



VIDEO AGE

INTERNATIONAL

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Two Original Dramas from Disney MD LA at NATPE

Drama in a boxing ring and the secret surrounding Mexican-American singer Selena's death round out Disney Media Distribution Latin America's original production line-up here at NATPE.

Selena's Secret (*El secreto de Selena*) is a 13-episode series based on the 1997 book by Puerto Rican journalist and three-time Emmy winner Maria Celeste Arrarás. Selena Quintanilla-Pérez was a popular American singer of Mexican ancestry murdered in 1995. The series includes what the 1997 movie starring Jennifer Lopez in the role of the Tejano music star, left out. According to Arrarás, "it is a very different tale to the official version told immediately after the murder."



While DMDLA is the international distributor, the series is a co-production of Disney with Miami-based LatinWe and Mexico's BTF Media. Onboard as broadcasters are TNT for Latin America and TV Azteca in Mexico.

The announcement was made here at NATPE during a press conference with, from left to right in

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Telemundo's Roc Stars Gather To Celebrate

Every year, the Telemundo team works to up their game when it comes to their annual NATPE screening and party. Last night's event managed to pull off the intended mission, with around 500 guests, and 80 stars of Telemundo's new and upcoming series in attendance. The cast of the company's newest series, romantic comedy *La Fan*, was there for the screenings held at Eden Roc and the subsequent red carpet event, as were representatives from all of Telemundo's superseries, including Rafael Amaya, Humberto Zurita, Carolina Miranda, Mariana Seoane and Fernanda Castillo.

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VideoAge Daily on the go



Buyers Preparing For Unusual L.A. Screenings

With this NATPE almost over, the L.A. Screenings are now just around the corner. Actually, there are other TV markets in between — such as Discop Dubai, Sportel America, MIP-TV, NAB and Hot Docs — but still May 16 is only 117 days away.

The major U.S. TV networks' announcements, better known as the Upfronts, will begin in New York City on the morning of Monday, May 15 and finish on the morning of Thursday, May 18, the day in which Twentieth Century Fox TV Distribution will start the Studios' screenings with their Latin American contingent in Los Angeles.

As for the Newfronts, they will start in New York City on the morning of May 1 and wrap up in the afternoon of May 12. Some 24 digital content players are expected to pitch Madison Avenue.

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My 2¢

Miami is a “cool” place, not “hot.” So if during NATPE you wish to be in Alaska, where it’s warmer indoors than here, don’t despair, but be prepared: bring scarves, ski gloves and thermal underwear.



Miami residents, like those in every tropical and subtropical city, love the indoors cold: whether that’s in taxis, hotels, restaurants, shops, or at the airport, they always expect the temperature to be just above freezing level.

Well, there are exceptions, however. For example, in Singapore (which is located near the Equator), when the temperature is “cold,” it hovers around 80 degrees Fahrenheit (27 degrees Celsius) with humidity stable at 80 percent, and yet all indoor climates are pleasant and comfortable.

Instead, in Miami, at times the temperature difference between indoor and outdoor places could reach well above 50 degrees Fahrenheit (27 degrees C), which is like saying it’s 80° F (26°C) outdoors and 30° F (minus 1°C) indoors.

That’s why tourists in-the-know walk around Miami carrying scarves; it’s to prevent hypovolemic shocks when entering any indoor facilities from the street.

And don’t you snow-birds (i.e., winter visitors) dare ask locals, who are doing you a favor by driving you around, to lower the air conditioning, because the possible heatstroke could make them lose control of their cars. Indeed, in Miami automobile accidents occur when the cars’ A/Cs break down.

Miamians’ blood-boiling threshold is reportedly very low, and if temperatures go above the 30°F (-1°C), they start to sweat. Indeed, if in the north one has a fever once body temperature reaches above 98.6° F (37°C), in Miami, 50°F (10°C) is considered having a high fever.

That’s why Miami’s locals don’t walk: they drive from their air-conditioned homes to their

air-conditioned cars to their air-conditioned gyms and workplaces, which all have indoor garages that allow a walk to their office short enough not to trigger hyperthermia (which is the opposite of hypothermia). And if you see people driving convertibles along Miami’s streets, they’re either tourists or filming commercials, TV series or movies.

Also, no respectable Miamian goes to the beach: The sand is too hot and the sea is too warm, and don’t expect to see them on Ocean Drive either. They know that stretch of road in Miami Beach is the equivalent of San Marco Square in Venice, Italy: it is only for tourists to be ripped off.

Although all TV commercials and promotional

literature about Miami emphasizes its warm weather and all the people are pictured in bathing suits, those commercials are actually shot in New York City in well-heated studios, in order to avoid very visible goosebumps on the models’ skin if they were to be shot in a Miami studio.

When visiting New York City during the freezing and snowy Christmas holidays,

Miami residents can be easily spotted because they’re the only ones wearing shorts when being dropped off from a taxi to an indoor place. Only the fact that they don’t like to walk prevents them from going outside or visiting Central Park to play with snowballs.

Another tell-tale is that, when in a well-heated indoor place in wintery New York City, Miamians carry portable battery-powered fans to cool off.

And now you know why Miami is a “cool” place!

Dom Serafini



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(Continued from Cover)

Disney MD Latam's Original Dramas



the photo above: BTF Media's Francisco Cordero, LatinWe's Luis Balanguier, author Maria Celeste Arrarás, Disney's Fernando Barbosa, TNT's Angel Zembrano and TV Azteca's Mauricio Majul.

