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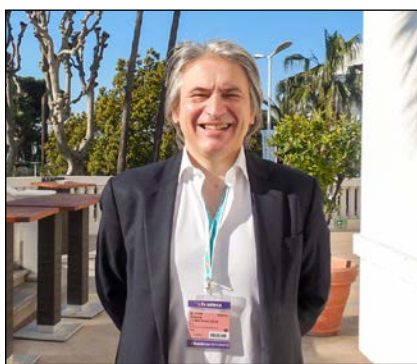
April 5, 2017

## L.A. Screenings Preview: Better Ads Environment

**Y**esterday, 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 spotlighted 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,

(Continued on Page 4)

## LATAM Gets Noticed at MIP Screenings

**L**ast 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.

(Continued on Page 4)

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**VideoAge Daily on the go**



## China Among Medal of Honor Four Recipients

**T**he 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.

(Continued on Page 6)





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(Continued from Cover)

## L.A. Screenings

HBO and Showtime — which are not content restricted as broadcasters are — is going to increase. An additional stumping block for broadcast TV is going to be a more restrictive FCC, now under the control of the evangelical right, which has among its agenda the “cleansing of the airwaves.”

One way to resolve this “broadcast-digital” disparity (also manifested at the Emmy Awards), would be for broadcasters to air sanitized versions of the new series during prime time 8:00 p.m.-11:00 p.m.) and more risqué versions late at night and/or on the networks’ VoD services.

At least U.S. broadcasters are remounting on the advertising side. Since last year, overall TV digital advertising revenue declined to 2.9 percent. On the other hand, traditional TV advertising continued to have strong results. For example, last January, network TV grew 5.7 percent and cable networks climbed 8.2 percent.



For the L.A. Screenings, from May 16 - 19, the action will be at the InterContinental hotel in the Century City area of Los Angeles, where over 70 distributors have already reserved their suites. Of these, four are exhibiting for the first time and include All3Media from the U.K., La Competencia from Spain, Raya Group from Turkey, and Sonar from Los Angeles.

However, starting on May 18, most of the action will move onto the studio lots, with Fox’s LATAM screenings. By May 20, all activities will move to the studios, up until the conclusion on May 26. In terms of news, CBSSI will continue its traditional screenings at the historical Paramount Theater on the Paramount lot.

Pictured above are Twentieth Century Fox TV Distribution’s Gina Brogi and Mark Kaner. Pictured below are CBSSI’s Armando Nuñez and Barry Chamberlain. 🇲🇽



## LATAM at MIP-TV



The fact that, for LATAM, MIP-TV is not as prominent as MIPCOM is indicated by the conference portion, where, out of 360 speakers, only three are from Latin America.

However, business is being conducted, as demonstrated by yesterday’s press announcement with Kanal D and Mega Chile signing a MoU agreement. After collaborating for many years, Kanal D and Mega have now decided to seek opportunities in co-production projects that will work well in both territories. Pictured above (l. to r.) are: Ezgi Ural, Kerim Emrah Turna, Mega Chile’s Juan Vicente, Kanal D’s Ozge Bulut Marasli, Mega Chile’s Patricio Hernandez Perez

At the MIPDrama LATAM Screenings this past Monday, Virginia Mouseler (pictured at right), CEO of The WIT, gave a presentation of selected dramas that demonstrate how Latin production is adapting to the new TV landscape. She indicated a move toward “more thrillers, less episodes.” The trends showcased were biographical series that combined thriller and crime elements, such as *El Comandante* for Colombia’s RCN, and *Surviving Escobar, Alias JJ* for Caracol.

Mouseler reiterated how the narco novela gave the telenovela genre international appeal, and

## Medal of Honor

The honor recognizes the contribution to international television by pioneers such as Armando Nuñez, Sr. (2013), Herbert G. Kloiber (2014), and Marcel Vinay, Sr. (2016), and veterans such as Marion Edwards (2014) and Ben Pyne (2016).

The award ceremony will be held tonight, during a gala dinner at the Carlton Hotel. 🇲🇽



has since made an evolution to include politics. Another element that Mouseler touched on was LATAM productions new storytelling style that is different from linear TV, highlighting certain series such as *Sincronia* for Blim (SVoD) by Televisa, and *PSI* for HBO Latin America.

