

VIDEO AGE

MOVIE

i n t e r n a t i o n a l

DAY 1

SUNDAY

APRIL 1, 2012

New TV Fairs Flare Up Int'l'y

Be prepared for a host of new content trade shows on the international TV scene. The first on the horizon, the NAB Content Theater, is taking place in Las Vegas just after MIP and is associated with the NAB super show. The second, the MediaHub Market, opens in Bangkok just after the L.A. Screenings and the third, UbiQ's digital entertainment showcase, is in Paris June 18-19, just before NATPE-Budapest.

Both the NAB Content Theater and DES are headed by Reed MIDEM alumni: Arthur Schweitzer for NAB and Gwenael Flatres for UbiQ.

The MediaHub Market, which defines itself as "The first ever international B2B media market for Asia Pacific emerging media broadcasters," is set for May 29-30 at the Hotel Grand in Bangkok, Thailand.

(Continued on Page 4)

New Indie Shows

MIP is the perfect market for indies to showcase their new fare ahead of the studios' L.A. Screenings next month. As of press time, out of an estimated 1,349 exhibiting companies at MIP-TV this year, just 400 will likely be presenting new product.

Among the 240 companies *VideoAge* Daily reviewed, over 70 new titles are available to international buyers here at the Palais des Festivals. Of course, this includes programs that premiered at other markets, but are new to MIP, as well as others that are on display for the first time ever here in Cannes. A sample of some of the new shows on the international scene can be found inside this Daily.

(Continued on Page 4)

MIP-TV Celebrations

CABLEready at 20

Among the various parties and celebrations held here in Cannes — though notably that number has decreased since last year — one is special: Norwalk, Connecticut-based CABLE-ready is celebrating its 20th anniversary with a bash at the Palais des



Festivals' Les Marches. Considering that some larger companies from Italy, France and the U.S. are cutting their market budgets (and even reducing the size of their stands), one cannot help but marvel at what Gary Lico, CABLE-ready's president and CEO, has achieved.

Lico founded CABLE-ready in 1992 — when his contract with Columbia Pictures Television (now Sony) expired — to represent existing program libraries and to develop original programs for the exploding number of cable networks in the U.S.

His motivation for starting the company was based in "emotion and inspiration," and came from a desire to control

(Continued on Page 4)

Busy Sunday at MIP-TV

The moment of truth is here for MIP-TV 2012, and it looks as though this market will be just as busy as past MIPs. Despite worries that starting on a Sunday might make opening day less productive than usual — with the question of whether buyers would fly in yesterday for a Sunday start or today for Monday meetings — many of the executives *VideoAge* spoke with reported packed schedules for today.

"Sunday, Monday, it doesn't matter," said New York-based Ray Donahue of Veria Living Worldwide. "Business is business. My sales team and I have a full schedule of meetings booked for [today], and we're booking up fast for the remain-

(Continued on Page 4)

LEADING BAND

HERE COMES THE BAND!

FREMANTLE MEDIA
ENTERPRISES



INSIDE:
JAMES MARRINAN
REMEMBERED



DRAMA | 10 x 1 hour |  

Anchored by life-long best friends – Tommy and Eddie, *The Wedding Band* are weekend rockstars. Only they're not crashing their way into the best parties – they're paid to perform at them. The groupies are bridesmaids, the drinks are free and the dream is still alive.

The *Wedding Band* stars Brian Austin Green (*Beverly Hills 90210*, *Smallville*), Harold Perrineau (*Lost*, *Oz*), Peter Cambor (*NCIS: Los Angeles*, *Pushing Daisies*), Derek Miller (*Secret Girlfriend*, *Transformers 3*) and Melora Hardin (*The Office*, *Monk*). Coming to TBS Summer 2012.