During a subsequent press conference here at NATPE, DMDLA also announced the cast of its second drama co-production series, *El Cesar*, which follows Mexican boxing champion Julio Cesar Chavez. The winner of six world titles in three weight divisions, Chavez is partnering with DMDLA, Mexico's TV Azteca and Mexican producer BTF Media to produce *El Cesar*, a 26-episode drama series about his life and boxing career. The series is filmed on location in Chavez's

native town of Culiacan, Sinaloa as well as Mexico City and Los Angeles.

El Cesar tells the story of Chavez, who remained undefeated for more than 13 years in the 1980s and '90s, but fell from a life of privilege, fame and fortune into a world of drug dealers, addictions and scandal, which destroyed his career and nearly took his life. He retired from boxing in 2005.

The series is already in production and is scheduled to be completed this coming April. It will premiere on TV Azteca in Mexico, on Telemundo in the U.S. Hispanic market and on Turner's Space for pay-TV in LATAM.

At the press conference Disney announced that Armando Hernández plays Chavez, Leticia Huijara is Chavez's mother, Marcela Guirado is the boxer's first wife, and Julio Branco plays a promoter. Also in the cast are prominent actors Héctor Bonilla and Maya Zapata.

On the cover: Disney Media Distribution Latin America's Fernando Barbosa with his Miami-based team.

Telemundo

"We are always interested in bringing in fresh faces, but there are plenty of stars that people recognize, too," said Olimpia Del Boccio, vp of marketing at Telemundo.

Among those faces: Carmen Villalobos from *Sin Senos Si Hay Paraíso*; Maria Leon, Alberto Guerra and Daniel Elbittat from *Guerra de Idolos* and Miguel Varoni, Angelica Vale and Juan Pablo Espinosa from *La Fan*.

"We start the production on this event in July, and we really dive into it right after MIPCOM," said Del Boccio, who added that this year there was a new and improved screen on which they showed clips to the audience.

"In about 25 minutes we want our clients to see everything that we have for the year," said Del Boccio.

As always, Telemundo's president, Marcos Santana, was the main presenter, along with the cast members of the shows, who told the audience about each of their series and some of their characters.

After the business at hand was done, it was time to party at LIV nightclub at the Fontainebleau. Pictured below are Telemundo's Nadja Ceballos, Esperanza Garay, Paula Barbieri.

EUROPEANS IN MIAMI



Pictured above: Mediaset's Sonia Danieli, Manuela Caputi, Izaskun Perez.

Pictured below: Mondo TV's Marcela Citterio, Chiara Francia, Maria Bonaria Fois.



FROM THE NATPE FLOOR

- NATPE's fight to eliminate, or at least reduce, the number of people attending the market without buying a registration badge is intensifying. Gone are the sofas and coffee tables at the Fontainebleau rotunda and guards are guarding the bar area to prevent people without badges from conducting business. Tables and chairs were eliminated from the bar at the pool area (another spot where people without badges would sit for hours to meet prospective buyers).



- There's a new doctor on call here at NATPE. *El Dr. Mario Show* and *The Dr. Mario Show*, starring newcomer Dr. Mario Tores-Leon, is debuting here in Miami. The independently produced and distributed programs have 12 episodes completed already. For more, visit 1 Todo Corazon International Media at Booth 600.

- Armoza Formats is expanding its sales division. Sharon Levi has been appointed



head of Sales, and will manage the division; Louise Melzack is joining the team as sales executive for Asia.

- Univision Holdings and Grupo Televisa have strengthened and expanded their relationship, unifying their content development and production efforts. Both companies will have a single, integrated focus on Hispanic audiences in the U.S. and the domestic Mexican audience; they will also benefit from potential cost synergies from aligned content initiatives.

- Following the success of the first season of *Versailles*, Ovation TV, America's only arts network, has acquired premiere rights to its second season. The series comes from Banijay Rights, the international distribution arm of Banijay Group. The Canal+ Creation Originale is co-produced by Capa Drama, Zodiak Fiction and Incendo.

"The Hispanic Dr. Oz"



"Nuestro Doctor Favorito!"

Market Booth 600

**1 Todo Corazon International Media
3025 Sunset Boulevard, Los Angeles, CA 90026
Text NATPE Meeting Requests to 310-415-0450**

(Continued from Cover)

L.A. Screenings 2017

May 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Fox's salvo means that the indies will start their own LATAM screenings on Tuesday, May 16 and prepare their suites at the InterContinental the day before. The rest of the schedule will follow its usual pattern, which can be consulted at www.videoageinternational.net/1-a-screenings-2017/.

The indies are expected to close their suites on Thursday, May 18 and the studios will wind down their screenings by Friday, May 26 as their executives prepare for the Memorial Day holiday weekend, May 27-29.

As far as the type of new programs the U.S. TV outlets (networks, cable and digital) are expected to pick up, these could reflect the Trump question: On one hand, as indicated in *VideoAge's* monthly front cover story, the networks could aim to be more ethnically diversified to contrast a presumed Trump-era restrictive landscape, or they could reflect the U.S.'s conservative trend and move toward faith-based programming.

