## GRB Takes on the Potty

**G**RB Entertainment knows that the average American spends as much time in the bathroom each year as they do on vacation — 14 days. So the **King of Thrones** transforms old washrooms into over-the-top, welcoming oases.

**When Ghosts Attack** takes viewers to the dark side of the paranormal world, where poltergeist activity is child's play compared to what's going on.

Tyler Perry's **The Haves and The Have Nots** is a drama that follows the complicated dynamic between a rich and powerful family and the hired help who live in their Savannah, Georgia mansion. New sitcom **Love Thy Neighbor**, also from Tyler Perry, is set at the Love Train Diner. Each episode serves up the daily joys, struggles and fumbles of a middle class family and their zany neighbors.

Filmmakers Joshua Zeman and Rachel Mills investigate the real crimes that spawned famous urban legends such as The Candyman and the Baby-Sitter in **Killer Legends**.

**The Wildlife Docs** takes an inside look at the world of zoo veterinarians and the untold stories of the animal ER.

Each episode of **Recipe Rehab** features a real family recipe and challenges two renowned chefs to create healthier versions of the dish, to be judged by the families.

R7.K17



[www.grbtv.com](http://www.grbtv.com)

## AMC/ Sundance Ch. Paves a Road



**T**he **Red Road** is AMC/Sundance Channel Global's newest original series. A sheriff struggles to keep his family together, while simultaneously policing two clashing communities: the small town where he grew up and the neighboring mountains, home of a Native American tribe. After a terrible tragedy and cover-up further divides these worlds, an uneasy alliance is forged between the officer and a dangerous member of the tribe. As these two men find themselves increasingly compromised by one another, the lives of both unravel.

[www.sundancechannelglobal.com](http://www.sundancechannelglobal.com)

## Dr. Lecter is At Gaumont



**G**aumont International's hit series **Hannibal** (pictured) explores the unique and riveting relationship between psychiatrist Dr. Hannibal Lecter and a young criminal profiler who is haunted by his ability to empathize with serial killers.

A once vibrant and now struggling community is reeling after a mysterious death and asking what the true nature of a monster is in **Hemlock Grove**, based on a graphic novel.

Iconic character **Barbarella** is called upon to save a civilization, and begins to find answers to the question that has haunted her for her entire life: Where did she come from?

R8.C1

[www.gaumontinternationaltv.com](http://www.gaumontinternationaltv.com)

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# My 2¢

American intellectuals put pop culture at the bottom of the cultural totem pole, even though the U.S. offers the world's largest output of books about entertainment.



In a recent edition of *The New York Times*' Book Review, four of its 28-pages were devoted to books about entertainment. This is not an isolated case. At times, *The Times* devotes more space to the business of entertainment than Wall Street malfeasances, which is another favorite topic of *The New York Times* (and Hollywood too, e.g., *The Wolf of Wall Street*) — and rightly so.

*VideoAge* began its regular Book Review feature in September 1989, exactly on its eighth anniversary, and since then has run more than 180 reviews of books about entertainment, which we estimate represents less than 10 percent of what *The Times* reviewed during the same period, and possibly only four percent of all the books about entertainment published during that time.

Now for the questions: Why so many books on the topic? Why are U.S. intellectuals so fascinated by entertainment? And why is an estimated 98 percent of the books about showbiz in Hollywood? What about Bollywood, Cinecittá, Nollywood and the like? Also, why are most books about India, Italy and other countries' showbiz written by Americans?

And, mind you, it is not just the U.S. print media and American intellectuals' obsession with entertainment, but the online medias as well. In my view, if it weren't for entertainment, social (or antisocial) networks such as Twitter, would not be so popular.

(Speaking of "antisocial" media, let me digress with a vignette. I was sitting alone in a waterfront Chinese restaurant in Singapore waiting for my peppered crab — this is such a messy dish that it can only be savored alone in order not to be embarrassed. Next to me sat two young and elegantly dressed Chinese ladies. Well, throughout the meal they exchanged just a few words with the waiter and spent the whole time playing with

their smartphones in silence, without uttering one single word to each other!)

Going back to the books about entertainment that are also entertaining, the U.S. seems to offer the main output, distantly followed by Canada and the U.K., where, according to a literary agent who shares *VideoAge*'s building (in our building we also have a music agent), the royal family is the favorite topic of U.K. readers, which in a sense can be considered "entertainment" if one thinks of all their antics.

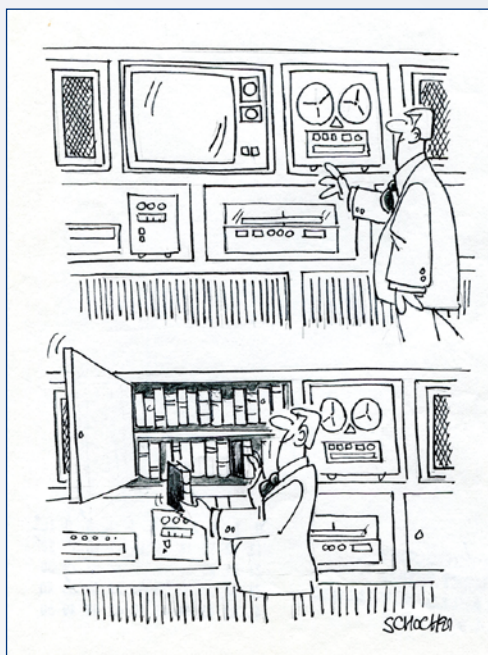
Some books about entertainment are also published in Germany and Italy, but they're few and far between. Of course, those countries, like many others, have a florid gossip press fueled by the local stars and personalities.

In the U.S., entertainment-related people are considered royalty and hence the fascination with Hollywood, which is also a renowned worldwide brand and a huge moneymaking machine. No other country in the world has such an obsession with a topic such as entertainment, which can migrate into books that are apparently enjoyed by both intellectuals and the fast-food crowd. Indeed, exposés, biographies and autobiographies concerning Hollywood's has-beens, stars and movers and shakers are all

the rage. In other countries one could see bookshelves lined with technical books on film and television, but reading about lenses and quad modulation is not for everyone.

On the other hand, reading about entertainment is enjoyable for all, since it encompasses elements that could come from a fictional yarn (and at times reality in entertainment is better than fiction) and from non-fiction books.

Dom Serafini



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