

# VIDEOAGE

INTERNATIONAL

# DAY 3

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October 19, 2016

## MIPCOM Third Hub for LATAM Television Biz

The number of Latin American buyers attending MIPCOM increases every year, with the South Cone still sending the largest contingent of total buyers. New entries are represented by Central America and the digital platforms, while pan-regionals are maintaining a steady level.

It is estimated that over 100 LATAM buying companies are now circulating in the Palais. In addition to direct buyers, there are a large number of Latin American distributors who attend MIPCOM to buy LATAM rights in order to replenish their distribution pipes.

On average, sellers meet with 30 to 50 total buyers (representing some 25 buying companies) while buyers tend to have between 10 and



15 meetings a day. The U.S. studios are LATAM buyers' priority, whether or not they have deals with them. Second on their list are LATAM companies, followed by non-LATAM sellers, especially for formats.

Azteca's Margarita Black reported that 20 percent of her agenda is

*(Continued on Page 4)*

## Japan Gets Top MIPCOM Honor & Spirited Sake

This year, Japan is MIPCOM's country of honor. Under the theme "Spirit of Imagination," the market kicked off with a Japanese producer workshop and co-sponsored Press Breakfast, along with the 4K HDR world premieres of WOWOW's *Cold Case Japan* and *Moribito* from NHK. Plus, the Opening Party featured live performances from Japanese DJs and musicians. In addition to the festivities, conferences on day one of MIPCOM included a Japanese market analysis headed by a senior consultant from Mitsubishi Research Institute and format-focused Treasure Box Japan, which

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**VideoAge Daily on the go**



## Road to Discop Africa Paved with TV Sales

While preparing for Discop Johannesburg there are some figures collected here in Cannes that are good to keep in mind.

The Sub-Saharan region covered by Discop has 48 countries looking for films, TV series, Bollywood and Nollywood content, game shows and sports. Program acquisition prices range from U.S.\$100 an hour up to U.S.\$5,000.

In the region, some 97 million people speak French even though English is gaining ground, with English the official language in 26 African countries. Other languages spoken in the region are Portuguese (five countries) and Spanish (one country). About 200 buying African companies, represented by some 500 executives, attend Discop in Johannesburg at the Sandton Convention. The market offers 180 booths accommodating some 250 companies, including the Chinese Pavilion and a new entry this year,

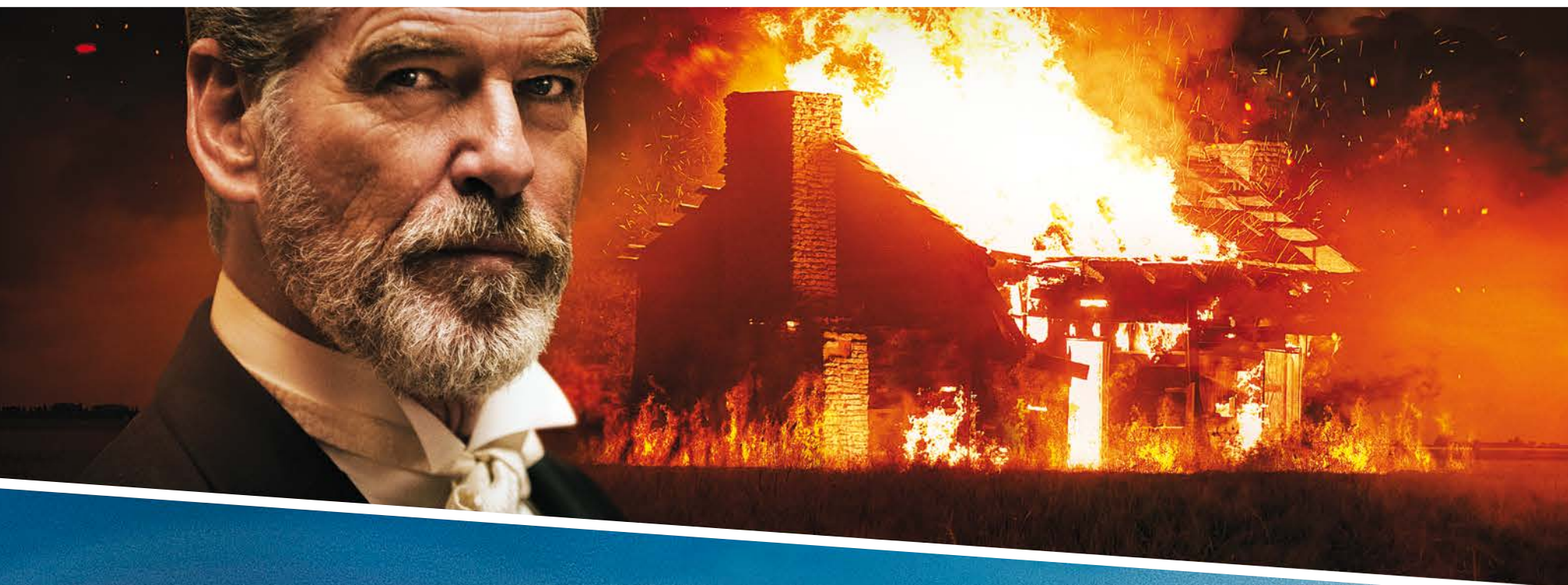
*(Continued on Page 6)*



Disney Media Distribution Latin America

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(Continued from Cover)

## Discop Africa

the American Umbrella. The pavilion consists of stand space and the umbrella of just meeting tables. Each exhibitor is expected to meet, on average, eight to 12 buying companies a day.

Contracts with local TV stations are usually written in order to obtain 50 percent of the license fee before getting material, with the balance paid up to 60 days after delivery. There are reports that collections are slow and some small TV outlets pay in local currencies (instead of the preferred U.S. dollar or euro) also due to currency exchange issues.

In terms of the market's outlook, the Sub-Saharan region is served by 250 TV broadcasters (80 percent privately owned) offering some 400 TV channels to 58 million TVHH. Of these, 14 million receive TV via satellite and 11 million are pay-TV subscribers, who generate the equivalent of U.S.\$3.5 billion a year in total revenues. South Africa is the largest TV market.

The pay-TV market is mainly controlled by a few players: DSTV, StarTimes, Azam TV and Zuku TV. Plus, Nigeria is also covered by a few local pay-TV services.