In addition, Mouseler showed an adaptation of a previous telenovela, RCN’s *Francisco, The Mathematician*, a drama series that is updated to reflect today’s issues for teenagers, such as social media and bullying. She concluded the presentation by displaying historical drama *The Days Were Like That* for Brazil’s Globo TV, Record TV’s *The Promised Land*, and the new musical drama *Guerra de Idolos* for Telemundo and Netflix. 🇲🇽

## This Just In

- The third season of **Rainbow’s** live-action series *Maggie & Bianca Fashion Friends* started shooting last month in Italy. The story follows Maggie, an ordinary American girl with a dream of becoming a fashion designer, and her friend Bianca, a self-proclaimed Italian princess. France’s Gulli, Russia’s Karousel, Brazil’s TV Cultura and Disney Channel GSA are on board as free TV partners, while Netflix is the worldwide VOD partner.

In other Rainbow news, popular animated series *Regal Academy* and *World of Winx* will now be screened on Emirates flights.

- **Nippon TV** announced that the format rights for drama series *Woman — My Life For My Children* have been acquired by MF Yapim and Med Yapim, which will remake the series in Turkish. The series is set to air on Fox Turkey.

- **Rai Com** signed a theatrical distribution deal with Atlanta-based Castalia Communications for series *All’Opera*. Castalia becomes the exclusive Latin America distribution partner for the series featuring the very best of the Italian Opera

season, produced by Rai and broadcast live or near-live from famous Italian opera houses to movie theatres all over the world.

- Last month **Viacom International Media Networks Americas** invited Susana Giménez to visit the company’s corporate headquarters in New York and to meet Viacom CEO Bob Bakish. Pierluigi Gazzolo, president of VIMN Americas, and Dario Turovelzky, director of Global Content, Argentina, were on hand to welcome Susana to the Viacom family (all pictured below).





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## IFTA Sees Growth in LATAM TV

According to the Los Angeles-based Independent Film & TV Alliance (IFTA), while 2016 was a strong year for the Latin American theatrical market, it still reflects the effects of currency devaluation.

IFTA reported: "Mexico retained its number one spot hitting the equivalent of U.S.\$796.1 million (down 1.8 percent from 2015). Brazil was number two with U.S.\$744.2 million (up 14 percent), followed by Argentina's U.S.\$246.2 million (down 2.6 percent) and Colombia at U.S.\$143.9 million (down 12 percent). Although revenue in U.S. dollars was down, most box offices saw increases in the local currency as well as increases in admissions, especially for local titles.

"Online media is the fastest growing sector in Latin America. Although it has yet to replace the nearly extinct DVD market, OTT revenue reached U.S.\$1.6 billion in 2016 and is forecast to hit U.S.\$3.59 billion by 2021. The majority of the projected growth is due to the rise of SVoD, which will account for 58 percent of the projected 2021 numbers.

SVoD is dominated by pan-regional services such as Netflix and Claro Video, while TVoD remains a less concentrated market with most pay-TV providers offering pay-per-view or download-to-own services.



"Insufficient broadband infrastructure and high piracy levels are just some of the challenges obstructing the development of OTT in the region. Regional media groups and large pay-TV providers are investing in infrastructure and new technologies to help stir OTT growth. As more legal options for streaming become available and affordable, piracy numbers are dropping slightly.

This projected SVoD growth has caught the eye of international services Netflix and Amazon, which are now available across Latin America. Netflix has a number of original productions in Spanish and Portuguese. Amazon bowed its first Spanish-language original series in mid-2016 and announced plans for further investment in original international programs.

"While the theatrical and VoD markets are strong for independent and local titles, Free TV is a difficult market. Currency devaluations have upset the budgets of most broadcasters, leaving little money for acquisitions outside of their established major studio output deals. Most programming on FTV has shifted to local content. While most film slots have been eliminated, some international TV series are still acquired for broadcast on over-the-air TV.

"Basic pay TV is a much stronger market for independent titles. Pay TV subscribers grew to an estimated 54 percent penetration but numbers are starting to plateau as the currency problems continue. Much of the premium TV programming is dominated by major studios through channel ownership and output deals.

