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DAY 1

INTERNATIONAL

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October 16, 2017

MIPCOM With A Torrent of Activities, Flood of Shows

Be prepared for a whirlwind of major activities in Cannes. Just yesterday, in addition to Sony Pictures' premiere screening, Rainbow held a party to celebrate the launch of its new preschool series *44 Cats*, and TV Azteca threw its 25th anniversary Gala.

Today, All3media will host a luncheon for celebrity chef Gordon Ramsay. This takes place at the same time as the A+E-sponsored Women in Global Entertainment Luncheon. In the evening, FOX Networks Group will throw a party for its new series *Deep State*, and early this morning FOX had a "junket" for the cast and creative from *Deep State* and *The Long Road Home*. Tonight, the opening MIPCOM reception, taking place at the Martinez Hotel, will



coronate the day.

Continuing in the culinary vein, tomorrow Banijay will host a luncheon for its *The Restaurant* series. Also on Tuesday, Content — now rebranded as its new parent company, Kew Media — will host a cocktail, and A+E plans to give a party on the beach for its *Michael Jackson Show*, at the same time

(Continued on Page 4)

David M. Zaslav Gets Personality MIPCOM Award

This time, as its Personality of the Year, MIPCOM has reeled in an executive whose company's empire spans the globe and whose appetite for expansion has yet to be surpassed: David M. Zaslav, president and CEO of Silver Spring, Maryland-based Discovery Communications.

The 57-year-old New Yorker, a former attorney and former president of NBCUniversal Cable, is an early riser (4:45 am), so he will probably expect the awards ceremony at the gala dinner this Wednesday to move quickly (to the certain joy of the evening's master of ceremonies, Reed MIDEM's Paul Zilk).

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The changing nature of TV advertising

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VideoAge Daily on the go



SPE Opens MIPCOM With Counterpart

Last evening, and for the second year in a row, Sony Pictures Entertainment (SPE) showcased its latest drama series during the MIPCOM Pre-Opening World Premiere Screening. *Counterpart*, an espionage series about a mysterious world hidden beneath the surface of our everyday existence, was given the honors.

The screening, which took place in the Palais, was open to all participants and was preceded by a panel discussion with the cast and producer of the show and followed by a cocktail reception in the lobby area. According to Keith Le Goy, president of Worldwide TV Distribution at SPE, "*Counterpart* is going to rock MIPCOM and rock the world."

Talent in attendance for the drama series included JK Simmons, Olivia Williams, Harry Lloyd and executive producer/creator/writer Justin Marks.

Among the SPE executives currently attending MIPCOM

(Continued on Page 4)

ACADEMY AWARD® WINNER J.K. SIMMONS

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DAVID ZASLAV

ON THE

**MIPCOM PERSONALITY
OF THE YEAR AWARD**

My 2¢

The changing nature of TV advertising has the U.S. taking on a new style, wherein “effective advertising” means conveying a mood; in other parts of the world the U.S.-originated “hard sell” is all the rage.



Recently, on the *Leonard Lopate Show* on WNYC public radio in New York City, during an interview with author Mara Einstein, the host expressed his surprise at the nature of today’s commercials, wherein the product is not identified; actually, the spots often misguide viewers until the last few seconds.

Lopate’s guest, Einstein, has just come out with a new book, *Advertising: What Everyone Needs to Know*, published by Oxford University Press. She is a professor of Media Studies at Queens College, City University of New York, a former executive at major advertising agencies and a senior marketing executive in broadcast (NBC) and cable television (MTV).

Perhaps this form of advertising is new to the U.S., but in Europe it had been a TV staple for years. While in the U.S., TV advertising was born with the brand as the main feature, which remained constant throughout the duration of the spot (the so-called “hard sell”), in other parts of the world, where TV was less commercial and more “educational”, the brand had only a distant association with the content of the spot, but it conveyed a “mood” that was well appreciated by advertising executives.

In Italy, for example, until 1977 (when the “Carosello” was discontinued on RAI’s main TV channel), the brand was allowed only 30 seconds out of a 135-second commercial (then called with the French term “reclame”). In those years the spot duration was strictly enforced and double-checked with the length of the film: 64 meters and 25 cm.

“Carosello” (Carousel) was born in 1957 as the only daily segment to contain four TV spots (over the years it went from four to a maximum of six) that ran one after another. The “Carosello,” which was broadcast daily starting at 8:50 pm, soon became the main television attraction in Italy and its conclusion at 9:00 pm was the cue for children to go to bed.

Having only 30 seconds available to associate the

brand with the actual content challenged film directors of the caliber of Sergio Leone, Pier Paolo Pasolini and Federico Fellini. These artists created TV personalities that still endure today, like the animated “Calimero” (for a brand of detergent) and “Topo Gigio” (for a brand of cookies).

Today, while the rest of the world seems to be adopting the American-originated “hard sell,” U.S. television is “pioneering” a soft sell, where effective advertising is judged by the conveying of “moods.”

In Japan, for example, the trend toward 15-second commercials has shrunk storytelling and reduced the content to brand-only spots. On U.S. television, commercials for cable systems like Spectrum (Time Warner Cable, owned by Charter Communications), or insurance companies like Geico (which introduced an animated gecko), run commercials that identify the brand only in the last few seconds.

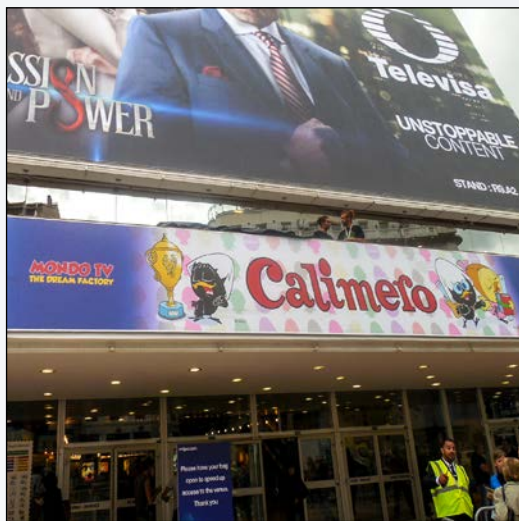
A popular, if controversial, Budweiser TV spot that ran during the Super Bowl 2017, called “Born the Hard Way,” could have come from the early years of European television with an engaging narrative and only the last eight seconds reserved for the beer brand.

On the other hand, today in Europe, with a few exceptions, the brands now feature

throughout the TV spots. One exception is the 2014 commercial called “Viagra Blue Pill,” where FIAT 500 was introduced only in the last 23 seconds of the 79-second spot.

Not that all TV commercials now in the U.S. are enjoyable; there are many others that can be as annoying as they come, like one for the grocery store ShopRite with the brand that runs throughout the 15-second spot. Others think that being creative means featuring someone with a thick British accent.

Dom Serafini



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(Continued from Cover)

Whirlwind MIPCOM



as Banijay's late-night party for *Juda* and Inter Medya's 25th anniversary bash.

On Wednesday, MIPCOM will hold one of its most important conferences, "European Digital Single Market." In the evening, the day's activities will reach their peak with the Personality of the Year Gala dinner at the Carlton hotel.