Additionally, 10 pan-regional networks are active in the region. They are mostly part of U.S. TV groups, which also acquire content from independent distributors.

Even though local production is increasing, imports make up most of the local TV schedules. Excluding sports and news, which takes a big chunk of airtime, 90 percent of programming schedules comes from imports: both regionally and outside Africa. Regional production imports come mainly from South Africa, Nigeria, Ivory Coast, Senegal, Tanzania and Kenya. 🇳🇬

## LATAM at MIPCOM

devoted to LATAM companies, while for 8 Star Entertainment's Cida Goncalves, her focus is LATAM sellers. From Uruguay, Cecilia Presto will be "meeting with U.S. studios, as always."

However, LATAM sellers based in Miami would prefer meeting buyers who are based in Florida (like, for example, the pan-regionals) in their offices, and save their schedule at MIPCOM for non-LATAM buyers instead. Similarly, buyers do not meet with sellers from their same countries while in Cannes. *VideoAge* estimates that there are over 200 sellers from LATAM, which makes MIPCOM the best venue to promote Reed Midem's MIP Cancun market scheduled for next month.

MIPCOM has now become the third largest market for LATAM television, after NATPE Miami and the L.A. Screenings. To celebrate LATAM participation, last evening the Mexican Pavilion organized "La Fiesta del Tequila."

On the sellers side, Somos' COO Jose Espinal said that at MIPCOM "our special strength is in the Spanish speaking territories, but we also have business dealings with Eastern Europe, France, Italy, Middle East and Asian territories. We have close to 20 [scheduled] daily meetings. We're

offering dramas from Turkey, Greece, India, Spain, Poland and other countries, as well as series and movies."

Hugo Treviño, Logistics and Events for Televisa, reported that MIPCOM "is a very busy week for all our sales teams from Latin America, Europe, Africa, Asia, and MENA."

Esperanza Garay, senior vice president Sales Latin America for Telemundo Internacional, said that at MIPCOM she meets "five to seven clients a day from Latin America; we focus on Mexico, Argentina, Colombia, Chile, Brazil, Bolivia, Panama, Uruguay and Peru."

And Jesús Iriépar, International Sales Europe and Middle East at Caracol, meets "with mostly clients from the Middle East and Europe. More or less 12-15 daily, but the meetings are a mix."

*Pictured on the cover is the Disney Media Distribution Latin America team.* 🇺🇸

## Country of Honor

highlighted the latest trends in formats. Kazuo Hirai, president and CEO of Sony Corporation, lead the opening keynote.

Yesterday, the program featured a Japanese documentary showcase with works presented by broadcasters, production companies and independent filmmakers, conferences *Japanimation Out of the Box*, about the future of Japanese animation, and Japanese Drama *Beyond Borders*, focused on Japanese dramas that have succeeded on the international market.

In celebration of Japanese culture, people in traditional geisha clothes served sake and a matcha tea ceremony from the Japanese Plaza. There was also a Japanese umbrella, and a Japan Pavilion where the sake tasting was courtesy of Tohokushinsha Film Corporation. 🇯🇵

## MIPCOM Floor Bits

• **Mediaset Distribution**, Malaysian payTV broadcaster Astro and Global Station have inked a production and distribution deal for Mediaset series *Tuscan Passion*.

The series will be adapted for Malaysian and Southeast Asian audiences, and marks the first collaboration between Astro and Mediaset. Astro has also closed an agreement for Mediaset's original series *Intelligence*, *For Love Alone*, *Beyond The Lake* and *Kissed By Love*, which are set to premiere in the coming months.

*Pictured: Mediaset's Manuela Caputi, Comarex's Martha Contreras, 2b-tube's Hugo Tapia.*



• **Televisa and Somos Distribution** closed a deal on Greek telenovela *Stolen Dreams* from Mega TV. Somos has been characterized by marketing dramas from non-traditional producers (Turkey, India, Greece, Poland among others) in Spanish-speaking territories.

• **RAI Com**, along with Planeta Junior, DQ Entertainment and Gruppo Alcini, has introduced 3D CGI comedy *Pio Rocks! – The Series* at a special event during this year's MIPJunior. The series, aimed at 5-8-year-old digital natives, follows the adventures of Youtube star Pulcino Pio at music school. *Pictured: Gruppo Alcini's Francesco Manfio, Ignacio Segura of Planeta Junior, RAI Com's Gian Paolo Tagliavia and DQ's Taapas Chakravarti.* In addition, RAI Com has appointed Castalia Communications as its distribution agent for its All'Opera productions in Latin America.



• NBC has picked up the rights to **Telefe's** *Un año para recordar*. The network will adapt the Argentine series, which will be called *A Year to Remember*. Capital Entertainment and Telefe USA will be in charge of the series' production, making it the first project run by the Argentine channel since it arrived in the U.S.

• Animation studio **Rainbow** has announced that the Russian version of *Regal Academy* will feature Alisa Kozhikina singing the theme song. Kozhikina won the first season of *The Voice Kids Russia* in 2014. In addition, Rainbow has sold *Regal Academy*, *Maggie & Bianca Fashion Friends*, and *World of Winx* to Russia's Karusel.

• **Telemundo's** super series *El Chema, Sin Senos Sí Hay Paraíso* and *Guerra de Ídolos*, among others, will premiere exclusively on Netflix in Latin America, including Mexico and Brazil, and will also be available exclusively in Spain and in the U.S. The deal also includes multi-territory on-demand rights for series including *La Reina del Sur* and *Pasión de Gavilanes*. *El Chema* will be exclusive to Netflix after it premieres on Telemundo in the U.S.

• **Mondo TV** as secured a production agreement for three new animation projects in 3D CGI with China's Henan York Animation, to be completed by November 2020. The companies are currently partners on a project connected to animated TV series *Invention Story*. The first 3D production project (working title *The Rowly Powlys*) will be targeted to preschoolers and begins production this November. *Pictured: Henan York's Sophia Song, Eric Song and Mondo TV's Matteo Corradi.*



• **Zee Entertainment** has recently unveiled the Format Factory. As part of the initiative, the company is presenting six new and current formats. Unscripted formats include dance reality show, *Dance India Dance*, and game show *Moksha*. Their scripted formats include: *Phantasmagoria*, *The Eclipse Harvest*, *Hum Paanch (Five Is A Crowd)* and *Kareena Kareena*.