"Deals are typically struck as Pan Latin America All Rights or Pan-Latin America pay-TV deals and then divided and distributed regionally by local distributors. Brazil and Mexico are the largest markets, each accounting for 40 percent of the value of a Pan Latin America deal. The outstanding 20 percent is split between the remaining territories, the largest being Argentina, Colombia, Chile, Venezuela and Peru/Ecuador/Bolivia (often sold together). However, government restrictions in Venezuela have made it virtually impossible to transfer funds outside the country," according to the report.



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# 2017

## JORNADAS INTERNACIONALES

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CONFERENCIAS: 19, 20 y 21 de Septiembre  
EXPOSICIÓN COMERCIAL: 20 y 21 de Septiembre

La convención más relevante de América Latina vuelve a abrir sus puertas para recibir a los principales protagonistas de la región, Norteamérica, Europa y Asia.

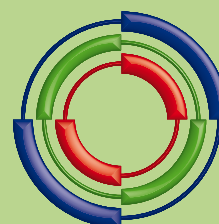
Jornadas Internacionales expresa su compromiso con la evolución de la sociedad, el acceso a la información y el conocimiento con la presentación de una nutrida exposición comercial, charlas debate sobre la realidad del sector y una serie de conferencias técnicas.



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World

VIDEOAGE

## The Jornadas: Cable TV Market's New Dates

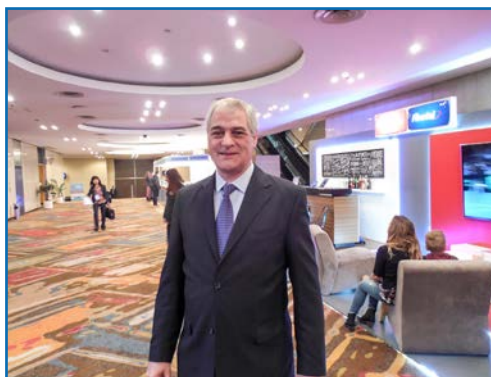
**T**he Argentina-based Asociación Argentina de Televisión por Cable (ATVC) has set the 2017 dates for its *Jornadas Internacionales de Cable* as September 19-21 at the Hilton Buenos Aires.

The Jornadas (or "Cable Days"), now in its 27th year, gathers over 2,000 participants from Latin America and around the world for its trade show and for conferences on technology, regulation and other industry issues for Latin America, with a special focus on the South Cone television sector.

Last year, the event housed 58 exhibitors, equally divided between hardware companies and content providers, mostly for cable and satellite TV networks. On the seminar side, there were 23 conferences, while FOX and Telemundo Internacional hosted parties.

The Hilton Buenos Aires, the *Jornadas*' venue, is located in Puerto Madero, a trendy *barrio* (district) on the waterfront and across from the *Puente de la Mujer* (Women's Bridge).

Pictured at right is Walter Burzaco, ATVC president.



## Bender In VideoAge Hall Of Fame

**S**usan L. Bender will be featured as *VideoAge*'s 17th International TV Distribution Hall of Fame honoree in the publication's L.A. Screenings LATAM edition.

Starting in show business in 1969, she ended up handling the male-dominated Latin America market for Metromedia, Paramount, Harmony Gold and her own company, Bender Media, without even speaking Spanish. "It was no different really than handling Japan and not speaking Japanese!" she explained.

As much as Bender minimizes her challenges, Marcel Vinay, Sr. gave some perspective for a woman who in those times traveled alone throughout Latin America in an environment he described as "very tough for women who had to deal with very aggressive Latin males."

The LATAM environment is now completely changed and women constitute the majority of the international TV distribution sales force for the region, thanks in large part to Bender's pioneering role.

## Call Me Josephine

**S**tellar Image introduces new documentary feature *Call Me Josephine*, about the life and rise to stardom of singer and entertainer Josephine Baker. The doc also highlights other aspects of her life as a civil rights activist, the mother of 12 adopted children, and as a World War II spy.

London-based Poorhouse International showcased the title at the Berlinale's EFM and reported brisk sales.

Also new from Stellar Image is *In Their Own Words*, featuring true-life celebrity stories, as told by the stars with the help of animation. The program uses archived audio from interviews conducted by Tele-Equipe-Stellar.