Last month, *The New York Times* pointed out that Hollywood's film industry is following Trump's newfound religious fervor by "building connections with Christian audiences." It is unclear if the U.S. under President Trump will return to the religious fervor of the mid-1980s when TV screens were saturated with faith-based programs.

However, the *Times* article pointed out several interesting details: Stunned by the election of Trump, Hollywood has realized "the degree to which they are out of touch with a vast pool of Americans." This realization brought out that "41 percent of millennials engage in some form of daily prayer," and that in the U.S. there are "roughly 90 million evangelicals." Last November, MGM introduced Light TV, a faith broadcast network, while Sony has Affirm Films, a faith-based unit. Other studios are also quietly tapping into "churches, ministry groups and right-leaning bloggers," the *Times* reported.

Meanwhile, for the 2017-2018 TV season ABC has already announced Marvel's *The Inhumans* and FOX has picked up Seth MacFarlane's *Orville*.

As far as the U.S. broadcast TV advertising environment is concerned, some observers point to a buyers' market due to some ad sales executive moves: ABC's Geri Wang is stepping down in March and Catherine Sullivan has gone to Omnicom. Plus, FOX's head of sales, Toby Byrne, left the network last September.

However, early last month, during a presentation, David Poltrack, CBS Corp. chief research officer, described a very promising broadcast TV ad market for the 2017-18 season.

"With advertisers moving money that has been diverted into digital experimentation back into television and returning to reach-based television campaign planning," he said, "the television advertising market is exhibiting increased stability, versus the past several years."

Poltrack continued: "When we look at the economic picture, we see some positive signs regarding the advertising market going forward. GDP growth picked up in the most recent quarter. The growth rate in consumer spending is accelerating. Private sector employment continues to grow and now weekly wages are growing as well. And finally, retail sales are beginning to move in the right direction. All of these are positive signs for the continued growth of the advertising market in 2017. I believe that the underlying pacing of the broadcast network market of plus four percent witnessed in 2016 will continue into 2017."

"[For 2017-18] I've added back in 16 days worth of advertising for NBC, CBS, ABC, Fox — and Fox saw their Q3 2016 results hurt by the shifting of established budgets to the Olympics," he said. "These networks should collectively recover some of those dollars in Q3 2017. In addition, all four networks lost some advertising dollars from the preemption of primetime programming by coverage of the conventions."

Finally, he predicted, "The fourth quarter of 2017 should outpace the fourth quarter of 2016. It will not have to deal with the negative impact of the political preemption and should have a strong 2017-2018 upfront market upon which to build. The Q4 2017 advertising revenues of the broadcast network should be able to hold the four percent growth rate over Q4 2016, getting the 2017-2018 broadcast year off to a strong start."

Comarex's Marcel Vinay, Jr. noted that NATPE is "a good way to start the year and is a good omen of what's to come." He added that the market offers a time for the company to meet with "friends, clients and suppliers, mainly from Latin America, but also from the rest of the world." For Vinay, difficulties arise with "an increase of content, thus creating a decrease in ready-made."

Dick Clark Productions' Bob Kennedy said the NATPE market seemed strong. As far as challenges are concerned, he mentioned that screening is difficult from the poolside cabanas, where the company is exhibiting.



Q&A With Jeff Weber, CEO of ZoneTV

ZoneTV delivers digital-first content packaged as channels for the pay-TV ecosystem, and here at NATPE is looking for 10,000 hours of content.



VideoAge Daily: How do you expect 2017 to shape up?

Jeff Weber: I expect [it] to be a transition year that helps sort out how the industry will start to shake out. In 2016, the industry was in a state of confusion, with everyone trialing, testing and guessing what's next, especially around the question of the integration of over-the-top video or the creation of new OTT business models. At this time next year the answers will start to be clearer — not settled yet, but starting to come in to focus.

VAD: What programming trend(s) are you monitoring in particular?

JW: What is crystal clear is that digital programming and traditional pay TV will continue to come together. It is that fact (at least what I consider to be a fact...) that is driving what we are doing at ZoneTV. We have developed a way to help service providers bridge the gap between traditional pay-TV service and OTT delivery. Our solution provides new programming streams in a way that keeps the consumer from migrating away from the television to alternative devices.

VAD: What should NATPE be doing differently?

JW: This is the first NATPE for ZoneTV, but I think emerging media types is the right place for NATPE to focus on. Yes, it is a marketplace, but the more NATPE can help facilitate the evolution of the television business the better off we will all be. I believe TV is not dead, nor will it be anytime soon. Consumers are embracing streaming services and user-generated TV, but there will remain room for "traditional" TV players if we package different, consumer-friendly viewing experiences that embrace digital-first content with broadcast and cable fare.

VAD: Are you experimenting with different genres?

JW: We are focused on using our artificial intelligence and algorithms to put together what we call showstreams, or personalized playlists, from the digital content deals we are executing at NATPE. It isn't about selecting a specific genre up front, but rather using our platform and putting together the trove of great digital content into a viewer's personal genre.

NATPE '17

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Sports TV Rights — and Wrongs — In the E.U.

In a recent 100-page report called “Audiovisual Sports Rights — Between Exclusivity and Right to Information,” the Strasbourg-based European Audiovisual Observatory (EAO) revealed some interesting views: “The attractiveness of broadcast sport is demonstrated by the fees media content providers are willing to pay for the right to offer their viewers a live [sports] event on their free-to-air or pay-TV channels.”