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## Jornadas de Cable: South Cone's Premier Show

**A**t the start of last month's *Jornadas de Cable*, or Cable Days, the busiest in the annual event's 26 years, the ascending escalator in the basement of the venue, the Hilton Buenos Aires, broke down, causing a jam in the elevators. Perhaps fortunately, of the three days the event took place only half were busy: the afternoon of the opening day, and the second day.

The *Jornadas*, the most important trade show for the cable TV industry in the South Cone of Latin America, is organized by two Argentinean associations: ATVC and CAPPASA. The former is the association of cable TV operators and the latter, the association for content providers with a board made of representatives from HBO, Turner, Disney ESPN, Telefe, etc.

During one of the 23 conferences, the Argentinean Minister of Communications Oscar Aguad announced that by 2020, 90 percent of Argentineans will be connected to wideband. Dataxis Argentina's Carlos Blanco also pointed out that Claro and Telefonica control 61 percent of cellular telephony in the country.

Total participants at the event, which started on September 14, numbered



4,200, mostly from Argentina and the South Cone, with some presence from the U.S., Spain, France, China and Japan, while the 58 exhibitors were equally divided between hardware companies and content and video signal providers.

*Pictured above is Telemundo Internacional's Raul Miranda at the company party. Miranda is marketing manager of NBCUniversal Southern Cone, Telemundo's parent company. Pictured below are Telefe's Daniel Otaola (l.) and Ariel Katz.*



### Carlos Barba and VéoNet

**F**rom his Miami, Florida-base, Carlos Barba is back in action as chairman of VéoNet, a Spanish subscription streaming service. VéoNet is accessible to all viewers and potential subscribers on Veonet.tv, in the U.S. and Puerto Rico.

Barba, a pioneer in the creation of several Hispanic TV channels including Telemundo and Univision in the U.S., is now making many hours of programming available, all of them in Spanish without subtitles.

"Opening VéoNet is for me like a dream come true, bringing so many excellent programs to all our Hispanic television lovers in America," commented Barba. The president of VéoNet, Efrén Carranza, former Producer at *Sabado Gigante*, added: "This rollout is just the beginning as the VéoNet team is uploading hundreds of additional hours in the days to come. Even if our first target today is the 34 million Hispanic viewers in the U.S., we are counting on a network of affiliates all over Latin America and Spain to cover the whole American continent."

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## Crime Stories And More at RAI Com

**R**AI Com, the international sales and marketing division of Italian public broadcaster RAI, is in Cannes with its catalog of theatrical movies, TV series, animation, performing arts, formats and documentaries. The division is now under newly appointed president, Gian Paolo Tagliavia, a former executive of MTV Italia.

At MIPCOM, RAI Com is also promoting all of its international channels, which include RaiItalia, RaiNews24 and Rai World Premium for outside Europe, and Rai1, Rai2, Rai3, RaiScuola and Rai Storia within Europe.

The company's MIPCOM slate is topped by crime series **Close Murders** (*Non uccidere*), following a woman on the Turin Homicide Squad who fights against domestic and community-based violence (pictured).

**The Bastards of Pizzofalcone** (*I bastardi di Pizzofalcone*) is a drama series about five new hires at a corrupt police department in a small town. Despite their secrets, the new recruits have the chance to redeem themselves.

In **Detective Montalbano** (*Il commissario Montalbano*) Luca Zingaretti stars as Salvo Montalbano, who balances friendships, romance and intricate police cases.

Set in the 1950s, drama series **The Ladies' Paradise** (*Il paradiso delle signore*) is about a store in Milan that sells luxury and beauty at an affordable price range.



**Pio Rocks!** is aimed at kids ages 5-8, and features animated rocker Pulcino Pio as he starts class at the Highnote High music school and needs to make friends.

Directed by Gabriele Muccino, feature film **Summertime** (*L'estate addosso*) is a coming-of-age film about four youth from Rome, San Francisco, New Orleans and Cuba. The film's soundtrack is by Italian rap star Jovanotti.

Feature **These Days** (*Questi giorni*), directed by Giuseppe Piccioni, is the story of four college girls who embark on a road trip to Belgrade.

**Stand R7.D5**

[www.rai-com.com](http://www.rai-com.com)

## Shonda Rhimes' Fast Facts

**T**onight Shonda Rhimes will be honored as MIPCOM 2016 Personality of the Year, here are a few fast facts about the successful producer and writer.



- Born in 1970 in Chicago, Illinois.
- Company: ShondaLand founded in 2005 in Hollywood.
- Actor: *The Mindy Project's*, *The Devil Wears Land's End* (2014).
- Author: "Years of Yes," published in 2015.
- Director: *Blossoms and Veils* (1998).
- Producer-creator: *Grey's Anatomy*, *Scandal*, *How to get Away With Murder*, *The Mindy Project*, *The Catch...* Over 70 hours of primetime TV.
- The first fully credited script: *Introducing Dorothy Dandridge* for HBO in 1998.
- Rhimes started as an intern at Denzel Washington's Mundy Lane Entertainment, after a stint at McCann Erickson in San Francisco in 1991.
- Mom to three daughters.
- Alma Mater: Dartmouth College.