# VIDEOAGE's International TV Distribution Hall of Fame

HONORING  
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WHO BUILT AN INDUSTRY

# SUSAN L. BENDER

HONOREE IN THE  
L.A. SCREENINGS LATAM ISSUE

April 5, 2017



## Guerra de Idolos at Telemundo

**T**elemundo Internacional brings to Cannes a slate led by **Guerra de Ídolos (Fame Has a Price)**, its first original music drama series. Julio Cesar Solar is the music industry's top-performing star, while his brother Mateo Solar is an up-and-coming composer and producer. In their quest for fame and power, the two discover an unexpected mafia network connected to the music business.

Valentina Perez is **La Fan (The Fan)**, the president of the Lucas Duarte Fan Club. By chance, she meets the telenovela celebrity and he soon finds out that he can't go on without her (pictured).

**La Doña (Lady Altagracia)** follows an ambitious career woman with a terrible past. While she has amassed an empire, she wants love and wants to get her daughter back, whom she abandoned at a young age. In a bizarre love triangle, Lady Altagracia becomes enamored with attorney Saul, who is falling for Altagracia's estranged daughter.

Jose Maria Venegas, also known as **El Chema (Chema: The Flight of the Scorpion)**, committed his first crime by transporting drugs between Mexico and the United States. As he grows up, starting as a hired assassin, he becomes one of the most feared drug lords.

**Hugo Chavez, El Comandante** is a fictionalized drama based on the real-life leader of Venezuela's Bolivarian revolution. The series highlights different periods of his life, from childhood, to his formative years in the military academy, and later as an ally to Cuba's Fidel Castro.

Hired as a nurse to work at a Santa Cruz family's ranch, Amanda Solis has one goal in mind: revenge. Fourteen years ago, the young men of the Santa Cruz family abused her, and she has returned for retribution in **Amanda: 14 Años No Bastaron Para Olvidar**.

Working single mom Matilde is too busy to take her daughter **Ámbar** to school, but Ámbar doesn't mind. She's developed a small crush on her bus driver, Dany, who has also seduced her mother.

Stand P4.C14

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



## Moonlight Shines On Telefilms

**A**rgentina's Telefilms offers a roster of award-winning dramatic features. **Lion** is centered on the growth of an Indian boy who, after getting lost in Calcutta and becoming adopted in Australia, goes on a search for his biological family.

In **Hacksaw Ridge**, World War II American Army medic Desmond T. Doss becomes the first Conscientious Objector to be awarded the Medal of Honor after refusing to kill in the Battle of Okinawa.

**Jackie** takes place after the assassination of President John F. Kennedy, in the moments immediately following, during which First Lady Jacqueline Kennedy experiences shock, trauma, and mourning.

Coming-of-age drama and best-picture winner at the 2017 Oscars, **Moonlight** (pictured) follows a young black man in three parts of his life as he deals with familial conflicts, friendship, and loss.

**Collide** tells the story of an American backpacker who gets involved with drug smugglers, but encounters trouble when a drug lord is after him and his girlfriend.

[www.telefilms.com.ar](http://www.telefilms.com.ar)



## Record TV Gets Biblical

**R**ecord TV delivers historical dramas at MIP-TV. **The Promised Land (La Tierra Prometida)** takes place after Moses' death, when Joshua is the leader of the Hebrews and must guide the 12 tribes of Israel in conquest of Canaan (pictured).

The story of a young slave, **The Slave Mother (La Esclava Madre)** chronicles Isaura who is obsessively pursued by her master Mr. Leoncio.

**Moses and the Ten Commandments (Moisés y los Diez Mandamientos)** narrates one of the best-known stories of the Bible, that of Moses, from his birth to his encounter with God on Mount Sinai.

Based on Bible Stories, **The Miracle of Jesus (Los Milagros de Jesús)** chronicles the hardships endured by those who were given the blessings of Jesus.

**Victory! (¡Victoria!)** follows a 12 year old named Arthur, who, after falling from a horse, becomes paraplegic. Unable to cope with this incident, Arthur's father, Gregorio, withdraws from their relationship.

**Joseph from Egypt (José del Egipto)** is a miracle child, born from a woman who is sterile. Jealous of their father's attention toward Joseph, his brothers abandon him in Egypt.

Carlota Losano is a kind-hearted, generous woman, known as **The Penny Lady (Mamá Xepa)**. Deserted by her husband, Carlota must provide for her two children, Edison and Rosalia, by working overtime.