MIPTV Stand RB1

Riviera Beach · Cannes
www.fmescreenings.com



SUMMER 2012

From FremantleMedia & Tollin Productions
for Turner Broadcasting System Inc. USA

FREMANTLEMEDIA
ENTERPRISES





On Friday, March 23, our industry lost one of its most respected and beloved figures. James P. Marrinan passed away after suffering a massive and fatal heart attack at the LAX airport. He was on a 24-hour turnaround from Los Angeles to New York and back.

Marrinan began his international television career with a 12-year stint at Viacom in program sales, where he served as head of the company's offices in Europe and Latin America.

He was recruited to head ITC's International Television Distribution unit, originally based in NYC. He later relocated to Los Angeles where he became head of ITC's International Theatrical and Home Video divisions.

Marrinan became senior vice president for Warner Bros. International Television Division, where he was responsible for managing a worldwide staff located in 10 cities throughout the world. During his tenure, he led the team that was responsible for the merger of program assets from Turner International into Warner Bros. International Television.

In 1998, Marrinan left Warner Bros. and began his consulting career.

He is survived by his wife Karen and son Ryan. He will be missed terribly.

MIP-TV Overview

(Continued from Cover)

der of the week," he said in the weeks leading up to the market.

Industry veteran Irv Holender of Los Angeles' Multicom, who is attending his 44th MIP, agreed with Donahue, saying, "I don't see it one way or another because people are here to do business. We're all looking to maximize content."

Like Donahue, Holender noted, "we have a full day [today.] We actually had a full day on Saturday as well."

When asked what his Sunday schedule looked like prior to the market, CABLEready's Gary Lico of Norwalk, Connecticut, responded, "It's almost filled. It's Wednesday that gets lonely."

The same is true for Toronto-based Tricon Films & Television. Lia Dolente reported that Sunday is her company's busiest day. "What we are seeing, however, is people leaving early due to the holiday weekend...Wednesday is quite slow," she said.

For his part, Mathieu Bejot of Paris-based TV France International hoped that there wouldn't be a negative impact due to the new schedule, noting that many "participants are coming earlier anyway for MIPDoc and MIPFormats." First Hand Films' Esther Van Messel concurred, saying, "Our clients mostly

attend MIPDoc, so they will be [here] in time for MIP."

Despite this positive feedback, some executives had doubts about MIP coinciding with the week leading up to the Easter and Passover holidays.

"I don't know if the impact, if any, will come from the Sunday start, as much as the fact that it begins on Palm Sunday and continues through Holy Week, a sacred occasion in many countries," said Venevision International's Cesar Diaz of Miami.

Roberto Corrente of Caracol Television in Madrid, Spain was also skeptical. "Moving to Sunday...and placing the event during Easter Week will...produce some kind of effect on the buyers and sellers, and without any doubt will have some impact on the market," he predicted.

New Trade Shows

(Continued from Cover)

UbiQ bills itself as a "Two-day international showcase (conference and exhibition) to spotlight the best of digital entertainment content creation, applications, solutions and strategy innovations to engage with audiences across multiple platforms."

According to Flatres, "The main reason we are launching UbiQ is that the 'Anytime, Anywhere, Any Device (ATAWAD)' now fully defines consumer expectations as well as media and advertiser obligations, and the digital entertainment market is maturing and will continue to grow strongly over the next 10 years."

When asked to describe NAB Content Theater, Schweitzer said: "We're taking different segments of the content business — people who are creating change through content and digital platforms — and getting them to talk about the business and new ways they're innovating. The NAB conferences have always had a really high standard of leaders. What we're adding this year are more companies distributing and producing content, not limited to studios or majors. Some very accomplished independents, too. We're actively in discussion with leaders on the digital side of content because they're going into the content business as well."

These developments are interesting since, despite the constant grumbling by exhibitors about the increasing number of trade shows, 35.1 percent said they plan to attend more shows in 2012. This is according to a survey published last month in *Exhibitor* magazine.