In terms of seminars and conferences, of the 100 already scheduled, a particularly interesting one was the Canadian Showcase, held yesterday during MIPJunior's second day. Canada has also received special attention in the pages of *VideoAge's* MIPCOM bumper edition on the occasion of the 150th anniversary of the Confederation.

On Tuesday, there will be three different conferences on dramas in Africa, Russia and Turkey.

In terms of overall participation, the market, with 1,946 exhibitors, is expected to follow last year's successful outcome. And, as far as new content is concerned, it is estimated that over 500 new TV series will be for sale, leaving little or no money in the yearly budgets for acquisitions at the other 10 film-TV markets scheduled for the months of October and November. One exception, perhaps, could be for Brand Licensing, which took place October 10-12 in London, just before MIP Junior.

As far as new content from independent distributors is concerned, Can Okan, CEO of Turkey's Inter Medya, said: "Like every year, this year, too, we are launching several new drama series, as well as a number of formats created by our team. One of the drama series that we're launching is *Mrs. Fazilet and Her Daughters*. Our format catalog includes quiz shows *Money Monster* and *1 vs. 10*, which is produced by BKM and broadcast on Show TV, one of the major Turkish channels."

From Italy, David Bogi, head of International Distribution, Marketing and Business Development at Rai Com, said: "We are offering around 25 new shows between new seasons and fresh programs, including variety shows, movies, kids programs, performing arts shows and documentaries, among these are the second seasons of *Close Murders* and *The Ladies Paradise*, and new episodes of the series *Inspector Coliandro* and *Detective Montalbano*."

Sonia Fleck, CEO of Singapore-based Bomanbridge Media, has "about 200 hours [of new shows] including kids' content *The Snack World*, format *Gamerz*, factual title *Wild Bear*

Sony's Counterpart



with Le Goy are Wayne Garvie, chief creative officer of International Production; Alexander Marin (pictured above with Le Goy), head of Distribution, Latin America and Canada; Angelica Guerra, head of Production, Latin America and U.S. Hispanic; Holly Jacobs, head of Reality and Syndication, Programming and Development; Ken Lo, SVP, Distribution, APAC; and Angel Orengo, EVP, Sales/Distribution.

Executives from Sony's production company Stellify are also in Cannes, as are higher-ups from U.K.-based production company Electric Ray (who are at MIPCOM to promote new reality format *Bromans*).



Can Okan's Inter Medya celebrates 25 years at MIPCOM

Rescue, and lifestyle series *Delicacy Hunter on the Silk Road*."

Added Okan: "[There are] more surprises! We believe that this year's market will be busy and fruitful for our company while we also celebrate our 25th anniversary."

In terms of expected buyer turnout, Okan is attending the market with 10 sales executives, and, he said, "almost everyone's schedule is full with meetings."

Similarly, Bogi would not cite numbers, simply adding, "with a sales team of five people, plus six agents worldwide and four in charge of channels distribution, you can assume the whole market is stopping by our booth!"

David Zaslav



Currently, Discovery runs 13 cable TV channels in the U.S. and a similar number throughout the rest of the world. After the \$14.6 billion acquisition of Scripps Networks, the group will operate a total of 18 TV channels and will also absorb Polish broadcaster TVN. In Italy, Discovery owns Nove, an FTA TV broadcast network, in addition to five TV channels on Sky Italia. In the U.S., Discovery owns 3.4 percent of Lionsgate. And in the U.K., it owns 50 percent of All3media.

In addition to his early morning job, Zaslav (Zas to his friends) serves on the boards of Lionsgate, Grupo Televisa, NCTA and Sirius XM Radio. In the past he has also served on the boards of Univision Communications and A&E Television Networks.

Zaslav has also been an adjunct professor at Fordham University, where he created and taught a graduate-level course on the business of cable television.

Even though his JD degree comes (with honors) from the private Boston University School of Law, Zaslav is a product of state education, having received a Bachelor of Science degree from the State University of New York Binghamton.

Jon Feltheimer, CEO of Lionsgate, commented: "David checks off all the boxes for MIPCOM Personality of the Year — industry statesman, visionary executive and trusted source of wise counsel." Plus, he added: "He has built Discovery into one of the premier television brands in the world, a company with whom anyone would be privileged to be in business."

Added Jane Turton, All3media CEO: "A huge congratulations to David for his Personality of the Year award from everyone at All3media. David's support for us as content producers and his passion and enthusiasm for programs, talent, and for the creative process, is incredibly valuable and hugely appreciated."

Bomanbridge Media's Fleck was more specific, indicating that they are expecting to meet with "at least 100 buyers."

Both Rai and Inter Medya find the cost of attending MIPCOM a worthwhile investment. Okan reported that, "Together with the growth of the company and due to our 25th Anniversary we have increased our budget at this MIPCOM." Concurred Bogi: "We are increasing our investment in terms of presence at the market."



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The Biz Portion of the Venice Film Fest

The Venice Production Bridge, the market that runs alongside the Venice Film Festival, took place from August 31 to September 5 at the Excelsior Hotel in Venice Lido, registering 2,070 participants (representing a 10 percent increase from last year), of which about 400 were producers.

The highlight of this year's edition was the strong presence of streaming companies, including executives from Netflix and Amazon. Netflix's vice president of International Original Series, Erik Barmack, gave a keynote speech on the company's international expansion strategy to a standing room-only audience.

In an onsite interview with *VideoAge* at the end of the six-day event, Pascal Diot (pictured), director of the Production Bridge, expressed his satisfaction with the growing figures of the market, especially for the Gap Financing portion, which registered 1,130 one-on-one meetings for international producers that have already secured 70 percent of their financing for their content (the number of meetings has doubled since 2016). This year 47 projects were selected among feature films, documentaries, virtual reality projects and TV/Web series, and many of these titles, Diot stressed, once completed, go on to win awards and recognition at major film festivals, such as Berlinale or Cannes.



The fifth edition of the Final Cut Workshop was also held within Production Bridge to provide assistance in the completion of films from Africa and the Middle East. For the first time, the Biennale (organizers of the Venice Film Fest and of the Production Bridge) awarded an additional 5,000 euro prize for the best film in post-production.

One area that Diot would like to see further developed is the Book Adaption Rights Market, which was held for the second year and saw the participation of 19 publishers, mostly from Europe, but also from Japan and the U.S. Pitch presentations and one-on-one meetings between publishers and film/TV producers were held in a dedicated area of the market.

Finally, the growing attendance for different sections of the market is posing a logistical challenge. Since the venue on the third floor of the Excelsior hotel is now reaching full capacity, Diot would like to implement some room layout changes for next year.

Winter Games' Woes

Pyongyang, the county hosting the 2018 Winter Olympics lies in the northeastern corner of South Korea, an hour's car drive away from North Korea. This carefully picked location, out of the 195 countries in the world to choose from, sparked concern with the International Olympic Committee (IOC) who recently became apprehensive after U.S. President Donald Trump vowed "fire and fury" to which North Korean President Kim Jong-Un responded with a threat of sending missiles Stateside.

Too much preparation has gone into the planning and coordinating of the Winter Olympics to choose another location now, and although the games have overcome political issues in the past, the IOC fears that many countries will be less keen on attending.