Stand P-I.G22

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



## Comarex Is Looking for Love

**C**omarex's catalog features a wide selection of game shows, telenovelas, and documentary series. **Save To Win** is a fast-paced shopping game show, where contestants demonstrate their knowledge of everyday store items.

**Para Verte Mejor (Just Looking)** interweaves the lives of tenants who all live in the same building, as they are watched by one of their neighbors who manipulates them through their own intimate secrets.

**Entre Tu Amor y Mi Amo (Separated By Love)** tells the story of a young girl, Sol, whose parents are murdered by an evil woman. When Sol grows older, she falls in love with this evil woman's son, Alejandro, and is set on revenge for her parents (pictured).

Lorena, Frida, Martha, and Lisette decide to break out of prison. These four women, **Preciosas (Runaways)**, relearn love, friendship, and forgiveness, while they are on the run.

Marco, an undercover agent who goes by **Code Name Solo**, must infiltrate the criminal world of drug trafficking and extortion to take down the family clan that controls it all. In order to not reveal his identity, he must partake in illegal activity he never thought he would have to.

Three couples give up their privacy and reveal **Phone Secrets**. In this reality game show, the contents of their phones are shared for everyone to see.

Two bachelors and two bachelorettes are **Solteros en busca de Amor (Singles Looking for Love)**. The four contestants divide into two couples and spend 48 hours with one another, then switch partners for another 48 hours, and decide whom they want to be with.

Stand Po.A27

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





## Inside **Rainbow's** World

**R**ainbow Group has a magical roster of animated kid's entertainment led by **Regal Academy**, where Rose Cinderella discovers Fairy Tale Land and learns that she comes from a magical family lineage. **Maggie & Bianca Fashion Friends** attend the Milan Fashion Academy, where at first they do not get along. In the end, the two very different girls become the best of friends and form a band together.

In the **World of Winx** (pictured), the Winx club girls return to Gardenia as talent scouts looking for individuals with unique abilities and protecting them from the mysterious Talent Thief.

**Winx Club 7** save the Fairy Animals to maintain the balance and order of the Magic Universe. The Winx take on new villains like Kalshara and Brafilus.

In the 3D-animated feature film **Winx Club: The Mystery of the Abyss**, the Winx must prevent the pollution of the Infinite Ocean and defeat evil fairies the Trix to restore balance to the world.

**PopPixie** follows the lives of the Pixies in Pixieville, a magical world



inhabited with elves and gnomes.

Dante Vale and the other Seekers of the **Huntik** Foundation are in search of Amulets to call on the mystical Titans to help defeat the evil Organization led by The Professor.

**Stand R7.H2**

[www.rbw.it](http://www.rbw.it)

## **RAI's** Murder & Mystery

**R**AI Com is in Cannes to present a slew of exciting drama series. At the top of the company's MIPTV lineup is the new installment of **Detective Montalbano** (pictured below), the popular series based on the detective stories by Andrea Camilleri.



Police officer Valeria Ferro investigates murder cases in crime series **Close Murders**, which is returning for a second season.

Set in southern Italy, **The Bastards of Pizzofalcone** tells the redemptive story of a rogue police unit in a fight against organized crime.

In the miniseries **The Ghosts of Portopalo**, a boy is beginning to be haunted by traumatic memories of a ship wreck near the Sicilian fishing village of Portopalo, a tragedy that led to around 300 deaths.

**Tangled Lies** follows a single mother whose daughter goes missing with a friend. In a rush to find the two missing girls, the mother uncovers hidden secrets in her tranquil seaside town.

The real-life story of Lucia Annibali comes to the screen in feature **The Scarred Heart**. Two thugs hired by her ex-boyfriend throw acid in her face, leaving her disfigured.

Directed by Volfgango De Biasi, **Crazy for Football** documents the first Italian national team to compete in the world cup for psychiatric patients in Osaka, Japan.

**Stand R7.D5**

[www.raicom.rai.it](http://www.raicom.rai.it)

## L.A. SCREENINGS 2017

It's that time of the year! Submit your info for  
**VideoAge's Official L.A. Screenings Guide**

(Free listing -- The Guide will be complimentary delivered to all Studios and to your hotel)

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VIDEOAGE

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**LA SCREENINGS**

May 15<sup>th</sup>

**LATAM Issue**

May 20<sup>th</sup>

**Studio Issue**

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**Hollywood Studios and InterContinental Hotel**



## SmackDown at **WWE**

**C**onnecticut-based WWE offers family-friendly action/entertainment. With more than two decades under its (championship) belt, Monday Night **Raw** (pictured) holds the title of the longest-running episodic TV show in U.S. history. WWE's flagship series features the best and brightest sports superstars, a slew of controversial moments and unbelievable face-offs.