In terms of the outlook for markets in general, trade fair exhibitors are optimistic that 2012 will bring better results than last year. Over 65 percent are said

Dimitri Mendjiski, general manager of MediaHub, a brand operated by Global Media Centre for Development



to be confident and 15.2 percent "extremely confident." Overall, 32.3 percent of the U.S. companies surveyed by *Exhibitor* reported that in 2012 they will increase their trade budgets, while 41.8 percent will maintain their 2011 level. Plus, 22.7 percent responded that they will increase exhibit promotion, while 61.5 percent will maintain their spending.

In addition, 41.4 percent of the 500 companies surveyed were optimistic about the effectiveness of trade shows, and 42.7 percent were "hopeful." Only 2.1 percent said they're pessimistic.

The March-April Issue of *VideoAge* published a survey about the entertainment industry's outlook in 2012.

Indie Titles

(Continued from Cover)

A good number of shows on display for the first time ever here at MIP are from the children's arena, with a significant number of these shows hailing from Canadian companies. But there are also many new documentaries, and even some drama series. International buyers should also expect to find some new TV movies in the mix.

Additionally, lifestyle titles — including food, travel and fitness programs — are having a big showing.

Thus, it goes without saying that international buyers looking to get their hands on new content have a wide variety of titles and genres from which to choose.

Indie acquisitions at MIP are not typically done in the form of bulk buying, but rather cherry picking to fill certain programming needs. However, even though buyers come to Cannes with a clear idea of their particular programming needs, they are almost always surprised, thanks to gems that stand out unexpectedly and become must-buys.

It should be expected that sellers attempting to re-propose previously unsold shows that have been introduced at prior markets will have a difficult time at MIP-TV if a new crop of buyers fails to show up in Cannes.

Although Latin American buyers are traditionally scarce at MIP due to the proximity to the upcoming L.A. Screenings, there is nevertheless an aggressive group of Latin distribution companies on the prowl for new shows to re-sell in their territories.

CABLEready is 20

(Continued from Cover)

his own destiny, Lico said. He elaborated: "When I asked my boss [at Columbia Pictures Television] if [my contract] was going to be renewed, I realized in that moment that I was giving control of my future over to someone else. Next morning, I quit."

"I had been doing cable sales, and we were the first studio to open the vault. So I became a 'cable guy,' just focusing on cable networks as buyers. No one was doing it. So that's how it started," he said of CABLEready's beginnings.

Prior to Columbia, from 1980 to 1985, Lico was vice president, Programming for Katz Communications. He led a team of programming consultants in analyzing program purchases and schedules for over 100 Katz-represented TV stations.

Previously, Lico worked at TVS Television as manager of Sales where he guided the company in its transition from sports packager to entertainment syndicator. Earlier, he served as director of Program Marketing at SFM Entertainment, where he launched



Gary Lico 20 years ago

Disney's first syndication effort, *The New Mickey Mouse Club*.

Television viewers in Wisconsin may best remember Lico as the co-host and co-producer of top-rated *A New Day*, the daily, hour-long talk series on WTMJ-TV, Milwaukee.