The volatile nature of both presidents renders plans for the 2018 Olympics difficult for TV coverage, athletes and attending spectators. But, it seems as if South Korea is steadfast on persevering with the games — fire and fury, missiles or otherwise.

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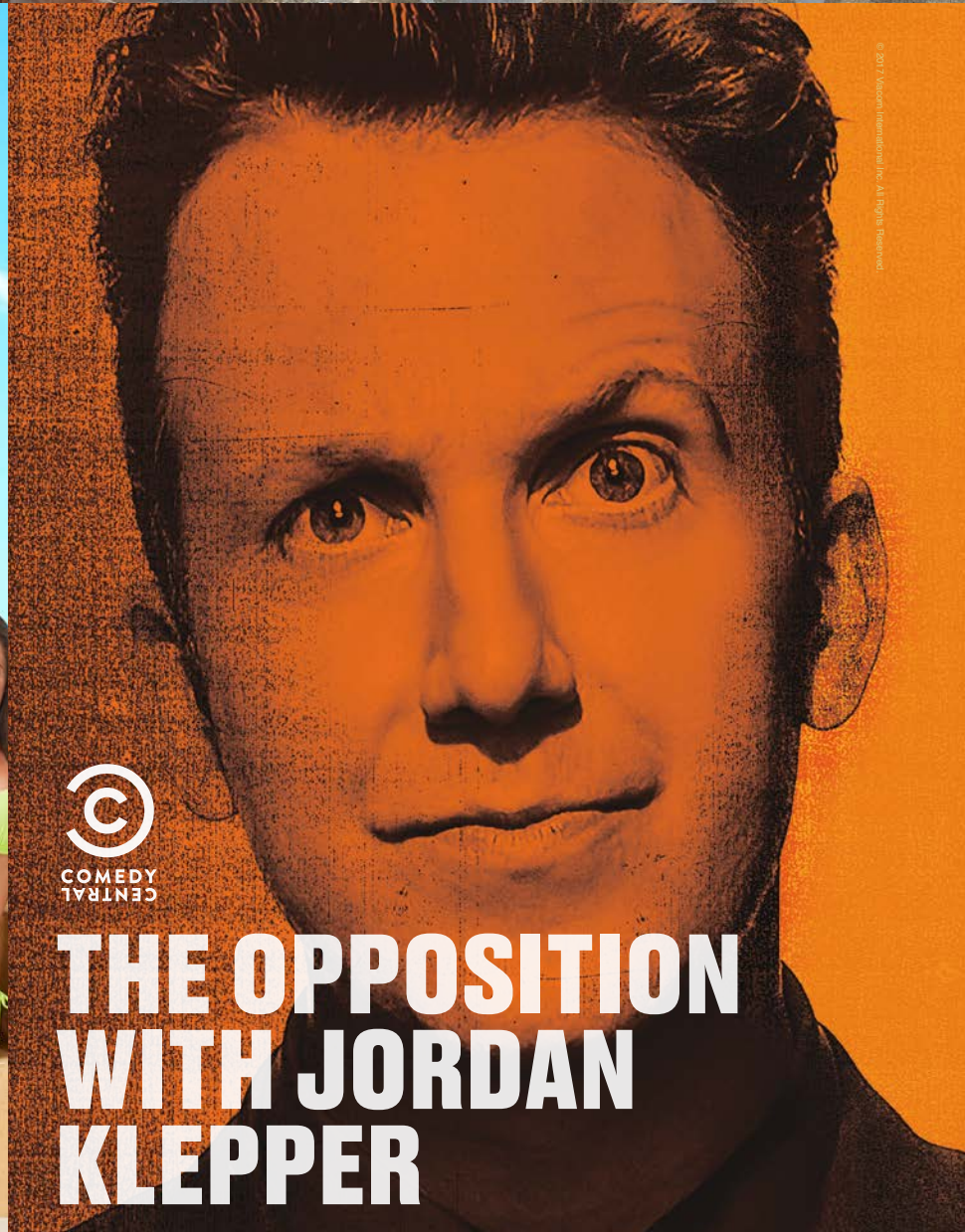
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A+E Italia's Historical Fall Highlights

A+E Italia — which comprises the Blaze, Crime+Investigation and History channels — is exploring major historical events with its History channel this Fall. Mini-series *How The World Made America*, an original HISTORY production, explains how the country came to be. The documentary takes notice of the impactful immigration patterns of various ethnic groups to the United States, from Russian Jews to New York City in the 1880s to the migration of the Irish to escape the Great Potato Famine.

JFK Declassified — Tracking Oswald rolls out in November. Considered one of the most compelling mysteries in America's history, the murder of former President John F. Kennedy is shown in a new light following the CIA release of millions of documents connected to the event. The six-part series takes CIA vet Bob Baer and his team on an international investigation that includes a focus on Russia and Cuba.

Come December, the channel debuts *Knightsfall* (pictured on the right). Weaving timeless themes such as bravery, sacrifice and love, the historical drama series tells the story of the Knights Templar, an organization of the guardians of the Holy Grail. The series takes place



after the Fall of Acre, when the death of a Temple Master offers clues to the whereabouts of the lost Cup of Christ.

Trump is a Gold Mine for The NYT

Entertainment and president Donald Trump (which some say are the same thing) have paid off for the print version of *The New York Times*. Take the Sunday September 10, 2017 edition. Out of 16 sections, five inserts were for Arts & Leisure and the "New Season." Then, president Trump made several appearances in many sections (including the Book Review and Travel), but excluding Fashion, Metropolitan and Real Estate, which is strange considering that it's the industry where he made his billions, according to him (but is reported as "fake news" by Trump's detractors and "alternative facts" by his supporters). In one section, the 12-page Sunday Review, there were no fewer than eight stories about Trump.

Nonetheless, Trump and entertainment represent big business for the *Times* (and ratings higher than English telephone area codes for CNN). For the "New Season" special, the *Times* got over 60 full (broadsheet) page ads netting the paper at least \$6 million. In addition to film and television, the special section covered music (pop and classical), theater, dance and art.



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**Tony Chow,
Producer-director, Singapore**