The report explored how fees for premium sports events have exploded: The FIFA World Cup has seen an increase by 900 percent over the last 20 years. Over the period 2011-2014, revenue significantly increased compared to the previous four-year period as a result of higher income from the selling of rights, with 43 percent of total revenues coming from television (representing U.S.\$ 2.46 billion).

Another important specificity of audiovisual sports rights is their scarcity, due to their concentration in the hands of sport federations. This is particularly true in the case of football, in which leagues determine the number of teams in the league as well as the number of games to be played by those teams. This means that leagues determine the maximum quantity of audiovisual rights that can be sold.



However, free-to-air broadcasters hold rights to major championships and public broadcasters negotiate the joint purchasing of TV rights through the European Broadcasting Union, a form of cartel that has long-term agreements with UEFA and FIFA.

Audiovisual sports are divided into four categories: live broadcasting, webcasting, delayed broadcast/streaming and packaging of highlights.

But there are two main competition concerns: Joint selling of audiovisual sports rights (clubs entrust the selling of their audiovisual rights to their national or international sports association), and “territorial exclusivity, since audiovisual sports rights are marketed via territorially exclusive licenses.”

However, certain exclusivity clauses may interfere with competition concerns and in all 28 E.U. member states, the common principles of copyright law require the existence of an original or creative form of expression in order to qualify as work of authorship. Sports events do not qualify due to the absence of any original or creative form of expression, the unpredictability and uncertainty about their execution, and the lack of a script or plot in relation to games or competitions.

The Court of Justice of the E.U. (CJEU) confirmed this interpretation in 2011. It concluded that sporting events could not be classified as works for the purposes of copyright, as they are not a given author's own intellectual creations.

However, the Court opened the possibility for member states to afford some type of protection to sports events due to such events' “unique and original” character. France, Bulgaria, Greece, Italy, Hungary, and Romania, have created special forms of protection for sport event organizers in their domestic sport laws.

This prompted concerns that the principle of territoriality in copyright would be erased from E.U. law. However, Competition Commissioner Joaquín Almunia stated that the E.U. is “not calling into question the possibility to grant licenses on a territorial basis, or trying to oblige studios to sell rights on a pan-European basis”



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NATPE 2017
Hotel Fontainebleau, Miami Beach, FL. Meeting
Room Splash 1-5

UNSTOPPABLE
CONTENT





Viacom Gets Akward

Viacom International Media Networks Americas has a diverse assortment of programs in tow for NATPE. Based on the hit '90s Nickelodeon series of the same name, **Legends of the Hidden Temple: The Movie** tells the tale of Noah, Sadie and Dudley, whose vacation unexpectedly becomes a quest to save civilization. Will they succeed? Or will they be sealed inside for eternity?

Preschool series **Rusty Rivets** follows tech-savvy, 10-year-old Rusty and his best friend Ruby, as they invent their way out of jams by repurposing found objects. The show aims to help preschoolers use their imaginations and teaches them problem-solving techniques.

Prep-school students are in for a shock when a wannabe rock star poses as their new substitute teacher in live-action series **School of Rock**. While Dewey seems like an unlikely leader at first, he finds a way to use music to inspire his class to reach new heights.

Ten millennials are **Stranded with a Million Bucks** on a remote Pacific island. They don't have water or food, but they have the money to keep them sated. Those who survive the 40 days will split the prize money. They can buy whatever they want or need, but there's a catch—everything costs a fortune. A gallon of water is \$3,000. A tent is \$50,000. How much will they be willing to pay to survive?

Actor and comedian Jeff Dye hosts **That Awkward Game Show**, a daring new series in which parents and their grown-up kids compete to win money while learning some shocking truths about their families.

The life and times of legendary queen **Cleopatra** are reconstructed using evidence from experts to tell the true story of the Egyptian ruler.

Adolf & Eva: Love & War uses Eva Braun's own home movies, expert interviews and dramatic reconstruction to tell the astonishingly true tale of Nazi Germany's secret First Lady.

Versailles Tower 762

www.b2b.viacom.com



Multicom Travels To Cuba

Multicom Entertainment Group is in Miami with an array of feature dramas, thrillers, and documentary series. **The Top Performing Titles of 2016** includes their feature films such as *Dangerous Intentions*, *Just Buried*, *William Kelly's War*, along with the *Classic Series* *Colonel March of Scotland Yard*.

Feature package **The Cuba Libre Collection** is a history of the Caribbean island, containing interviews with significant political figures like Fidel Castro and Hugo Chavez. The collection consists of three documentary-style films: *Looking For Fidel*, *South of the Border*, and *Will The Real Terrorist Please Stand Up*.

Larry King Presents ... offers a number of TV series from *Larry King Now* to *Brown Bag Wine Tasting with William Shatner*.

Adventure series **Sir Arthur Conan Doyle's The Lost World** follows a pack of explorers at the beginning of the 20th Century as they crash-land in a foreign part of the Amazon, where they encounter unimaginable monsters. To help this band of travelers, a young woman familiar with the laws of the jungle guides them.

The **Cult Classic Film Library** features a number of off-beat classics such as the American slasher *The House on Sorority Row*, the thriller *Grizzly*, and the dark *Freeway*, among others.

The main characters in **Backlight**, a sci-fi drama, find themselves driven to the center of a barren wasteland, in search of a mysterious lake so that they may save their lives.