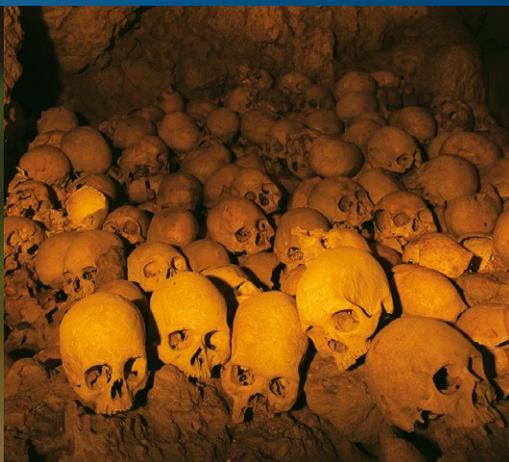
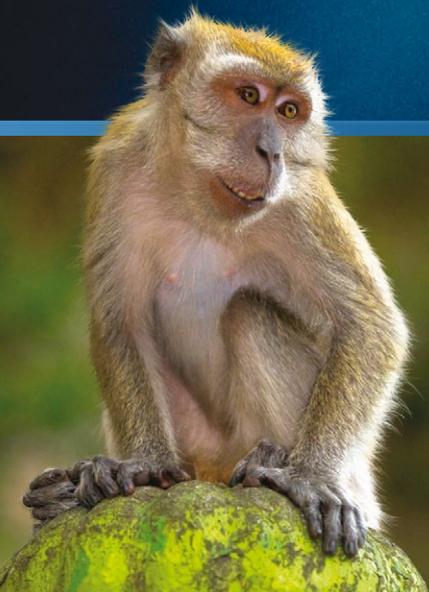
Lico is an adjunct professor in the Communications Department at Syracuse University's Newhouse School. He is a regular contributor to Central Michigan University's School of Broadcast and Cinematic Arts. Lico has served on the NATPE Board of Directors, where he instituted the charitable NATPE Food Project.

ANOTHER SHADE OF
BLUE

with
Ty Sawyer



DISCOVER THE PULSE OF THE PLANET



Non-Fiction Travel/Adventure Series: 12 x half hours **HD**

MIPTV Stand RB.44, Riviera Beach Hall

CONTENT TELEVISION
19 Heddon Street, London, W1B 4BG, UK | Tel: +44 (0) 20 7851 6500 | Fax: +44 (0) 20 7851 6504
225 Arizona Avenue, Suite 250, Santa Monica, CA 90401, USA | Tel: +1 310 576 1059 | Fax: +1 310 576 1859
www.contentmediacorp.com

CONTENT
FILM TELEVISION DIGITAL



Viacom Brings Jersey to Cannes

Viacom International Media Networks is bringing cast members and programming execs of hit series *Jersey Shore* to MIP for a keynote showcase to be held tomorrow. Stars Deena Nicole Cortese and Vinny Guadagnino will be present alongside MTV's Chris Linn and Viacom's Caroline Beaton.

Viacom's slate covers almost all genres — from animated avatar series to comedies to prank shows and beyond.

Legend of Korra is set 70 years after the events of successful series *Avatar: The Last Airbender*. This animated series follows the adventures of Korra, a passionate, rebellious and fearless girl from the Southern Water Tribe. Having already mastered three of the four elements — Earth, water and fire — Korra is on a mission to master the missing element: air. But she must juggle her airbending training with surrounding dangers in the epicenter of the modern "Avatar



World," Republic City.

Live-action comedy series *Supah Ninjas* follows three unsuspecting kids who are drafted into a secret world of crime-fighting after Mike Fukanaga discovers he is descended from a long line of ninjas. Helped along by the spirit of his recently deceased grandfather, who appears to him as a hologram, Mike teams up with his best friend Owen and his crush, Amanda.

Comedy series *Reed Between the Lines* follows Drs. Alex and Carla Reed, an extremely successful couple (a psychologist and a doctor) trying to juggle their careers, difficult co-workers and three demanding kids — Keenan, Kaci and Alexis.

The Wendell family consists of two workaholic parents and their "too cool" kids. But a family vacation goes awry when the dad drives a rented van down a canyon. The family is forced to relocate to the bottom of the canyon, along with other families that have done the same thing in animated comedy series *Crash Canyon*.

Inspired by the worldwide Flash Mob phenomenon, *Flash Prank* is a hidden camera comedy series that features two "flash" pranks per episode. Viewers get to catch the embarrassing, hysterical and outright toe-curling mistakes the Flash Prank victim makes.

In sketch comedy series *Key & Peele*, two comedic actor-writers examine life in a provocative and irreverent way, through a mixture of filmed sketches and live-stage segments. From President Barack Obama to rapper Lil' Wayne, no one is safe from their impressions.

In *Friend Zone*, teenagers consult their best friends for advice on how to dress and act on a blind date. The friends are in for a surprise when they find out the blind date is actually between the two of them. But will their declarations of love be reciprocated?