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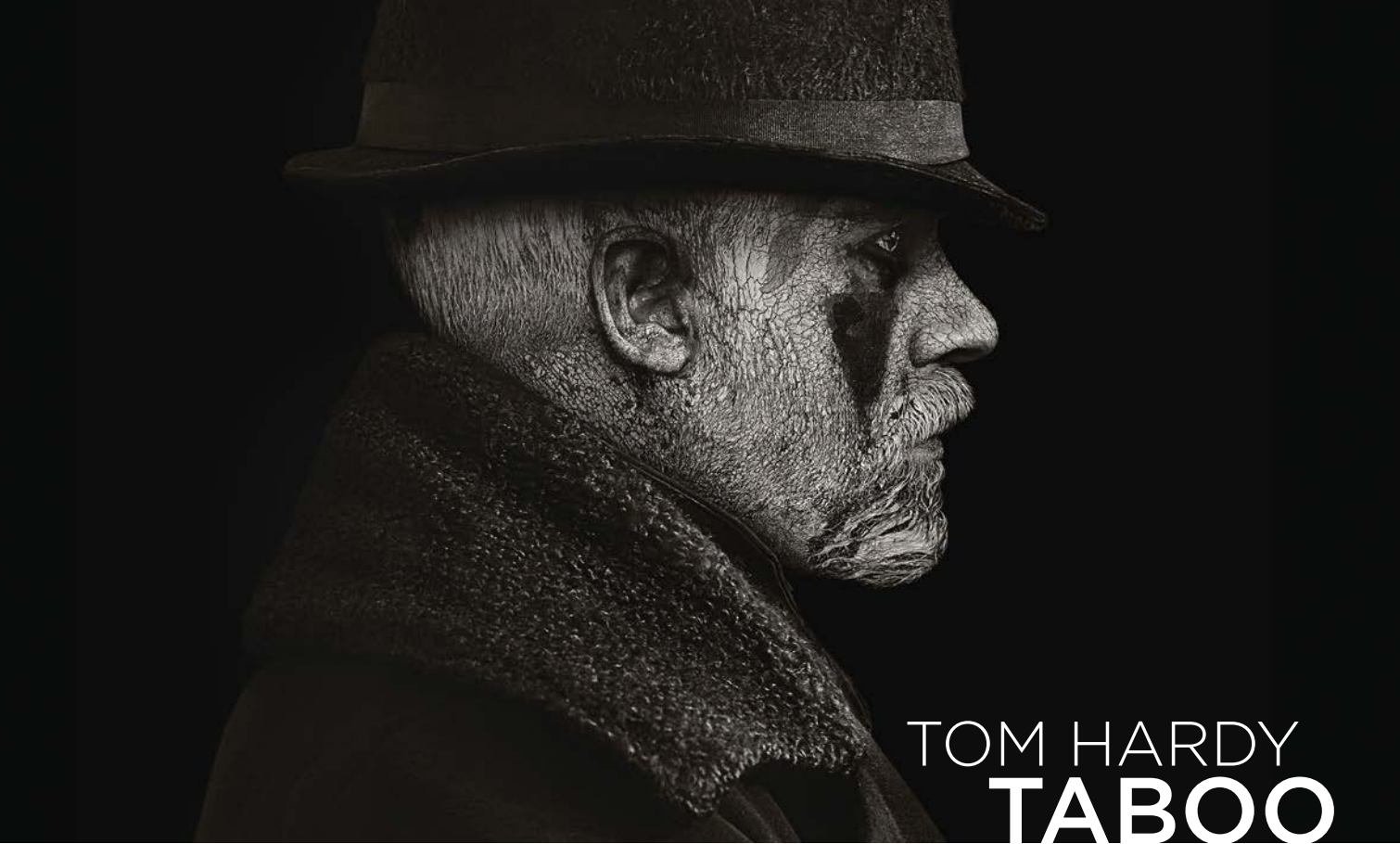
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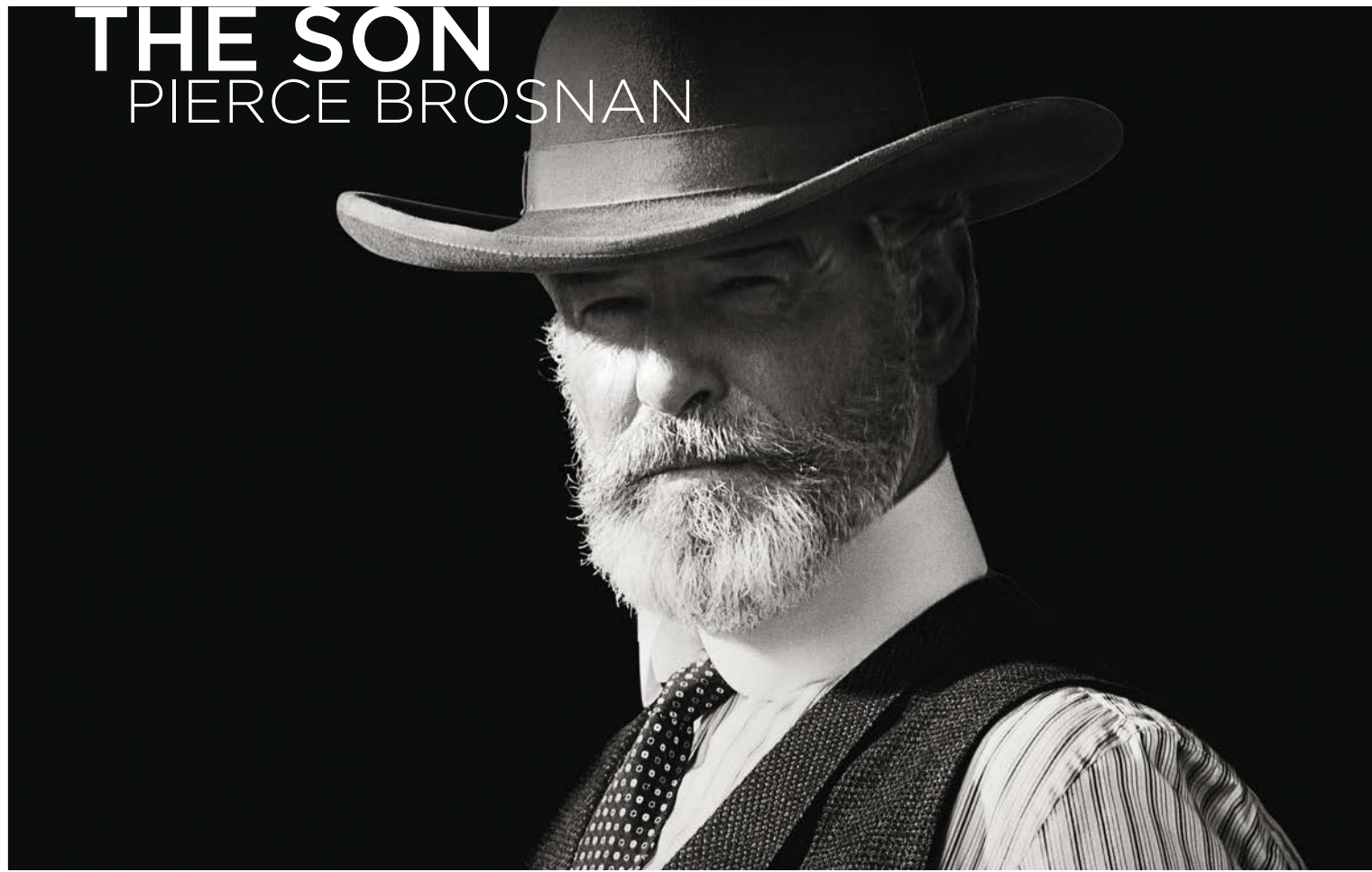
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Rosy Abate Reigns At Mediaset



Italy's Mediaset Distribution presents a roster topped by **Rosy Abate** (pictured), a crime investigation series that follows Rosy, who has resumed her role as Mafia head to find her child, who is presumed dead but is possibly alive.

The Queen of Palermo tells the continued story of Rosy Abate, the drug-dealing crime boss, who is on a mission to rescue her abducted son.

Set in Tuscany's beautiful countryside, season four of **Tuscan Passion** finds that Aurora Taviani is back after a mysterious disappearance. In the series' backdrop, rival families fight for their homeland while conspiracies and secrets abound.