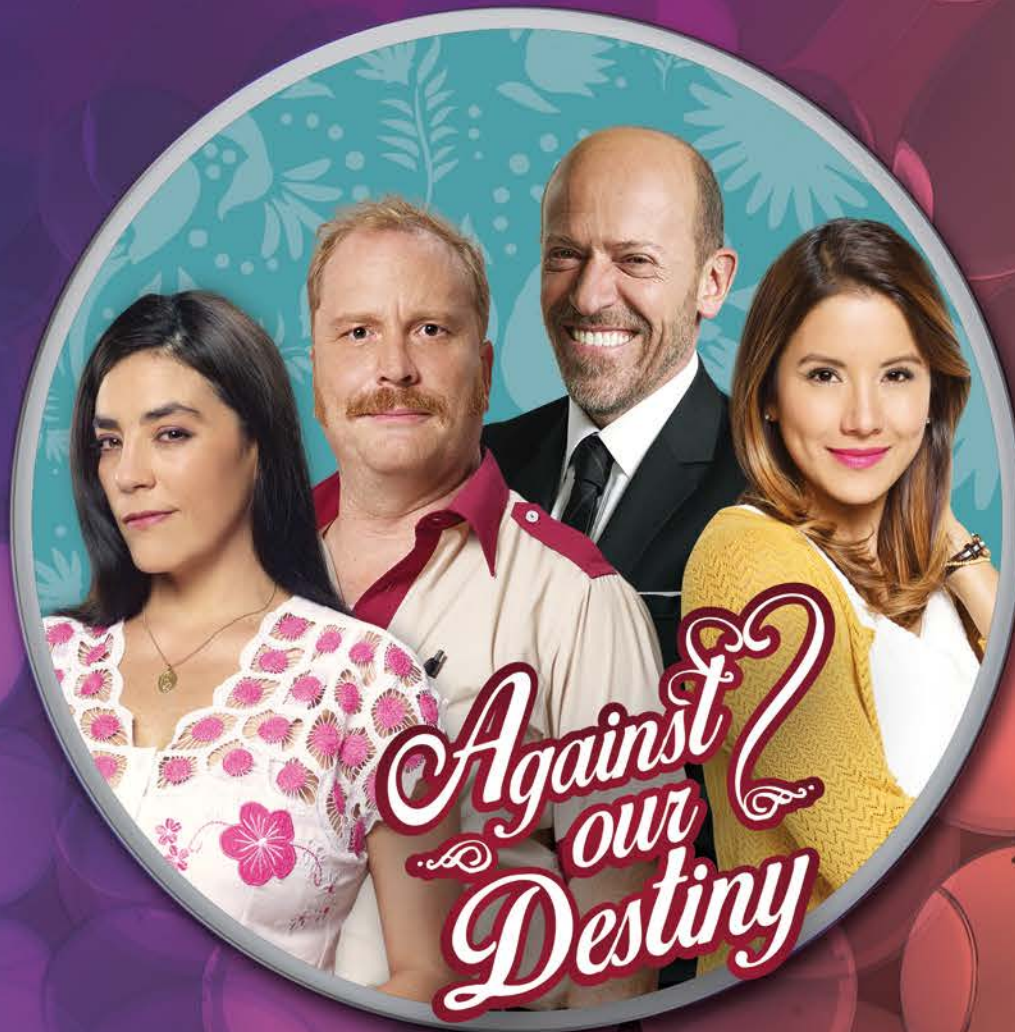
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## Telemundo Takes on Paradise

**T**elemundo explores new beginnings in HD telenovela *La Doña* (pictured), which follows Altagracia, a beautiful woman who lost both her parents in a car accident. She is abused by a group of powerful young men, and eventually manages to build an empire and take justice into her own hands.

Silvana's wealthy husband abandons her and their three kids after his shady business practices leave him broke in HD telenovela *Silvana Sin Lana* (*Rich in Love*). The family must acclimate to life in the middle class.

In HD super series *Señora Acero, Tercera Temporada: La Coyote* (*The Acero Dynasty, Third Season*), Vincenta Rigos competes against other border 'coyotes' and has Homeland Security on her tail.

*Sin Senos Sí Hay Paraíso* (*Without Breasts There is Paradise*) depicts a cohort of women who shun plastic surgery and the lure of easy money. The story begins with Catalina's death, which causes her pregnant mother to deliver prematurely.

*Dios, Inc* (*God Inc.*), an HD series produced by HBO Latin America, tells the story of Salvador Pereyra, a Mexican philosopher returning from a decade in the Middle East. When he tries to publish his work, he discovers a secret cult.

HD drama series *Psí* (*Psy*), produced by HBO Latin America, is about a psychiatrist interested in unusual cases. The series explores clinical mysteries and existential issues of modern life.

Julieta takes on the role of main provider for her family when her father dies in telenovela format *Eres Mi Tesoro*. She becomes a cab driver, and eventually a personal chauffeur for handsome and wealthy Alvaro.

Stand P4.C14

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



## Televisa Is Dressed for Mourning

**T**elevisa Internacional delves into the spectrum of human emotion. Triplets Ana Lucía, Ana Leticia and Ana Laura are in a terrible accident, leaving Ana Lucía separated from the family in telenovela *The Three Sides of Ana*. After years apart, destiny brings the sisters together.

*Waking up with You* follows Maia and Pablo's unexpected love story. They come from different social classes, and their parents are rivals. Despite these obstacles, they remain determined to stay together.

After Luciana gets deported and her father dies, she returns to the U.S. to meet her mother and brother in telenovela *Along Came Love*. She falls for the owner of the vineyard where her family works.

Three women plan to kill their abusive and irresponsible husbands in drama series *Dressed for Mourning*. They hoped the "accident" would go undetected, but the police discover the bomb they placed under a boat.

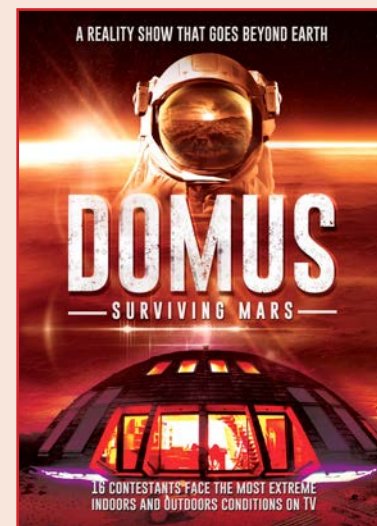
In telenovela *Love Divina*, the protagonist grows up among poor children without knowing she is an heiress. She navigates her new wealth and many jealous friends.

*Familia Telerin* is an animated series about six characters who teach kids that the key to life is happiness, love and kindness.

Survival reality series *Domus* (pictured) follows a competition of 16 men and women who undergo harsh physical challenges indoors and outdoors in a Mars-like set.

Stand R9.A2

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



## Two Husbands for Cisneros

**C**isneros Media Distribution explores vintage films and 21st Century drama series. Dramedy *Mary for Mayor* (pictured), set in a fictional Southwestern town, follows Mary's attempts to reform local politics to change an outdated law that forbids divorce.

In drama series format *Just Looking* (*Para Verte Mejor*), five couples fall in love in different ways: From love at first sight or first hip fracture, these couples meet without knowing a stalker has placed hidden cameras in each apartment.

Four couples on the verge of splitting explore new options in *The Sex Sense* (*El Sexo Sentido*). The pairs decide to open relationships in this series, and experience stronger bonds with a new kind of drama.

*XRC, Top Ten* highlights life's extremes, from wild weather to intense car chases and dangerous animals. The series is available with English and Spanish narration, and can be adapted to any language.