In **SmackDown**, a live show that has been on the air for nearly 20 years, WWE's line-up of superstars showcase their athleticism and entertainment abilities in the ring.

**Total Divas** delves into the personal lives of the women of WWE, including the Bella Twins, Paige, Natalya and the rest of the ladies. In this hour-long series, these WWE Superstars celebrate victories and endure hardships both inside and out of the ring.

WWE superstars of Monday Night Raw and SmackDown LIVE get into the ring for the **WWE Main Event**.

All of the storylines and matches from Monday Night Raw and SmackDown LIVE are given a rundown on **WWE Experience**.



**WWE BottomLine** allows viewers to recap the action from Monday Night Raw and provides exclusive updates from favorite Raw superstars. **WWE AfterBurn** lets viewers to do the same with SmackDown LIVE.

**Stand R7.E75**

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

## Into the Badlands With **eOne**

**C**anada-based Entertainment One (eOne) offers a catalog with a wide variety of titles, including **Mary Kills People**, a provocatively, darkly funny drama. The series focuses on Dr. Mary Harris, a single mother and emergency room doctor, who plays an underground Angel of Death, assisting terminally ill patients who want to die.

British lads Sean and Dylan are on their **Gap Year** (pictured). The two go on a three-month trip through Asia, where they meet American girls Ashley and May in Beijing. Starting out rocky, their journey becomes one of self-discovery.



**Full Frontal with Samantha Bee** is a late-night comedy series that offers a satirical take on headline news and a variety of controversial topics.

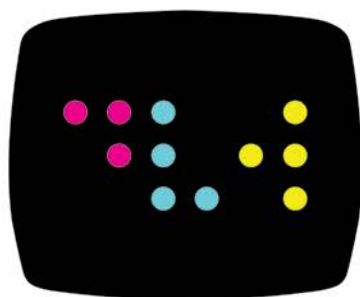
Detective drama **Private Eyes** follows ex-professional sports player Matt Shade who teams up with P.I. Angie Everett as the two take on high-stakes crime cases.

Based on the historical Chinese tale "Journey to the West," **Into the Badlands** ventures 100 years into the future when the Earth has been ravaged. Sunny, a great warrior, travels in search of enlightenment.

Detective John **Cardinal** and Lise Delorme are on a mission to reveal the truth behind the disappearance of a young girl. Cardinal's dark past threatens to derail the developing investigation.

**Stand C15.A5**

[international.eonetv.com](http://international.eonetv.com)



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1. Tele Latino's Aldo Di Felice, Lionsgate's Agapy Kapouranis
2. Telemundo Internacional's Melissa Pillow, Tarec Ghattas, Yari Torres, Olimpia Del Boccio
3. Mondo TV's Julia Soleillant, Micheline Azoury
4. RAI COM's David Bogi
5. Priority's Zorana Vuckovic and Lionel Moniz
6. Comarex's Marcel Vinay
7. Scripps Networks' Kevin Chorlins, Leena Singarajah, Stephanie Quinn, Phillip Luff and Hud Woodlee.

8. Carsey-Werner's Alexandra Taylor
9. Rainbow's Simone Borgarelli, Lorena Vaccari, Iginio Straffi, Silvia Quintili, Cristiana Buzzelli
10. All3Media's Rachel Glaister, Sally Habbershaw
11. Bomanbridge's Sonia Fleck
12. Record TV's Delmar Andrade
13. Kabo International's Arabelle Pouliot-Di Crescenzo, Elsa Pielot, Friday's Tatiana Massova
14. VIMN's Caroline Beaton, Michael D. Armstrong
15. WWE's Emilio Revelo, James McEvoy, James Frewin







# My 2¢

An open letter to President Donald J. Trump to "Make Television Great Again."

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**D**ear Mr. President:  
After you "Make America Great Again," can you please "Make Television Great Again?" We understand that from now on it's "America First America First," but can television be "Second?" We'll call it, "Television Second."