The infamous detective Ardenzi returns as deputy chief of the Mafia Capitale Investigation unit in the second season of **City Cops**. It is Ardenzi's mission to dismantle a network of corruption and lawlessness that has taken hold of the city of Rome.

A team of dating and adventurous women is assembled for the docu-reality series **Donnavventura**. Eight women travel to exotic locations to report back to international magazines.

Forum, which debuted and has aired since 1985, is a courtroom TV show that features a real judge who presides over small claims and controversies to focus on real people.

Home and lifestyle game show **Guerilla Gardeners** puts amateur gardeners into teams of two to compete for the most elaborate and beautiful flower creations.

Stand R7.F7

www.mediasetdistribution.com

Get Altar'd With Zee

Filled with family drama, reality and lifestyle, India's Zee Entertainment Enterprises has a portfolio that's nothing short of exciting.

Drama series **Piya Albela** (pictured) revolves around the classic love story of Menaka and Vishwamitra in a modern-day rendition of the tale.

Weddings are nerve-wracking — the planning, invitations, vows and, of course, getting into shape for the big day. Factual series **Altar'd** follows the upcoming weeks to a couple's wedding as they separately work with both a fitness and nutrition expert. The next time they'll meet will be at the altar.

Conquered showcases true inspirational stories of perseverance from every-day people who are on a never-ending mission to keep pushing

Kanal D Exposes Secrets

Turkey's Kanal D showcases several series filled with passionate drama and heart-stopping action.

Kemal Ipekçi lives a double life in Istanbul, one with his wife Suzan and children Mert and Çiçek and another with his childhood sweetheart Nilgün and twins Kadir and Hasret. Kamal has been splitting his life between two places until **Family Secrets** (pictured) are revealed and everything changes.

Series **Flames of Desire** follows the agreement between blood brothers Bayram and Salih who plan to marry their children to each other. However, the children were raised in different cities and have already begun to establish themselves in different ways, proving the agreement between friends to be far more difficult than originally planned.

Crime drama **Innocent** features retired police captain Cevdet and his wife who are faced with a difficult decision when their son Tarik comes home with horrible news of what he's just done.

In a world of corrupt relationships and ambitious power, **Price of Passion** follows the stories of a hit man and young doctor, who must learn to get along.

An accident on a rainy night changes the lives of three people in **Tales of Innocence**, a story full of crime, power and revenge.

Period drama series **Wounded Love** (*Vitanim Sensin*), set during the age of the Ottoman Empire, follows the intertwined tales of a devoted struggling mother, a hero fated to watch the fall of his family, a detached father carrying dangerous secrets and a man in love watching his beloved slip away.

Stand R9.A32

sales.kanald.com.tr



boundaries and conquering their disadvantages.

Hosted by the Hugh Jackman of Bollywood, Suniel Shetty, reality series **India's Asli Champion... Hai Dum!** searches for the most fit contestant across the vast country. Six women and six men from all different parts of India will battle in the ultimate physical and mental test for a chance to win the title of India's Asli Champion.

Family drama **Woh Apna Sa** follows the heartwarming story of a young man in a difficult



marriage who finds a ray of hope and comfort in his best friend's mission to bring happiness back to his life.

Along the path of most resistance, series **Zindagi Ki Mehak** shows us the story of a young and willful young girl with a passion for cooking, and a rendezvous with a famous hotelier. The show traces their journey, both highs and lows.

GMA's Super Ma'am To The Rescue



GMA Worldwide travels from the Philippines to Cannes with **My Korean Jagiya** (pictured), a rom-com about a young girl and super fan of Korean dramas, who meets and falls in love with her favorite actor.

In the romantic dramedy **I Heart Davao**, a heart-wrenching twist of fate occurs when a heart transplant recipient falls in love with Ponce, the man who is also her deceased heart donor's boyfriend.

My Love from the Star mixes romance with science fiction as the story focuses on an alien, stranded on Earth since the 16th century and disguised as a college professor, who falls in love with a present-day celebrity actress.

An action-adventure series, **Bow of Justice** returns for its second season with Pepe, who is on a vigilante quest to find his mother, previously thought to be dead after an attack on his family. What's more, he must expose a government conspiracy corrupting society.

Impostora centers on Nimfa, a woman born with a disfigured face, who, after injuring her neighbor, is on the run and undergoes facial reconstruction surgery to assume a new identity.

After her husband's infidelity with an ex-friend, Emma, once a reserved housewife, is now **A Woman Scorned**. She reinvents herself as a prosperous businesswoman in pursuit of her family.

After being attacked by evil creatures, a clumsy schoolteacher gains fantastical abilities and becomes **Super Ma'am**, a super heroine who defends her students and the world.

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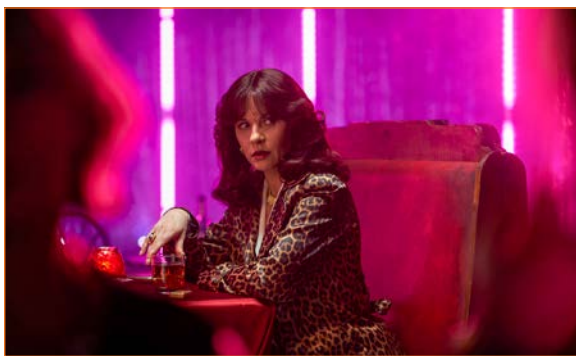
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A+E's Close Encounters



A+E Networks presents a roster topped by the second season of **Six**, which follows an elite team of Navy Seals whose mission is to eliminate a Taliban leader in Afghanistan. The mission suddenly goes awry when they discover that U.S. citizens are working with the Taliban.

New drama series **Blue Book** is about the Air Forces' 1952-1970 investigations into the UFO phenomenon, focusing on the origins of the UFO theory that we are far from alone.

New series **Undercover High** exposes the most troubled and violent high schools in America as six adults go undercover to give viewers a look at some of the most shocking experiences of adolescence.

Factual series **Jesus Strand, A Search For DNA** is on a mission to find the descendants of the most famous man in history.

American Ripper features the troubling discovery by California attorney Jeff Mudgett that his great-grandfather was Dr. H.H. Holmes, a man considered to be America's first serial killer. Jeff is on the hunt to prove that his great-grandfather was also the U.K.'s Jack the Ripper.

Feature film **Michael Jackson: Searching for Neverland** chronicles the last intimate moments between Jackson and his children and the problems that put him back into rehearsals for the ill-fated "This Is It" tour.

Starring Catherine Zeta-Jones, feature film **Cocaine Godmother** (pictured) showcases the true story of Griselda Blanco, the mentor to infamous Colombian drug lord Pablo Escobar.

Stand P3.C1
sales.aenetworks.com

Venture Off On Scripps' Expedition

Scripps Networks Interactive offers a slate of new factual series, covering everything from cake-making to home-renovating.

In a reinvention of **Grocery Games**, Guy Fieri hands over the keys to his grocery store to dessert master Duff Goldman for **Dessert Games** (pictured). Every week four dessert chefs will shop, prepare and plate three creations for a chance to win \$10,000.