*Dona Flor and Her Two Husbands* (*Dona Flor e Seus Dois Maridos*) is a feature film from Brazil that was nominated for a Golden Globe in 1976. Flor's irresponsible husband dies suddenly, and she remarries a dull pharmacist.

Documentary series *In the Holocaust Camps* (*Nos Campos do Holocausto*) explores the lives of Holocaust survivors who immigrated to Brazil.

*Police Operation* (*Operação Policial*) is Brazil's first reality series. The series offers a glimpse at daily routine of the Brazilian police force.

Stand P-1.C13

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



## Smilehood Is Really Cooking

**F**rom game show/cooking hybrids to kid's animated series, Smilehood Media's roster is diverse. It starts with romantic comedy *Alchemy for Ana* about a woman who is content with her life and career as a single woman, but when her best friend dies, she becomes guardian of her children.

Game show format *Cooking at the Supermarket* sees contestants competing in the aisles. A panel of chefs, and the store's customers, judge the dishes.

Vero and Gaston bicker viciously in dramedy series *Ultimatum*. The couple spends 10 days together without their kids to see if they can rekindle their love or must separate for good.

*Panam & Circus* is a children's musical series that has been on air for over 15 years. Laura Franco hosts the show, which encourages play and imagination.

*Dilemma* is a game show that encourages interaction between the viewers and the participants, who earn money by remembering facts about the famous people they interview.

Sitcom *According to Roxi* narrates the life of a politically incorrect mom with lots of friends — and lots of enemies, from schoolteachers to pediatricians and other moms.

In 2D animated series *Plim Plim, a Hero of the Heart* a child with the features of a clown and magician teaches kids positive habits, focusing on respecting the environment, cooperation, kindness and friendship.

Stand P-1.C1

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



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## Record TV's Biblical Tales

**R**ecord TV Network, one of the oldest broadcasters in Brazil (created in 1953), is in the business of epic bible stories. In HD soap opera **The Promised Land** (*La Tierra Prometida*), Joshua becomes the new leader of the Hebrews. He commands the 12 tribes with determination and courage (pictured below).

The 4K soap opera **The Slave Mother** (*La Esclava Madre*) explores the backstory of a young enslaved girl's mother.

**Moses and the Ten Commandments** (*Moisés y los Diez Mandamientos*) is an epic soap opera (242 episodes are currently available) that brings the story of Moses to the silver screen, starting with his birth in Egypt through the Red Sea crossing and his encounter with God on Mount Sinai.

HD series **The Miracles of Jesus** (*Los Milagros de Jesús*) is based on Bible stories and explores difficulties by people before receiving Jesus' blessings.

Arthur becomes a paraplegic after he falls from a horse in HD soap opera **Victory** (*¡Victoria!*). His father, the owner of the ranch, distances himself from his son after the accident.

Also available from Record TV, **Joseph From Egypt** (*José del Egipto*) is an HD telenovela that recreates the life of the "miracle son." Born in 1716 BC to an elderly man and woman thought to be unable to have children, Joseph's brothers become envious of their parents' favoritism and sell Joseph as a slave to a merchant that takes him to Egypt.

Stand P-I.G22

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



## There is Love After Love at Telefe

**T**elefe International is bringing a lineup of period pieces and intricate telenovelas to Cannes. **Love After Love** (pictured), a new 4K telenovela, explores what happens when a friendship between two couples leads to an illicit romance. Viewers are also able to follow the storyline via a blog and with an online series offering different characters' perspectives.

**Educating Nina** is a comedy series that depicts twin sisters who were separated at birth. Mara lived a life of luxury and never had to work, while Nina is a dancer and backing singer who dreams of becoming a pop star. The series premiered in April in Argentina and since then has kept a 40 percent share.

4K Ultra HD super series **The Return of Lucas** is a drama about a rich family that experiences a great tragedy when their four-year-old son mysteriously disappears at the beach. The superseries — shot entirely on location in Peru — is a co-production between Telefe and Peru's America TV.

**Dear Daddies** is a Chilean adaptation of Telefe's original comedy of the same name. The series tells the story of three fathers from very different backgrounds who meet at their children's first day of kindergarten and become close friends.

A co-production between Anthos for RAI (Italy) and TVE2 (Spain), docu-series **Lady Travelers** chronicles the adventures of female travelers from the 19th and 20th centuries. The heroines defied their times to climb mountains in Tibet, take canoe trips across Africa and crossing prohibited lands. Six half-hour episodes are available, they narrate the life stories of Giuseppina Croci, Alexandra David-Neel, Mary Kingsley, Isabelle Eberhardt, Fanny Bullock Workman, and Isabella Bird.

Stand R9.A20

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



## Somos' Sunshine Girl

**S**omos Distribution deals in multi-cultural themes at Cannes, starting with two Turkish drama series, a Portuguese telenovela and a Polish telenovela. **Matter of Respect** is a Turkish drama that chronicles a family tragedy when two very different brothers bump into the same woman.

Günes is a 35-year-old single mom who falls for a businessman from Istanbul in Turkish drama **Sunshine Girl**. Her daughters are skeptical of the new suitor — for good reason, as secrets emerge.

**Series Hasta Que te Conocí** (pictured) narrates the life and route to fame of the recently-deceased Juan Gabriel (Alberto Aguilero Valadez), a beloved Mexican singer, from his humble beginning to superstardom.

A woman follows her passion for the culinary arts in Polish telenovela **Recipe for Life**. As she learns her way around the kitchen, her life changes for the better.

In Portuguese telenovela **Rosa Fogo**, an impostor tries to seduce Maria Mayer, who is the heir to a large pharmaceutical fortune in Argentina.

Series **La Riera** tells the story of a father who leaves his wife and children, after 40 years of marriage, to pursue his dream of opening a restaurant in Madrid.

Another Polish telenovela on Somos' slate, **39 and a Half**, explores Derek's midlife crises on the eve of his fortieth birthday, with comedic flare and drama.

Stand P-I.G14

[www.somosdistribution.net](http://www.somosdistribution.net)



## Caracol is Digging for Love

**C**aracol Television tells stories ranging from ripped-from-headlines guerrilla tales to family comedies. **Against Our Destiny** is a literary adaptation of Nobel laureate Mario Vargas Llosa's new book *The Discreet Hero*. In this tale of privilege, extortion and greed, two young sisters are polar opposites, but they share a dream of escaping their life.