Shuga: Love, Sex and Money is part of a campaign aimed at raising awareness of HIV. The series delivers a brutally honest account of the lives and emotional relationships among Kenyan youth. The series covers HIV, stigma, rape and high risk sexual behaviors and is offered rights-free.

Stand R38.5
www.b2b.viacom.com

Did you Know?
VideoAge
Daily is
celebrating its
30th Year at
MIP-TV

Pet ER

A Different Kind of Love Story.



HD 26 x 30' DOCUDRAMA
MIPTV Stand 11.16
www.bestboy.ca info@bestboy.ca



LIFE IS ENTERTAINING

MOVIES CRIME LIFESTYLE ENTERTAINMENT BIOGRAPHY HISTORY REAL-LIFE PARANORMAL CONFLICT



Abby Lee Miller
DANCE MOMS™



Brandi Passante
and Jarrod Schulz
STORAGE WARS®



Troy Landry
SWAMP PEOPLE™



MANKIND THE STORY OF ALL OF US (wt)



SHIPPING WARS™



CHRIS BOHJALIAN'S SECRETS OF EDEN



10 THINGS YOU DON'T KNOW ABOUT™



DUCK DYNASTY™

450+ NEW hours for MIPTV + 1,200+ ORIGINAL hours annually + 10,000+ hours across all genres +
Programs from the hottest brands in US cable - HISTORY®, A&E®, Lifetime® and H2™ + Content that breaks
network records and is regularly #1 in time slot for all US TV viewing, including broadcast

Visit us at MIPTV - Stand G3-18.

A+E NETWORKS™

aetninternational.com

BEEFEE NEW!

Based on the books written by Waldemar Bonsels "Maya the Bee"
© 2012 STUDIO 100 ANIMATION SAS / STUDIO 100 MEDIA GMBH

**FREE PREVIEW
AT MIPTV 2012
R29.01**

STUDIO 100 MEDIA GMBH
tel.: +49 (0)89 96 08 55 - 0
e-mail: info@studio100media.com
www.studio100media.com

The logo for Studio 100 Media, featuring the text "STUDIO100" in a large, bold, sans-serif font with a small plus sign above the "0", and "MEDIA" in a smaller, all-caps font below it. A thin white line arches over the text.

STUDIO100
MEDIA





FremantleMedia Hits its Target

FremantleMedia Enterprises has fighters, hitmen, musicians, designers and chefs.

Mia is a contract killer who's hiding a big secret: she's a transsexual. Her life changes forever when she finds out she has a son in drama series **Hit and Miss**.

Weekend rock stars are paid to play in drama series **Wedding Band**.

Bellator is a format of world-class Mixed Martial Arts fighting that features some of the world's top-notch

fighters.

Twelve designers compete by demonstrating their unique visions for accessories and using those visions to transform any outfit in entertainment series **Project Accessory**.

Each half-hour episode of **Jamie's 15 Minute Meals** (pictured) illustrates how to prepare two 15-minute dishes.

Anthony Bourdain has less than 48 hours to sightsee in unexpected locations, where he reveals low-budget, insider tips only the most experienced



travelers know about in **Anthony Bourdain: The Layover**.

Morgan Spurlock uses his humor and wit to offer insight into 16 very different lives in factual series **A Day in the Life**.

Stand RB1

www.fremantlemedia.com

www.fmscreenings.com

Content Gets Extreme

Content Television takes viewers on world tours, pulls at their heart strings and scares them out of their skin with a selection of series, docs and TV movies. Cat and mouse thriller drama series **Line of Duty** (pictured) examines modern policing and police corruption.

Ari has a crush on the most popular girl at his new high school, and he'll stop at nothing to capture her heart — even if it means joining the school's ballroom dance program in TV movie **I Love Your Moves**.