Expedition Unknown: Hunt for Extraterrestrials features Josh Gates on the biggest expedition of his life. Gates will venture across 50,000 miles and four continents in an attempt to answer mankind's greatest question: "Are we alone?"

Series **Flip or Flop Atlanta** stars Ken and

At Lionsgate Drama Reigns Supreme

Lionsgate Entertainment has a whole lot of drama this year in Cannes, from disappearing children to law students gone astray and just about everything you can think of in between.

Drama series **Ten Days In The Valley** (pictured) stars Kyra Sedgwick as an overworked television producer and single mother whose life is turned upside down when her young daughter goes missing in the middle of the night.

Little Women is an event series featuring the classic coming-of-age story set against the backdrop of the Civil War. The story traces the lives of four sisters: Meg, Jo, Beth and Amy March on their journeys from childhood to adulthood.

Christine is a student at Chicago-Burnham Law School and a new intern at a prestigious firm. But her focus shifts when her classmate introduces her to the world of **The Girlfriend Experience**, a job that entails offering both sexual and emotional relationships at a high price.

Event series **Howard's End** explores the story of two independent and unconventional sisters and the men in their unorthodox lives.

Critically acclaimed **Orange Is the New Black** revolves around a privileged New Yorker who ends up in a women's prison when a past crime catches up with her.

In heartfelt comedy **Grace & Frankie**, two friends are trying to navigate their lives and unlikely friendship after both their husbands announce that they are in love with each other.

Scheduled for a sixth season, country drama series **Nashville** revolves around deceit, disappointment and betrayal, as fame is both fulfilling and fleeting.

Stand C15.A8
www.lionsgate.com



Anita Corsini, who run a family business flipping over 100 houses a year in Atlanta. Their goal is to revitalize old southern communities and homes from dusty to polished.

Erin and Ben Napier are on a mission to bring their **Home Town** housing back to life while making sure they keep their traditional Mississippi charm.

Youtube-r Hannah Hart is setting out across the country to discover regional favorites. **I Hart Food** ventures into Maine, New Mexico, North Carolina and many more states to find out exactly how America eats.

Casey Webb travels the country in search of America's most delicious dishes. From a four-pound sandwich in Milwaukee to a gallon-sized sundae in New Orleans, Webb is on a **Man v. Food**

CBS Follows Its Instinct



CBS Studios International is once again showcasing an action-packed line-up spearheaded by new military series **SEAL Team**, following the lives of the most well-trained special units in the Navy. The series gives viewers insight into the team's private lives and the emotional and mental toll the job takes on their families.

Drama **Wisdom of the Crowd** features high-tech innovator Jeffrey Tanner, who's on a mission to solve his late daughter's murder and revolutionize crime investigation as we know it.

Another military drama, **Valor** (pictured), focuses on elite helicopter pilots as they are sent on dangerous domestic and international missions.

Starring Alan Cumming as a former CIA operative, drama series **Instinct** features Dr. Dylan Reinhart (Cumming) as he is slowly lured back into his intelligence lifestyle when the NYPD asks him to help stop a serial killer.

Inspired by Mark Feuerstein's real life, **9JKL** is a family comedy where newly divorced actor Josh (Feuerstein) moves home to New York City to find himself living between his parents and his brother's family.

Based on Jamie Foxx's experiences as a comedian, series **White Famous** follows the life of a young African-American comic who finds that the path to stardom is harder than he thought.

New comedy series **SMILF** chronicles the life of a 20-something single mom, a Boston native who is trying to navigate the world of relationships, sex and a career.

Stand R7.E2
www.cbssi.com



challenge.

Texas Cake House features Natalie Sideserf's uncannily lifelike cakes, from animals that could be mistaken for the real thing to cakes that fly and dance.

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Studio 100's Wild Adventures



After acquiring a majority stake in m4e, Munich-based Studio 100 Media presents an extensive slate of animated CGI series this year in Cannes, starting with **Arthur & the Minimoys – The Series** (pictured), which focuses on Arthur's discovery of the world of Minimoys — magical, invisible creatures that live in perfect harmony with nature — and his visit to loyal friends Selenia and Betameche.

Based on a bestselling children's book, **Tip the Mouse** features the original Italian children's character Topo Tip, who lives with his family in a small house made of objects that humans have lost.

With three seasons complete and a fourth season and feature film in development, **Mia and Me** follows Mia and her friends in the city of Centopia, where they are suddenly faced with the arrival of a new villain.

Preschool series **Wissper** presents viewers with an out-of-the-ordinary little girl named Wissper, who can talk to animals.

Life changes drastically for elf **Nils Holgersson** when he is transformed into a miniature human. Alongside his friend Martin, the two embark on a long journey.

Adventure comedy **The Wild Adventures of Blinky Bill** features kid koala Blinky Bill and his everyday escapades in Green Patch.

A brand-new season of **Maya the Bee** features 52 new adventures of the special bee Maya and her friends.

Stand R7.C15

www.studio100.m4e.de

Unforgettable Times for Sabbatical

Sabbatical Entertainment is in Cannes with a comprehensive catalog of titles, from sports to kids and family series.

At the helm, **Unforgettable** (pictured), a short-form vignette series, revisits iconic moments that steered the course of sports history.

Educational series **The World Is Yours** explores the wonders of Earth, showcasing different cultures, traditions and food.

Words of common courtesy like "Please" and "Thank you" can go a long way. **Kids' Planet** strives to instill kind and polite manners to kids. The series follows Nova, a young girl who travels around the world to learn good values and appreciate global cultures.

The Tactic at Inter Medya

Istanbul-based Inter Medya is offering a versatile slate to MIPCOM buyers, from dramas to game shows.

Although **Mrs. Fazilet and Her Daughters** live a modest life, Mrs. Fazilet's lifelong dream is to become rich and famous. She attempts to use the beauty of her daughter Ece to help realize these dreams but is hampered by her eldest, Hazan, who has never forgiven her mother for her father's death.

Studio-based quiz show **Money Monster** gives competitors the chance to win the money she or he manages to count after each correct answer. To win, the contestants must know the exact amount they count.

In game show **I vs. 10** contestants will be asked 10 questions. From those 10 questions they need to pick another contestant to answer one of them. If the adversary gets the question correct they win, if they don't, the first contestant wins.

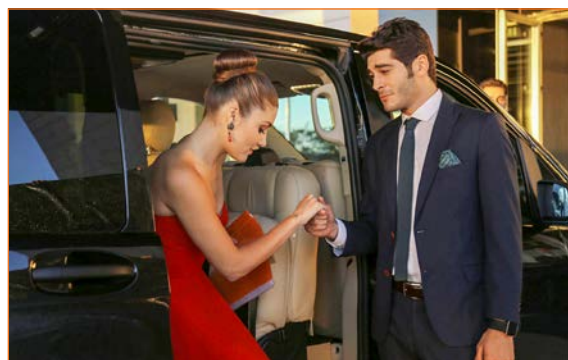
The Tactic is an endurance reality show where two teams composed of 10 contestants must compete against each other in a challenging natural environment.

Dramedy **Hayat (Ask Laftan Anlamaz)** (pictured) chronicles two opposite lives, the one of Murat and the one of Hayat. Throughout the series, the two must learn to tolerate and work with each other regardless of their differences, and it may work out better than imagined.