A husband-and-wife duo (Chris Hemsworth and Victoria Profeta) meet an ominous figure (Sean Bean), who leads them on a wild ride through the streets of Chicago in the search of **Ca\$h**.

Booth 403

www.multicom.tv



Disney Media Is a Good Catch

Disney Media Distribution Latin America is quite **The Catch** (pictured) at this year's NATPE. From the producers of *Scandal* and *Grey's Anatomy* comes this series, which tells the tale of Alice Vaughan, a private investigator on a personal mission to catch her former fiancé — a man who conned her out of millions.

The first season of critically acclaimed drama series **American Crime** followed what happened after the home invasion of Matt Skokie, a war vet, and an assault on his wife, Gwen. Four suspects are brought into custody because they fit a profile. But are they guilty? Or did Matt play a less than innocent role in what would eventually lead to his own murder?

Soy Luna, an original Disney Channel Latin America production made in collaboration with Disney Channel Europe, Middle East and Africa, is the story of a young girl who loves nothing more than to don her roller skates and glide around the streets of her hometown, Cancun. But when her parents receive an offer they can't refuse, her family moves to a new country. Will Luna be able to adapt?

Criminal Minds: Beyond Borders follows Unit Chief Jack Garrett and his International Response Team — the FBI's go-to division for cases in which Americans are victimized abroad. Gary Sinise stars in this spin-off of the original *Criminal Minds*.

Kirsten is a young woman recruited into a covert government agency to be "stitched" into the minds of the recently dead to use their memories to investigate murders and other mysteries in one-hour series **Stitchers**. She will work alongside Cameron, a brilliant neuroscientist; Maggie, an old-hand at covert ops; Linus, an immature bioelectrical engineer and communications technician; and Camille, a computer science grad student who also happens to be Kirsten's roommate.

When Holden awakens suddenly from a 12-year coma in **Beyond** — a new one-hour series from Tim Kring, the creator of *Heroes* — he discovers enigmatic new abilities. Will he ever be able to figure out what happened to him while he was sleeping?

Tresor Tower, 2-3211

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Scoop is a collection of short-form broadcast-ready video items covering celebs, films, fashion, social media, news and more.

Aimed at the preschool-aged crowd, the Emmy Award-winning series **Raggs** (pictured) tells the story of five colorful canines who learn important life lessons (and most importantly, play rockin' music) at their clubhouse.

Car Chronicles does just what its name says, it chronicles cars. So if you'd like nothing more than to see a beautifully restored historic Ferrari or a converted Hot Rod, this is the show for you.

Meeting Table 34

sites.google.com/site/bendermediaservices





DEFINING ENTERTAINMENT **LIONSGATE**

Telefilms Has The Heart of a Lion

Telefilms has a slew of award-winning films on display here in Miami. Dev Patel and Nicole Kidman star in **Lion** (pictured), the story of an Indian boy from the streets of Calcutta who is adopted by a couple in Australia. Twenty-five years later, he tries to find his real family.

Mel Gibson directs and Andrew Garfield stars in **Hacksaw Ridge**, the true-life tale of World War II Army medic Desmond T. Doss, who refused to kill people and became the first Conscientious Objector in American history to win the Medal of Honor.

Based on the award-winning children's fantasy novel, **A Monster Calls** follows 12-year-old Conor as he escapes into a fantastical world of monsters and fairytales to avoid the harsh realities of his life, including his mother's illness and bullying at the hands of his classmates.

Moonlight tracks the life of a young black man from childhood to adulthood as he grows up in a rough neighborhood in Miami.

Natalie Portman stars as Jackie Kennedy in a biopic that trails the First Lady in the aftermath of her husband's assassination as she struggles with grief, consoles her children and defines JFK's legacy.

Tresor Tower, 2-2501/2503



www.telefilms.com.ar

A Beloved Man for Televisa

Televisa Internacional is at NATPE with a number of comedic and romantic melodramas. In **A Beloved Man**, Odorico Cienfuegos is elected as town mayor thanks to his campaign promise to build a new cemetery. Three spinsters, the Samperio sisters, assist him while they each keep their love affairs as secrets. Faithful to her father, his daughter Valeria is also caught between two of Odorico's biggest enemies, a reporter who attempts to expose Odorico and a doctor who won't let Odorico open the cemetery.

My Sweet Curse, set in the village of El Salado, is a story about love, life, and death. As Aurora is born, her mother dies. The midwife gossips to the village that Aurora can only bring misfortune to those close to her. To keep her from harm's way, Aurora's father decides to have her live in isolation. But years later, she meets Rodrigo, who is captivated by her presence.

Fabiola and Sofia are both in **Love with Ramón**, the son of Fabiola's nanny Juana. After having his heartbroken by Sofia, the daughter of a Mafia boss, Ramón found Fabiola. It gets more complicated, however, when Fabiola's boyfriend Francisco turns up and Sofia returns willing to do anything to get Ramón back.

Politics and love intertwine in **The Candidate**, a melodrama centered on the love triangle between Regina, her husband Alonso, and Regina's old love Gerardo. Alonso, the city's mayor, competes against Gerardo for the president's chair and for Regina's love.

No Trace Of You follows Julia, who disappears the night before her wedding. Five years later, she's come back, beaten, with no memory except of an image of a mysterious man, Braulio. With her fiancé newly married, Julia tries to put together the pieces of her life.