Ty Sawyer travels to the world's



most remote and raw outposts to discover the experiences, unique cultures, oceans, villages and people that bring these places to life in **Another Shade of Blue**.

In multi-platform drama series **Crawlspace**, the Gates family's dream house suddenly becomes a nightmare when the previous owner plots to regain his home and take the Gates children too.

After her mother's death, Heather decides to continue her legacy by following her love of both classical music and DJing in multi-platform drama series **Beat Girl**.

Extreme Fighting Championship Africa 2012 is the biggest Mixed Martial Arts promotion in Africa, featuring eight new events every year, with each comprising at least 12 exclusive bouts.

Documentary series **Facing the Atlantic** showcases wildlife and landscape photography of Western Europe and the land facing the Atlantic, starting with the Azores and ending in Iceland.

Stand RB.44

www.contentmediacorp.com

MICHAEL: TUESDAYS & THURSDAYS

Dysfunctional, neurotic and co-dependent.
Then there's his patient.



TRICON
FILMS & TELEVISION

R33.08





THE NEW.

THE NOW.

THE FUTURE.

SONAR

ENTERTAINMENT



Booth R38.09

sonarent.com



Starz Works Its Magic

Starz Media has drama, bloodshed, laughs and Christmas magic. 1950s Miami Beach is the backdrop for *Magic City* (pictured), a drama series that centers on the tumultuous New Year's Eve of 1958-1959. Ike Evans owns the Miramar Playa Hotel, one of the liveliest places in town, and he used money from a mob boss to finance it.

The gladiator rebellion continues in *Spartacus: Vengeance*, when Gaius Claudius Glaber and his Roman

troops are sent to Capua to squash the band of freed slaves led by Spartacus.

When Laura Lindsey's life is falling apart, her life coach tells her to make wishes on her website. But when her wishes begin to do more harm than good, Laura must undo them to learn the true meaning of Christmas in *The 12 Wishes of Christmas*.

Christmas Magic is at work after Carrie dies and is given a second chance to gain entrance into heaven. To do so, she must help a struggling



businessman make Christmas special not only for himself, but for everyone around him.

In thriller *Unstable*, recently divorced

Kristen moves into a new neighborhood with her son, Oliver. Desperate to give Oliver a role model, she hires an ex-soccer star named Justin to watch him. But soon Kristen finds out she's being stalked by someone who knows she's new to the neighborhood.

It's holiday weekend on the Jersey Shore, but nobody knows that dozens of albino bull sharks have been drawn to the pier in *Jersey Shore Shark Attack*. It's not until a famous singer is eaten alive during a performance on the pier that the real shark hunt begins.

Documentary *Method to the Madness of Jerry Lewis* offers a contemporary look at Jerry Lewis, the "King of Comedy." Viewers also have the chance to accompany Lewis as he continues his comedic reign at age 85.

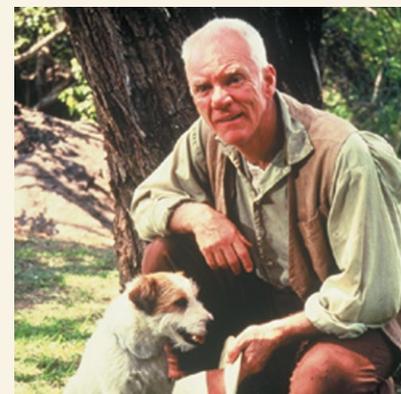
Stand RSV.25

www.starzglobal.com

Opus Finds the Truth

Opus Distribution's MIP slate is topped by *The Peakviewing Transatlantic Library* (pictured), featuring 19 family and fantasy films such as *Beauty and the Beast*, *Merlin the Return*, *The Last Leprechaun*, *The Little Unicorn* and *The Sorcerer's Apprentice*.

In *Peloton*, a down-on-his-luck bike messenger enters the world of amateur cycling, where he finds triumph and



true love.

A rebellious teen learns about miracles when her dad, who is haunted by the aftermath of a family tragedy, believes her holiday-season hoax is a special sign meant for him in *Hoax for the Holidays*.