Based on a true story, series **The Girl** (pictured) follows a girl who was forcefully recruited by the guerrilla forces and had to live through the horrors of war. She struggles to acclimate to society, and her family, when she returns from the jungle.

Original Caracol TV format **On Another Level** is an entertainment series where musicians perform songs in different genres in an elevator for 90 seconds. A panel of judges determines if they make it to the top.

In telenovela **Digging For Love**, two families who live next door to each other, the Murcias and the Oteros, try to uncover a giant golden statue buried in their garden between their two houses before the original owner returns from jail and recovers his fortune.

Stand Po.Br

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



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Lanzamiento canal HBO2

**HBO plus**



Lanzamiento canal HBO Plus  
The Sopranos



Band of Brothers

1999

2002

2003

2004

2005

**HBO Family**

Lanzamiento canal HBO Family

Producciones Originales



Epitafios



Mandrake Rome

**HBO HD**



2008

Lanzamiento servicio HBO HD  
True Blood  
Capadocia

**HBO OD**  
ONDEMAND



2010

Lanzamiento servicio HBO On Demand  
Boardwalk Empire



2011

Prófugos  
Game of Thrones

**HBO SIGNATURE.**

Lanzamiento canal HBO Signature

**HBO GO**



Lanzamiento servicio HBO GO  
Sr. Ávila  
O Negócio

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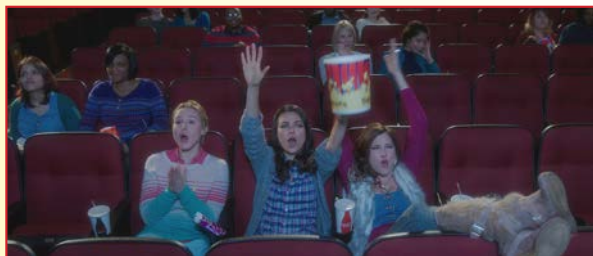
## A Monster Calls Telefilms

Telefilms brings feature films spanning from kid's fantasy to historical war movies to MIPCOM. Three overworked moms are pushed to the limit in **Bad Moms**, directed by Jon Lucas and starring Mila Kunis, Kristen Bell, Jada Pinkett Smith, Kathryn Hahn and Christina Applegate. They indulge in some long-overdue fun and freedom. In Gustavo Loza's *¿Qué Culpa Tiene El Niño?*, Maru becomes pregnant after a drunken one-night stand. She is determined to marry him and stick to tradition.

Dev Patel, David Wenham and Nicole Kidman star in **Lion**, a movie about a five-year-old orphan from Calcutta who seeks his biological family at the age of 25.

Mel Gibson-directed **Hacksaw Ridge** chronicles the life of WWII American Army medic Desmond T. Doss, who refused to kill people during the Battle of Okinawa. He was the first conscientious objector in American history to receive the Medal of Honor.

Juan Antonio Bayona's drama **A Monster Calls** is based on the children's fantasy novel. A 12-year-old boy, Conor, escapes the harsh reality of bullying and his mother's illness



to a fantastical world. Sigourney Weaver, Felicity Jones, Liam Neeson, and Lewis Macdougall star in the film.

**Stand P-1.C2**  
www.telefilms.com.ar

## Strong Latin Presence At ATF

The Latin American presence in Singapore for the Asia TV Forum (ATF) international market, is, as usual, impressive. It is not so much for the number of exhibiting companies, but for the number of programming hours they sell to the Southeast Asia region.

This year, the 17th annual ATF will be held December 7-9 at the usual Marina Bay Sands Convention Center, with a pre-market event on Tuesday, December 6.

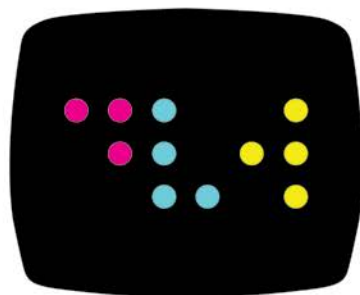


So far, the LATAM presence amounts to some 10 exhibitors covering five countries, including Telemundo and Televisa.

As with other countries' sales presence, the Latin Americans go to the Singapore TV market with just one or two executives and some tour the region before or after attending the ATF.

Of the conferences so far scheduled for ATF, none deals with Latin America or has a panelist from that region.

*Pictured above are Televisa's Mario Castro and Xavier Paez, pictured below is Comarex's Marcel Vinay.*



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**International TV Distribution**  
*Hall of Fame*

Fascinating Stories Honoring Executives Who Built An Industry

**Volume 1**

By Dom Serafini



**Coming Out in October 2016 In Print and e-Book**

## Gershman Joins Hall of Fame

Among former U.S. studios TV distribution presidents, there were some who were larger than life, and Larry Gershman is one of them. And after almost 60 years in the TV business, he's still going strong.

One would think that, after his recent soul-revealing book *A Kid From Brooklyn* (available on Amazon) all that there is to know about Larry would be known, but that's not the case, as the November/December Issue of *VideoAge* will reveal in its 14th International TV Distribution Hall of Fame feature.

Brooklyn, New York-born Gershman has long been a man of strong convictions. With a no-nonsense attitude, the former president of MGM/UA Television Group and co-founder of World International Network (WIN) has been described as a businessman with the aggressiveness and physique of a rodeo cowboy. But, he is also a refined wine expert, a food connoisseur and a raconteur.

Perhaps, due to this larger-than-life image (and not only for his imposing 1.90 m), just mentioning the name "Gershman" to his industry peers increases their blood pressure (visible through reddened faces). However, his bark is bigger than his bite and in effect, he still is a very gentle, generous and honest man.

*VideoAge's* feature will follow Gershman from his start in 1957 at the National Television Associates (NTA), a U.S. syndicator based in New York City to Channel 13, followed by CBS-TV, RKO, NBC-TV, Don King Productions and Viacom, until reaching MGM/UA and post-WIN: a 60-year span filled with fascinating stories.



***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](http://www.videoage.org).***

## Fall TV Season's Eulogies Premature

Routinely, U.S. TV network executives, for one reason or another, have the urge to change the paradigms of the television business. Usually, it is for financial reasons (to save a few million dollars), as in the case of trying to do away with pilots. But these moves tend to result in audience flops more than financial flips.