In teen series **Love Divina**, Divina meets the love of her life, Felipe, after her long lost grandmother Irene takes her in. Before, Divina used to be a street child who watched over other orphaned children.

Splash 1-5

www.televisainternacional.tv



Women Lead Smilehood

Smilehood Media comes to NATPE with a line-up led by the historical series **Ekaterina**, based on the life events of Catherine the Great. This period piece focuses on a young princess as she becomes the Empress of Russia following the death of her husband. What comes next is a story filled with power and romance (pictured).

Taking place in the late 19th century, the historical drama **Anna Karenina** follows a St. Petersburg aristocrat, whose life is forever changed following an intense love affair with the attractive Count Alexey Vronsky. As the forbidden dalliance unfolds, her life unravels into a tragic decline.

The telenovela **Janissary** is the tale of Marysia, a fearless beauty, who meets Gulkhan, the son of a Turkish sultan. Gulkhan looks to wed Marysia, but his bodyguard Altan attempts to stop him.

Sophia is a historical feature on the life and times of the last Byzantine princess Sophia Paleologue. She moves from Rome to marry the czar Ivan III. Along the way of completing her dream to bring Byzantium to Russia, she endures the resentment and betrayal of the royal court.

A **Russian Beauty** goes to Paris to experience the life of a model. Katerina Panova, the main character, leaves her small hometown in Russia to experience the excitement of the Parisian catwalk, finding romance and jealousy on her path.

Host is a workplace sitcom centered on Omar, a small entertainment business owner. In the face of losing his company to a bigger competitor, Omar attempts to maintain work whatever way he can.

A contented singer's life undergoes a drastic change in romantic comedy **Alchemy For Ana**. After hearing about the news of her best friend's death, Ana takes a leap of faith into a story of love and learning.

Tresor Tower, 2-1502

www.smilehood.com



Love After Love For Telefe

Telefe International brings a roster filled with drama and comedy to NATPE. **Dear Daddies** is about four fathers who play a very close parenting role for their children and still manage to have fun.

In **Love After Love** (pictured), the secret, tragic past of lovers is brought back into the present after serendipitously meeting once again.

The Return of Lucas chronicles an affluent family after the disappearance of their four-year-old son. 20 years later, the mother Elena receives a mysterious photo of Lucas that sparks hope that he may still be alive.

Twin sisters are separated at birth in comedy **Educating Nina**. Mara was born into the lap of luxury while her sister Nina lives as a dancer and back-up singer. Their lives are altered when Nina has to impersonate her sister.

Story of a Clan is based on the real-life Puccio family, an infamously criminal Argentinian family, with members convicted of kidnappings and murders.

Nancy Dupl  a stars as Maria Leone, a textile factory worker who rallies her fellow laborers to gain workplace rights. In the process, the **Lioness** forms a love with the new owner of the factory.

Bachelor Party is a reality TV show that features 12 couples about to marry. The men and women live in separate houses, and are able to watch whatever their spouse-to-be does.

Tresor Tower, 2-1909/1911

www.telefe.com



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Breakthrough Tells The Shocking Truth

Toronto-based Breakthrough Entertainment brings a diverse slate to NATPE, topped by two new offerings in the *Anne of Green Gables* universe. **Good Stars** and **Fire & Dew** are the second and third films in a trilogy, and focus on Anne's teenage years and how they affect her middle-aged guardians, Matthew and Marilla.

A TV personality brings viewers along as she visits with her famous friends in **Breaking Bread with Brooke Burke**. Together, they'll prepare and share a special meal and reveal heartwarming memories of food and family.

Factual series **Wonder Women** follows ordinary females who accomplish the extraordinary: battling poachers in South Africa, fighting fires in Mexico and exploring the icy depths of Japan.

An eight-part lifestyle series explores what it means to only be **Young Once**. The show follows students at one of the most conservative universities in America, where alcohol, sex and even dancing are banned.

Hollywood Homicide Uncovered is a one-hour series that



tells of terrible crimes that are somehow connected to celebrity.

A new documentary series seeks to discover **The Shocking Truth** behind the real-world murders and paranormal events that inspired some of Hollywood's most memorable movies.

Using historical narratives from biblical scholars, as well as dramatic reenactments, series **Daughters of Eve** delves deep into the Old and New Testaments to tell the extraordinary tales of Biblical women who rose from obscurity or slavery to become prophets and queens.

Meeting Table 20

www.breakthroughentertainment.com

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Vision Films Is In True Health

Vision Films showcases naturopath Dr. Karlfeld as host of **True Health: Body, Mind, Spirit**, a talk show series featuring experts on holistic treatments and Eastern medicinal techniques.

In **A Doggone Hollywood** (pictured), celebrity canine TV star Murphy is sick and tired of show business executives and decides to run away from the industry.



Threatened with the end of his reality TV show, **Boone The Bounty Hunter** decides to take down a drug lord and his drug cartel in the hope of raising ratings for his show.

Action-packed **Bloodline: Now Or Never** follows Special Forces captain Gabriel on a rampage of vengeance for the murder of his partner and the hunting of endangered wildlife.

After saving a young boy he was ordered to kill, a merciless assassin reevaluates his life's purpose in **Executor**.

Hope Dances is the story of Hope, a young girl who is caught between her own passion for ballet and her parents' aspirations that she be a sports champion.