Ring of Honor wrestling is known for its special mix of athleticism and professional wrestling style, with hard-hitting performances.

After an American woman is found dead on a beach in Ireland, her best friend investigates to find out the Truth about Kerry.

Sarah hires an actor to play the perfect boyfriend and please her parents, but when she finds herself falling for him, it's *Love At First Lie*.

Stand 13.07

www.opusdistribution.com

Launching at MIPTV 02.10

RUGGET ABOUT IT

YOU CAN TAKE THE FAMILY OUT OF THE MOB, BUT YOU CAN'T TAKE THE MOB OUT OF THE FAMILY!

ROGERS Cable Network Fund

DARTUS FILMS

9story ENTERTAINMENT 9story.com

TELETON AT NIGHT

CMF FMC

IN THIS TOWN, EVERYONE HAS SOMETHING TO HIDE

HAVEN

BASED ON "THE COLORADO KID" BY **STEPHEN KING**



SEASON 3 AVAILABLE NOW

Visit eOne at RIVIERA BEACH RB.43
Watch the trailer at EONETV.COM
tvinfo@entonegroup.com

SHOW
CASE

UNIVERSAL
NETWORKS
INTERNATIONAL

Syfy

T.M.
INTERNATIONAL

HD

Mystery Series (2012)
39 x 60 minutes

e
one
entertainmentone



Studio 100's Kiddie Fare

Studio 100 Media caters to the smaller set at MIP. **Maya the Bee** (pictured) is a 3D animated series based on well-known books by Waldemar Bonsels. Maya is a spirited and curious little bee who isn't content in the regimented life of the hive. Her adventures sometimes get her into trouble, but she always ends up safe.

Vicky is a 10-year-old who happens to be the son of a Viking chief in **Vicky the Viking**. Vicky joins his dad

(and a colorful crew of burly Vikings) on thrilling adventures where they can always count on Vicky to save the day.

In live-action teen mystery soap **The House of Anubis**, a group of teenagers live in a school boarding house. When Nina, a new student, moves into the boarding house and another popular resident disappears, the secret history of Anubis becomes clear.

In 2D/3D series **Woodlies**, the fast and furry creatures must protect their forest from the human Uglies and steal



as much food as possible from them. When streetwise Mia and her nature-loving dad Wellie take over a rundown campsite, they bring disasters in the form of

clumsy campers, greedy developers and a cat with a taste for Woodlies!

Live-action series **ROX** follows the stories of Rick, Olivia and Xavier. The three solve and prevent crimes when other government resources have failed. Rox, an out-of-this-world biological supercar, is part of their team.

Six teenagers are spending their vacations working at an amusement park called **Galaxy Park**. Though they're having the times of their lives, an alien in the immediate vicinity is on a mission to take six young people to the planet Exo-7 in order to allow its inhabitants to study human emotions.

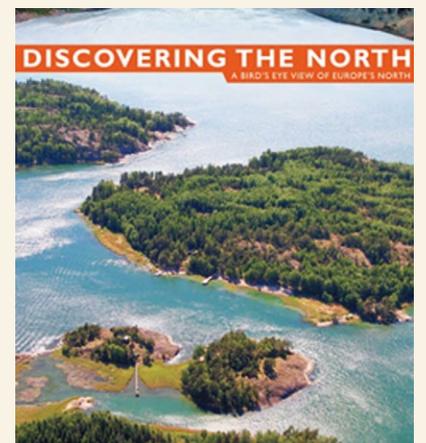
Stand R29.01

www.studio100media.com

Studio Hamburg's Got Docs

Studio Hamburg takes viewers on lots of adventures. Renowned documentary filmmakers and their camera teams traveled for a year and a half to create **Discovering the North**, an HD documentary, travel/adventure series on Scandinavia. The series shows a kaleidoscope of images, stories and moods in the Nordic countries.