Drama **In Between (Faith Harbiye)** introduces viewers to Neriman, a traditional woman who lost her mother when she was very young. It's a series filled with love, misfortune, revenge and hope, directed by Sadullah Celen.

Stand C16.D

www.intermedya.tv



From Angelina Jolie and Brad Pitt to Ben Affleck and Jennifer Garner, **(L)over** profiles celebrity couples who have fallen in love in the public eye, and sometimes devastatingly split in the limelight as well.

Entertainment series **Crude** showcases the world's most dangerous professions, in which action must be taken despite fear.

Ephemeral is a daily capsule that gathers the most memorable moments that took place on that day in recorded history, featuring remarkable events from pop culture and television to sports and politics.

Vignettes of extraordinary women, **Inspiring Beauty** looks at the lives of celebrity women —

Female Power at Kew Media



The U.K.'s Kew Media Group (formerly known as Content Media Corporation) showcases a variety of new drama, comedy and doc series.

Set in the 1920s, series **Frankie Drake Mysteries** (pictured) features the only female detective crew in Toronto, Canada. These women take on tough cases that the police department doesn't want to touch.

Comedy series **Crawford** follows the unusual story of a group of raccoons that invades a dysfunctional family's home and helps by bringing new life to this not-so-typical family.

21 Thunder is the story of the star players of the Montreal Thunder U21 team in the difficult world of pro soccer, where the reality is that most of them won't ever make it.

Drama series **Date My Dad** follows Ricky Cooper as he recovers from the death of his wife and takes on newfound responsibilities of raising his daughters alone.

Set in a time when humans have spread across the solar system, colonizing planets and building new worlds, sci-fi drama series **Starhunter REDUX** reboots the classic sci-fi series from the early 2000s.

Documentary feature **The Beatles: Made on Merseyside** showcases the Beatles' timeless journey from their lives as Merseyside teenagers to international pop icons.

The last 50 years of American music, politics and pop culture are chronicled in docu-series **Rolling Stone: Stories from the Edge**, which showcases how rock and roll reshaped America.

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ATF: Animation Pitch, Big Data, And *Hit It*

This year, the Asia TV Forum & Market (ATF) is introducing the inaugural ATF Animation Pitch. The Animation Pitch will be held on November 30, with the market running from November 28-December 1, 2017, in Singapore. With this year's tagline being, "Think. Believe. Dream. And finally... Dare," the competition will feature animated shorts, series, and feature films within the categories of comedy, adventure, action, and fantasy. The winner will receive a prize that totals \$19,000 U.S. dollars from Green Gold Animation in addition to a consultancy package (worth U.S.\$16,500).

The first round of judging will be conducted by Green Gold's founder & CEO, Rajiv Chilaka, and vice president and head of U.S. Operations, Marc Lumer, along with input from the company's Acquisitions and Marketing departments led by vice president, Content Sales, Bharath Laxmipati. Pitches may be submitted until October 31.

In addition to the Animation and Formats Pitch, the ATF offers the Leaders' Summit, which will have a major focus on big data this year. Yeow Hui Leng, the senior project director of the ATF and ScreenSingapore, commented: "The ATF Leaders' Summit will place a spotlight on big data, which has no doubt become



the foundation for guiding investments and strategies. Through these sessions, executives will gain a clearer picture of a region and its audiences that thrive by generating creative competitive advantages for themselves."

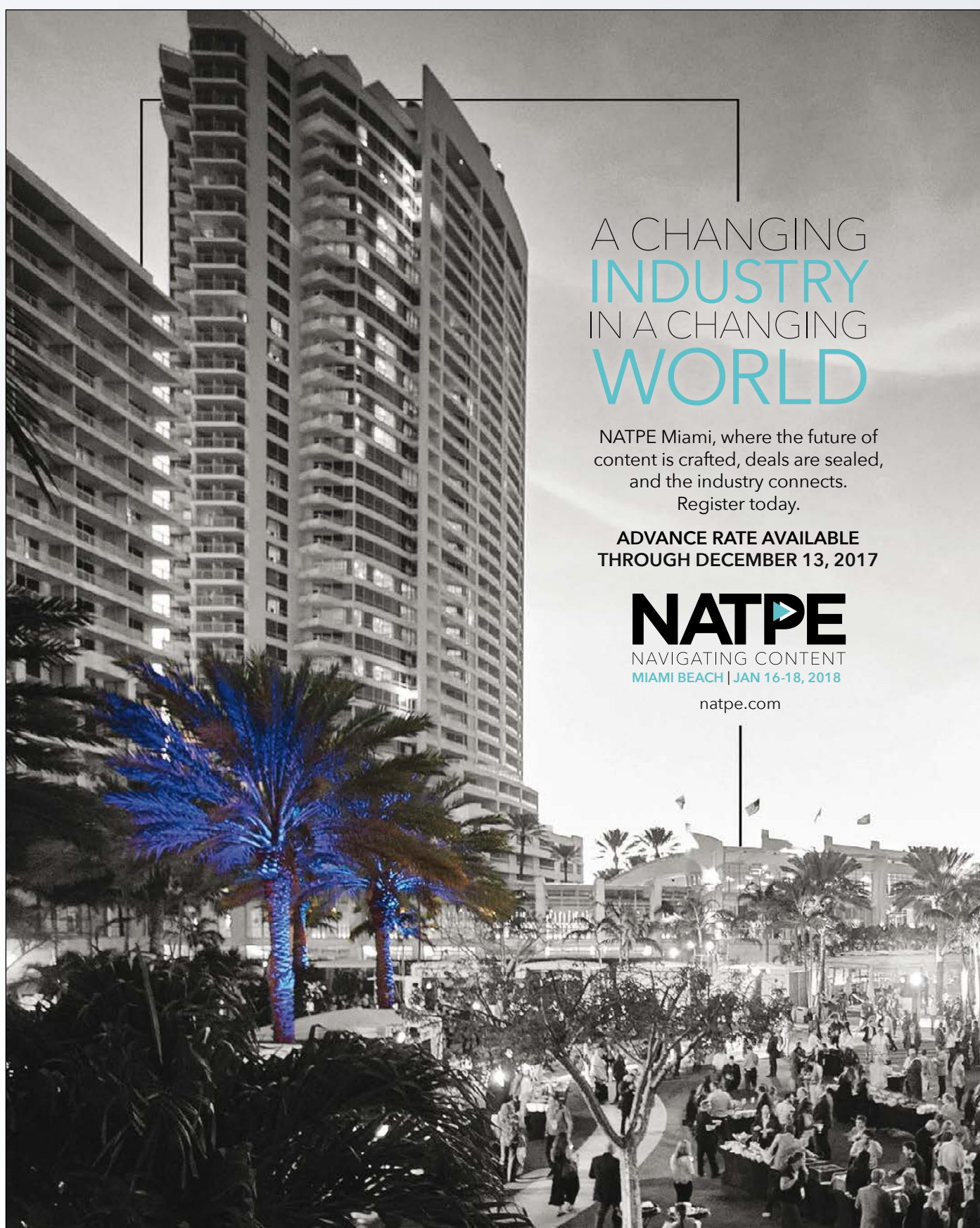
ATF's Knowledge Partner, Kantar, will host two panels on November 28 with the big data theme in mind. Starting the day, "Marrying the Right Data with the Right Content" will feature Pablo Gomez, regional Head (APAC) of Kantar Milward Brown, to discuss successful brand strategies to connect different combinations of data and content. Right after that will be a panel discussion that will attempt to answer the question "Is Advertising Dying?" Joined by industry figures, Kantar will explore whether or not content is the most efficient method for brands to reach consumers.