From War To Wisdom is a military documentary that follows a group of Marines, returning from Iraq as they re-adjust to their home lives.

Booth 401

www.visionfilms.net

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Today's Events on the Floor and on the Roc

8:00-9:30 AM Panel: Station Group Summit Breakfast Meet Up and Discussion: New Deals and Future Partnerships - Getting Your Idea To The Marketplace
9:00-9:45 AM Panel: The Value of Creativity (In Association with Cannes Lions)
9:00-9:45 AM Panel: The eSports Content Boom: What's Really Stealing Eyeballs From Broadcast
9:00-10:00 AM Master Class: How To Thrive In The Scripted Market...with Morgan Wandell
9:00-9:45 AM Panel: The State of the Indies
9:45-10:30 AM Panel: How GMs Lead in a Digital World
10:00-10:45 AM Chat With: A Chat With Adi Hasak, Creator and Executive Producer of Eyewitness and Shades of Blue

10:00-10:45 AM Panel: Screen Queens — How to Differentiate and Win in the Content Creation Game
10:00-10:45 AM Panel: Networks & Producers in the Age of Disruption
10:45-11:30 AM Panel: BOOKED: Learn From Media Experts How to Get the Best Talent for Your Television Shows
11:00-12:30 PM Panel: Working Hand in Hand for Win-Win Cooperation
11:00-11:30 AM Chat With: In Conversation with Susanne Daniels, Global Head of Original Content, YouTube
11:45-12:30 PM Panel: The Big Data Bridge: How TV Stations Can Most Effectively Utilize Big Data to Drive Success with Agencies
11:45-12:30 PM Chat With: A Chat With Josh Sapan,

President and Chief Executive Officer, AMC Networks and Gale Anne Hurd, Executive Producer, The Walking Dead
11:45-12:30 PM Panel: Meaningful Impact: How Social Good Strengthens the Audience Bond
2:00-3:00 PM Master Class: Comedy Writing At Its Best...with Steve Levitan
2:00-2:45 PM Panel: Crime In Cable
2:00-2:45 PM Panel: Stories That Belong on Digital and Stories That Don't: Different Platforms, Different Content
2:00-2:45 PM Panel: Nielsen Local 2020: Advancing Local Television Measurement
3:00-3:30 PM Keynote: In Conversation with Bob Bakish, President & CEO, Viacom Global Entertainment Group
3:00-3:45 PM Chat With: Pixel to Projector: In Discussion with Logan Paul on Digital Creators Jumping from Mobile to the Big Screen
3:00-3:45 PM Master Class: The Reality of the Sizzle Reel...with Eric Schotz
3:45-4:15 PM Chat With: A Chat With Callie Khouri, Creator/Executive Producer, Nashville
3:45-4:45 PM Panel: Station Group State of the Union - Renewing Shows vs. Finding New Syndication Models: Which is the Stronger Play?
4:00-4:45 PM Panel: Catch The Online Video Revolution
4:00-4:45 PM Panel: It's Been Ages! When the Hell Are We Going to Have a New Global Hit?
4:30-5:15 PM Panel: How Virtual Reality is Reshaping User Experience One Influencer at a Time
4:45-5:45 PM Networking: Platforms Meet Up
5:00-5:45 PM Panel: Cable Survival Guide: Breathe Deep And Tend To Your Brand

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Parties

- 6:00-8:00 PM
2017 Brandon Tartikoff
Legacy Awards
- 8:00 PM Viacom Party





1. Televisa Internacional's Adrian Ortega, Maca Rotter, Paola Felgueres, Karina Montoya, Claudia Silva, Hugo Treviño, Jaime Aguilar
2. VIMN's Adeline Delgado, Renato Martinez, Maria Ibarra
3. Lionsgate's Maryann Pasante, Peter Iacono, Leticia Estrada
4. Telefe Internacional's Mercedes Reincke, Dario Turovelzky
5. Breakthrough Entertainment's Caroline Tyre and Craig McGillivray
6. A+E's Mayra Bracer, Bryan Gabourie, Ellen Lovejoy, Helen Jurado
7. Bender Media Services' Susan Bender and Sally Treibel

8. Zee TV's Sharmeen Dsouza, Sunita Uchil, Sara Coursey
9. Kanal D's Kerim Emrah Turna
10. Record TV's Delmar Andrade, Edson Pfitzenreiter Mendes
11. Caracol's Vida Curbelo, Maria Estrella
12. Ledafilms' Pedro Leda, Moira McNamara, Alejandro Leda
13. Smilehood's Carolina Garcia and Silvana D'Angelo
14. Multicom Entertainment's Jesse Baritz, Darrin Holender, Irv Holender
15. GRB Entertainment's Gary Benz, Melanie Torres, Mike Lolato

Could a Silvio Berlusconi emerge in the U.S.? Let's see what kinds of ingredients the media mogul and former Italian prime minister brings to the table, and then explore potential U.S. doppelgangers.

* **Incredible wealth.** Many Americans fit the mold. With a \$9 billion net worth, Berlusconi used small ROI amounts to finance political alliances and control media minions. New York City media mogul and Mayor Michael Bloomberg (net worth \$19 billion) spent \$108 million of his own money to get re-elected for the third time after changing New York City's term-limits law.