Now there's the move toward trying to do away with the fall season premiere schedule in an attempt to compete with cable (which gets a fraction of the audience FTA does) and digital (which, according to Nielsen, actually increases FTA viewing, though for a shorter period).

Indeed, it's been over a decade now since we've been hearing about the U.S. networks' year-round programming. And while it's true that some of the most critically acclaimed shows premiere at the beginning of the year, and now even in the summer, the fall TV season isn't dead yet, wrote Mike Hale, a *New York Times* TV critic. And we'd have to agree. (Also important to note: the Upfronts aren't dead either, though people have, for years, been saying that they don't fit the current TV schedule and system).

But Hale pointed out that 80 new and returning network shows will be rolled out this fall season. Include cable and streaming in that list, and you can add another 35 series.

According to Hale: "Fall has become TV's equivalent of the summer movie season — it's popcorn time, the concentrated period in which profits need to be made. Fall is still where most of the tent-pole franchises reside, the remaining handful of shows capable of drawing a critical mass of viewers week in and week out — *The Big Bang Theory*, *NCIS*, *Empire* and, on the cable side, *The Walking Dead*, the highest-rated scripted show in the 18-to-49 demographic that advertisers find so desirable."

"Will the fall season, as it's currently constituted, survive? The seemingly inexorable move of series television toward an à la carte, on-demand model argues against it," wrote Hale. But as long as there's a possibility of highly lucrative syndication sales (based on 100-plus episode runs), some vestige will, he added.

"But in a binge-watching world, with viewers increasingly choosing to focus on one series at a time, it probably makes more sense to spread your shows across the calendar rather than pile them into a few months," Hale wrote. "In the meantime, anecdotal evidence suggests that for a lot of TV watchers, fall represents a good time to binge on the shows they missed earlier in the year."



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## Book About The TV Industry's Past & Future

The pioneers of international TV distribution are now in the history books. This is because the first book that honors the pioneers as a group is now available in print and digital at all major online stores. The first volume, titled *VideoAge's International TV Distribution Hall of Fame: Fascinating Stories Honoring Executives Who Built An Industry*, covers the first 14 of the more than 30 pioneers that VideoAge is planning to feature with the induction in the Hall of Fame over the years.

This book will allow readers to understand where the international TV industry is coming from and where it is headed by reviewing past hurdles and comparing them to today's challenges.

Sponsored by NAB, Viacom and WIN Australia, the first book features pioneers from Argentina, Australia, Brazil, Cuba/U.S., Germany, Italy, Mexico, U.K./Canada and the U.S.

The International TV Distribution Hall of Fame was created by VideoAge to recognize and honor the contributions of pioneers in the international TV distribution business from all over the world who, with their creativity, resourcefulness and professionalism, created an industry responsible for the development of television as we know it today.

This VideoAge endeavor is important also because no TV organization around the world



honors the role of the TV content distribution business. Indeed, in the early 1980s, when the nascent private TV sector could not afford to broadcast their own productions, they depended on program acquisitions to remain on the air and to prosper.

The International TV Distribution Hall of Fame volume is being distributed here in Cannes and copies can be found at VideoAge's MIPCOM stand P-1 C17.

## TLN's Cinema Paradiso Film Festival

TLN Television, Canada's multilingual media company, featured the Cinema Paradiso Film Festival on September 6-18. According to data gathered by NLogic, over half a million movie fans tuned into 13 evenings featuring English-subtitled award-winning foreign films. The TV event also debuted four first-time Canadian premieres.

"This unique TV event was inspired by grumblings over recent years about TIFF not being accessible to everyone," said TLN President, Aldo Di Felice. Di Felice pointed out that the audiences for TLN's Cinema Paradiso Festival outnumbered TIFF's attendance. As a result, TLN has decided to permanently add Sunday subtitled foreign films on the channel.

## DISCOP Dubai Premieres in January

The inaugural edition of DISCOP Dubai will take place at the Madinat Jumeirah Resort from January 29 to January 31, 2017.

Over 150 global and regional suppliers of audiovisual content are expected to be in attendance, offering more than 10,000 hours of programming for distribution to platforms operating in the Middle East, North Africa, the Indian Subcontinent and South East Asia.

A program of screenings will showcase programs with an emphasis on Arabic and Turkish series popular during the month-long Ramadan celebrations.

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- 10. Zee's Sandeep Hardasmalani, Nitin Michael, Sunita Uchil, Vishan Yaduvanshi, Subhadarshi Tripathy, Siddharth Roy.
- 11. At the Scripps Networks' party (l. to r.): Scripps' Phillip Luff, Liberty Global's Bob Leighton, Scripps' Derek Chang, Kathleen Finch, Simone Nardi and Bruce Mann of Liberty Global.
- 12. Steel Panther in Cannes to promote their new comedy series distributed by GRB Entertainment.
- 13. Priority PR's Lionel Moniz and Zorana Vuckovic.
- 14. GMA's Roxanne Barcelona and Manuel Paolo Laurena.
- 15. HBO Latin America's Emilio Rubio.
- 16. Fox Networks Group's Prentiss Fraser, Connie Hodson.





# My 2¢

Pure digital media buys miss “Point of Purchase” objectives. As a buyer reported to VideoAge: “It is always hard to prepare a schedule; after 23 years of attending markets, I have not yet found the best formula.” Visibility at the markets is still the best media option.

**L**ately, an increasing number of content distributors are opting for a pure “digital media” buy, either to save marketing costs or due to erratic market data information. Usually, the buy is reserved for pre-market awareness, since marketing executives know that during a market such as MIPCOM buyers don’t have the time to go online except to check their e-mails.

Nonetheless, pure digital media buying tends to be discredited by various credible sources, and it misses the basic marketing imperative of reaching buyers at the “point of purchase,” to use a retail store terminology, or in our case, “point of influence” or “point of relevance.”

However, the problem of the erratic market data lies with many digital media publishers themselves, some of whom claim up to 30,000 recipients of their online offerings.

Now, expert marketers know that MIPCOM, the world’s largest content market, has 14,000 participants, which pretty much represents the whole international TV industry.

Of those, some 8,000 are active TV executives, while the rest are support personnel, journalists, PR staff, observers, exhibition suppliers and talent.