You have heard all the "fake news" coming from the online people (bad people, by the way!) and from the dishonest media declaring that television's dead. Nothing is further from the truth, OK?

Yes, television is suffering, but it's because of all those imported programs from Mexico that end up on Netflix and Amazon, and because, even though China owns half of Hollywood they still put restrictions on their own imports. What a bunch of losers!

But you can still make television great again. You can tax U.S. TV exports to China and ask the FCC to build a geo-blocking wall all along the southern border that Mexico will pay for. It would be so great! So awesome!

And, if the FCC doesn't know how to build an Internet geo-wall, you can always ask Putin to do it. He knows how to enter the U.S. cybersphere. He's great, a terrific person, who, like last time, would do it if you invited him, and everyone knows it.

Television is still tremendous entertainment. Great value, believe me. Granted, Arnold did not do a great job as you did on *The Apprentice*, but that only means that you still have a job after the bad Republicans with little hands make you leave the White House. Terrible people, by the way. Every one knows it, OK?

Lately, television has not been too nice to CNN either, but that's because they report fake news, and they don't even know the difference between falsehood and alternative facts! What a bunch of losers! On the other hand, you have seen how tremendous FOX News is doing, right? No fake news there. At FOX, they create the news! Real cool stuff! And they're terrific people. Everyone knows it.

How can the BBC (by the way, they're just like CNN, a bunch of losers, OK?) report that you don't like Muslims when your executive order did not ban people from Pakistan, Afghanistan, Saudi Arabia and the UAE? Everyone knows that you love to do business with Muslims! Fantastic people, believe me, OK?

I know that you love television (after all, you're *The Apprentice*'s executive producer!) and you know that television is suffering because Mexico and China are killing it. But look at your ratings — 33 million viewers just to hear you announce the nomination of Neil Gorsuch for the Supreme Court. And those are just in America. Can you picture how awesome the global viewership would

be if we included that of Russia? So great. Totally cool! And that was for something that most people didn't even know anything about, and everyone knows it. Imagine how high the world TV audience could go when you are going to launch your nuclear weapons? Totally cool! Fantastic show, and television will become great again. Thank you, Mr. President.

**Dom Serafini**

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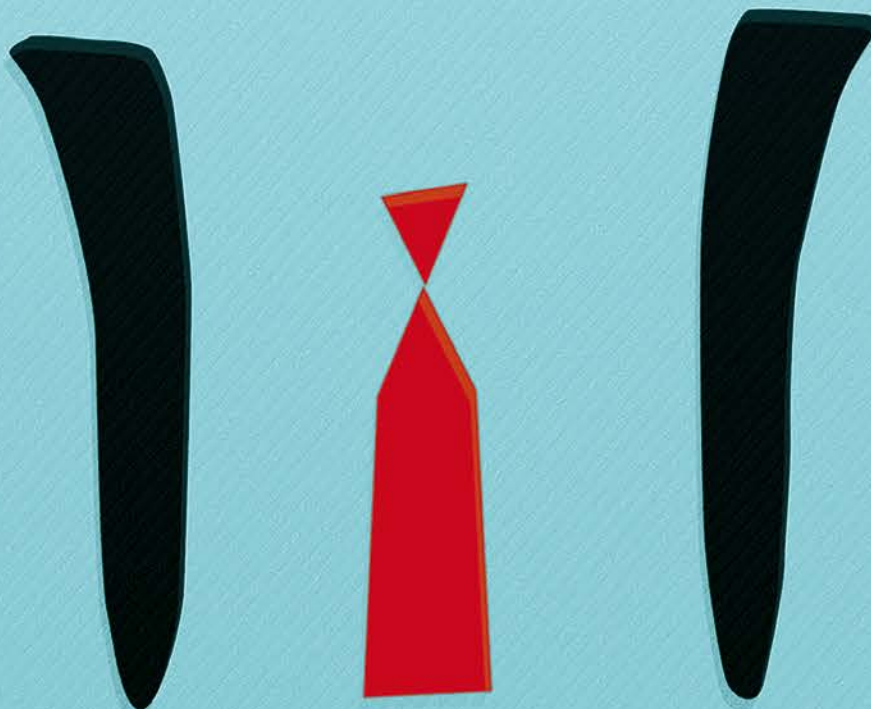
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