* **Full control over media,** both print and electronic. It's difficult to achieve this in the U.S., but it's doable. As seen in the case of the Iraq War, the U.S. press can be kept at bay. In Italy, Berlusconi directly controlled the private TV sector and, indirectly, the state radio-TV organization. In addition, he had direct control over the country's largest book publisher and the largest number of newspapers. Indirectly, he controlled small newspapers that depended on state subsidies to survive. He also controlled film and TV production and distribution both directly and indirectly. Plus, Berlusconi manipulated news and used the media as a personal mouthpiece. Some of his journalists were in charge of fabricating news. Of the major news organizations in the U.S., FOX News has been associated with systematic news fabrication.

* **Power over a political majority** in both houses of Parliament. Surely doable in the U.S. as demonstrated by the unlimited corporate contributions to political campaigns and the emergence of the "Super PACs."

* **Ability to present untruths as facts.** Definitely possible in the U.S., and the best example comes from former President George W. Bush's fabrication of Iraq's WMDs.

* **Subjugate state institutions.** Through patronage, Berlusconi controlled Italian regulatory authorities and parts of the judicial system. As seen with the U.S. Supreme Court during the 2000 presidential election, in the U.S., ideology can also take over the democratic process. Plus, in the U.S., regulatory agencies are at times rendered ineffectual.

* **Populist views and a charismatic personality which overshadow other flaws.** Easily found in the U.S.: From the late President Ronald Reagan to former political candidates Sarah Palin, Herman Cain, Rick Perry and Ron Paul — just to cite a few.

* **Disdain toward leaders of other countries.** This characteristic made Berlusconi disliked particularly by Germany's Angela Merkel, France's Nicolas Sarkozy and even by U.S. President Barack Obama. Similarly, Bush was disliked by many foreign leaders.

* **Abuse of power.** Berlusconi requested that an underage prostitute he frequented be released from police custody. He appointed reputed past lovers to key governmental and parliamentary positions and rewarded favors with state-owned company contracts. In the U.S., abuse of power was rampant during the Bush presidency (e.g., wiretapping, political spying, abuse of the Patriot Act, etc.), as well as under the late President Richard M. Nixon.

* **Sex scandals.** Berlusconi has been associated with prostitutes and sex for tat. In the U.S., Herman Cain's presidential campaign donations initially increased after revelations about four sexual harassment cases, which are topped by the 29 women who accused former Senator Bob Packwood of sexual harassment. But the best examples are the late President John F. Kennedy (revelations were made post mortem) and former President Bill Clinton.

* **Blatant conflicts of interest.** In the U.S. these conflicts are resolved with blind trusts, like in the case of NYC Mayor Bloomberg and the late President Lyndon B. Johnson's media empire. However, there is the case of Dick Cheney, who retained 433,333 stock options from when he was CEO of Halliburton while serving as Vice President to Bush. Halliburton received over \$20 billion for work in Iraq (some with no-bid contracts). There's also Cheney's private hunting trip with Supreme Court Justice Antonin Scalia.

* **Criminal investigations.** Berlusconi has been accused of corruption, bribery, embezzlement, Mafia collusion and tax evasion, among other crimes. In the U.S., the late Vice President Spiro Agnew was charged with bribery and corruption. Recently, ex-Illinois Governor Rod Blagojevich received a 14-year jail sentence on 18 corruption counts. Since 2000, nine members of Congress have been charged with crimes. Similarly, among Berlusconi's members of Parliament, five have been accused of Mafia connections and four of corruption. Plus, 49 have been investigated, and two ministers resigned under investigation.

* **Ineffectual.** In his eight years as prime minister, Berlusconi took Italy's national debt from \$1,900 billion to \$2,600 billion. Likewise, in eight years, Bush increased the federal debt from \$5,769 billion to \$10,413 billion.

In conclusion, a Berlusconi-esque character could definitely spring up in the U.S. However, it would take a combination of several "American Berlusconis" to make one Italian Berlusconi.

Dom Serafini

DAY 1



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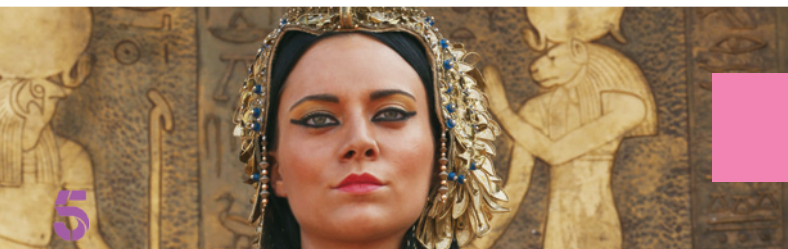
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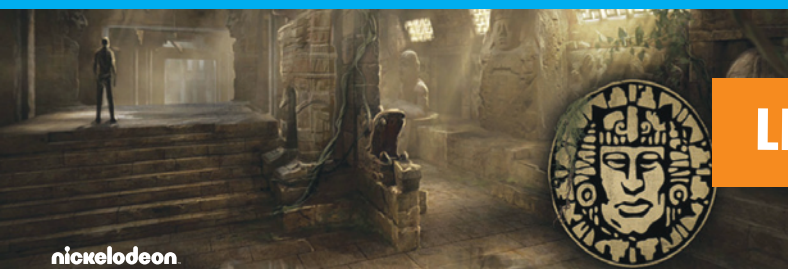
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