Furthermore, each U.S. studio’s international buyer universe (the largest of any content distributor) is made of no more than 3,000 acquisition executives. So, when a digital media publisher says that they reach 30,000 people, there are two possibilities:

1. They’re exaggerating
2. They reach people who have nothing to do with buying and selling content.

Now, picture the typical content buyer who receives up to 10 newsletters from publishers and up to 15 from content distributors each day.

To have an overall view of digital media’s influence in the TV business, *VideoAge* contacted several international program buyers.

In Ireland, RTE’s Dermot Horan receives 10 daily newsletters from publishers, and from distributors, “mainly seasonal or program specific.” However, a buyer from Hungary who didn’t want to be named reported that he receives up to 15 newsletters from distribution companies daily, in addition to those from publishing companies.

In the U.K., FOX’s Jeff Ford receives up to 10 daily newsletters, four of which are from distribution companies. He favors those from trades because, “content [companies]

have to catch me if I think it’s relevant in its opening messaging,” he said.

Patricia Daujotas of Canal 10 in Uruguay receives 15 daily online newsletters and she reads only “one or two, depending on the highlights.”

From Spain, a RTVE program acquisition executive said that he receives seven digital newsletters per day from publishers and two per week from distributors. Of those, he opens three. Benedicte Steinsrud of Discovery Norway receives up to 10 digital media daily and reads two or three per week.

With such a saturation point, and all the distributors doing the same thing at the same time, the most effective ways for a distributor to reach buyers are: Before a market, in order to secure an appointment, to send a personalized e-mail indicating their new shows and at the market, to utilize the traditional “Point of Purchase” media.

As recently reported by *The Guardian*, there is also a problem with the information found on Internet, which is ripe with false and inaccurate info.

Plus, now Silicon Valley is closely tracking the proliferation of ad blockers for digital ads. In 2016, close to 70 million Americans will use an ad blocker, a 35 percent increase since 2015. This is in addition to concerns about fake Web traffic generated by computerized “bots.”

And, as if these reports weren’t enough to discredit pure digital media buys, at

the recent Upfronts in New York City, FOX Network group president Toby Byrne, commented: “Using TV’s audience metric, 14 million viewers on YouTube would equate to 1,620 people. On the other hand, by using digital metrics, 14 million viewers of FOX’s World Series [baseball] broadcast would translate in 6.8 billion viewers.”

In conclusion, the most efficient way to reach buyers is still the “point of relevance” contact achieved only with printed media distributed at the market, which consists of monthly, daily publications and billboards.

Most buyers contacted reported that the best way to secure an appointment is to e-mail a couple weeks before the market or call their office (not on their cell phones).

And, added Daujotas, “It is always hard to prepare a schedule, after 23 years of attending markets, I have not yet found the best formula.”

Dom Serafini



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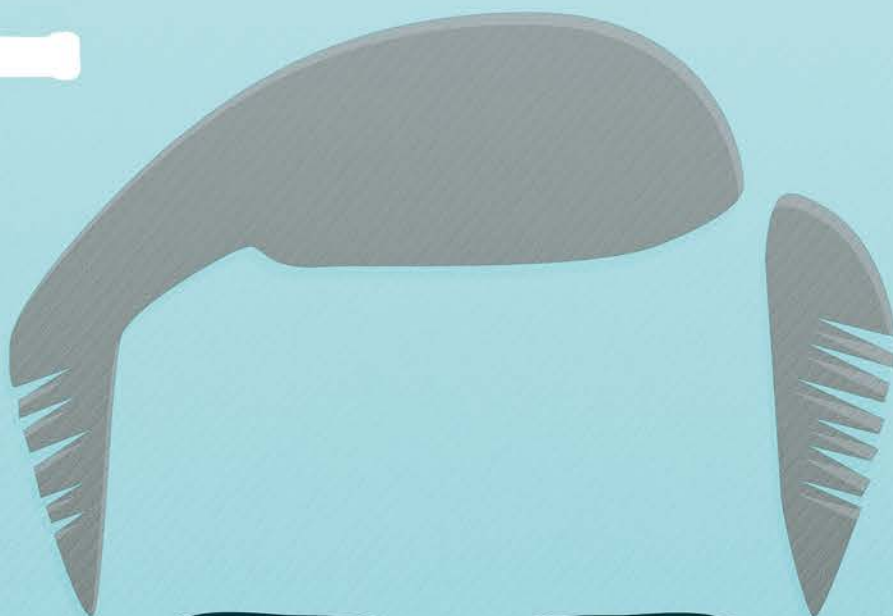
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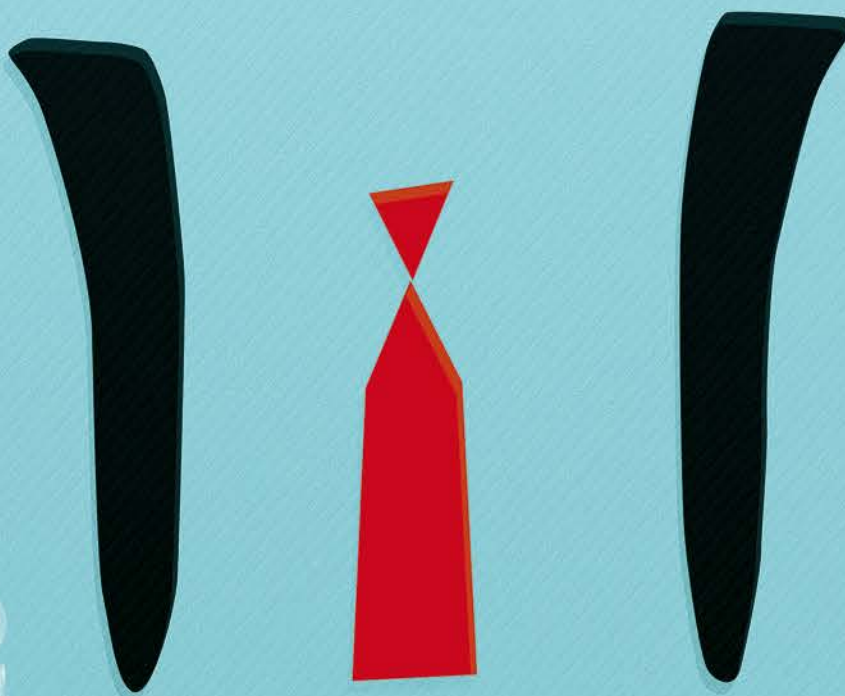
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