Last year's ATF Formats Pitch winner *Hit It* received its first local commission from Mediacorp Suria, a free-to-air Malay channel in Singapore. Produced by XTREME Media, the format pits two teams against each other in funny sports challenges. *Hit It*, scheduled for debut in February 2018, was selected by a panel led by All3media International's Sabrina Duguet, EVP, Asia Pacific.

TAC Studios Sells *World Wide Nate*

Los Angeles-based TAC Studios, a production arm of The Africa Channel cable network, is selling 13-episode series *World Wide Nate: African Adventures*. Described as "extreme travel tourism," the series is currently in production on locations across Africa and follows Nathan Fluellen, a thrill-seeker from Chicago. In addition to hosting, Fluellen is also the creator of the series and serves as an executive producer.

TAC Studios recently licensed SVod rights for the series to the Urban Movie Channel (UMC), making this the company's first original series sale in the U.S. UMC is the first subscription streaming service created for African-American and urban audiences in North America.



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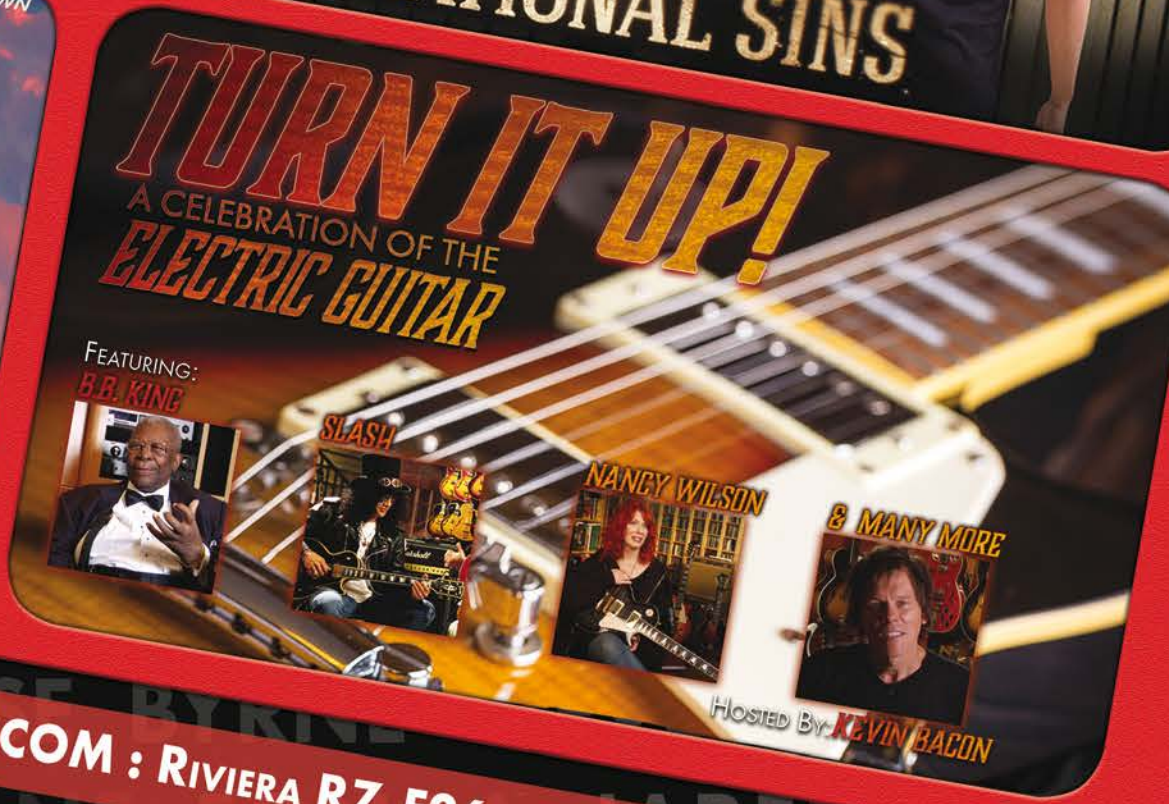
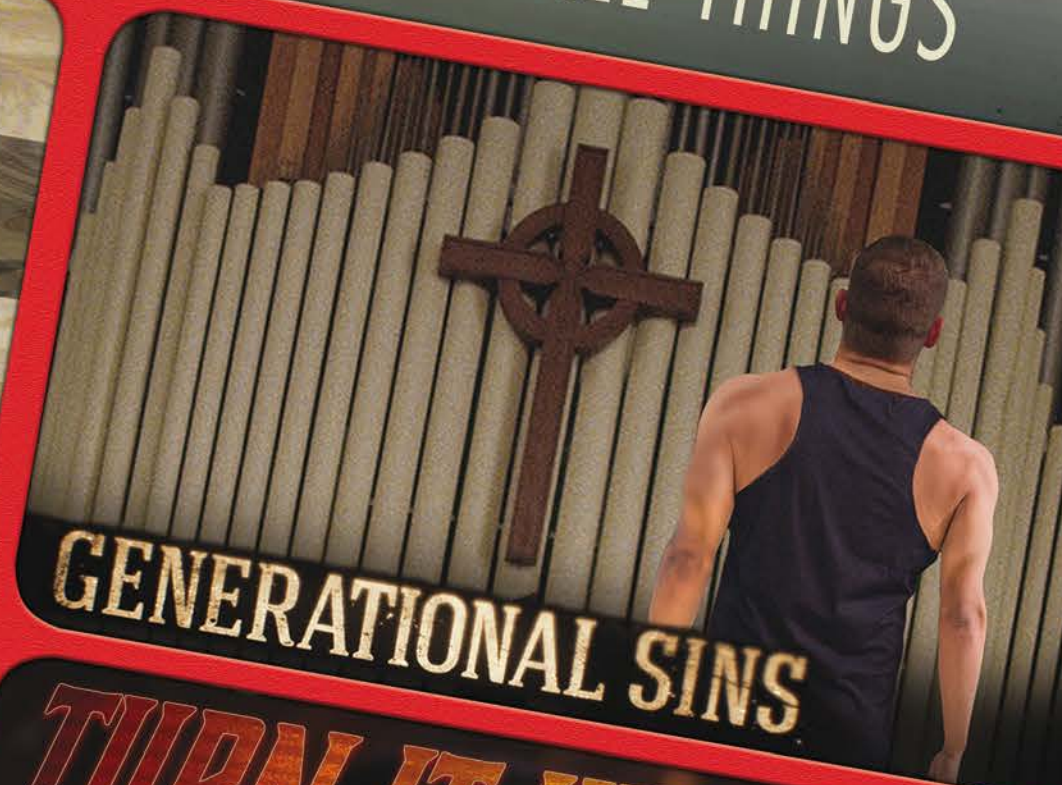
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