HD documentary **I Putin — A Portrait** accompanies Vladimir Putin over a period of many weeks. Host



Hubert Seipel interviews the Russian prime minister and tags along as he shoulders judo opponents and challenges bodyguards to a game of hockey.

HD doc **The Price of Blue Jeans** follows the trail of denim to the production sites in China. The iconically American garments are now produced almost entirely outside the country.

Klaus Scherer travels to the northern border of Alaska in travel/adventure series **8,000 Miles to Alaska**.

Studio Hamburg is also showcasing a varied movie slate, which includes HD TV features **Life is a Farmyard**, **Along Came Lucy**, and **The Record Observer**.

Stand 07.02/09.01

www.studio-hamburg.de



New 3D Programs from Canamedia



Ice Hotels

1 x 60' 3D

Exquisitely designed by architects and artists, Quebec City's Ice Hotel is created and constructed solely of ICE. Thousands of adventurers stay over night throughout the winter and now it is explored for the first time through the 3D lens.



World's Greatest Carnivals

1 x 60' and 13 x 30' 3D & 2D

This series takes us to the most colourful and elaborate celebrations on earth where both human creativity and glorious cultures come together.



Sacred Space

13 x 30' 3D & 2D

Explore the most celebrated Christian Cathedrals, Hindu and Buddhist Temples, Muslim Mosques and Jewish Synagogues in North America, the Middle East, Eastern and Western Europe and Asia.

www.canamedia.com





SHIFTING PLAYERS

DEFINE YOUR EVOLUTION IN THE WORLD OF CHANGING CONTENT

The great content shift — the demand for content anytime, anywhere — has set in motion a kaleidoscope of infinite consumption options with unlimited business models. But only if you shift focus and work with the right players. Broader-casting® professionals are leading the evolution by collaborating across screens and delivery platforms, embracing the opportunities created by today's disruptors, like advertisers, techno-savvy visionaries and, increasingly, just about anyone with an online channel and a following.

NAB Show®, the world's largest media and entertainment event, is the place to leverage shifting players as part of your paradigm for success. Here you'll discover game-changing strategies and emerging technologies designed to address today's — and tomorrow's expectations. Turn shift in your favor and evolve in a marketplace that moves forward with or without you. Register now!

FREE

Exhibits-only Pass
Use code PA01



CONFERENCES April 14–19, 2012 EXHIBITS April 16–19
Las Vegas Convention Center, Las Vegas, Nevada USA

www.nabshow.com



NABSHOW
Where Content Comes to Life



WWE's Got Lots of Action

WWE brings the world of wrestling to the whole world. Weekly live-event series **Raw** is a combination of in-ring match competition, a rock-concert ambience and dramatic interactions.

Weekly live-event program **SmackDown** brings high-flying match-action, dazzling pyrotechnics, and unpredictable drama from packed venues around the world.

WWE Superstars provides a weekly opportunity to catch the entire

WWE roster all in one place, as Superstars and Divas converge.

Each week, WWE Rookies compete in challenges and matches aimed at finding the WWE's next breakout star in NXT.

The WWE Experience gives a complete overview of the week's WWE happenings, including incredible action, key encounters, fresh commentary and sneak peeks.

This Week in the WWE shows highlights of *Raw* and *SmackDown*,



and profiles current and new Superstars and Divas, featuring exclusive segments such as "Diva of the Week" and "The Wrecking Crew."

Unique and emotional stories, unparalleled athleticism and larger-than-life confrontations make up **WWE Pay-Per-Views/Specials**, which are capped off with annual sports competition **WrestleMania**.

Stand R31.37
www.wwe.com

Sonar Has Heart

Sonar Entertainment (formerly known as RHI Entertainment) brings a slate full of action and drama to Cannes.

Disaster Pack V.1 includes five new action-filled miniseries: *Category 8*, in which a super firestorm hurtles toward the earth; *Destruction*, about terrorist organizations that cripple the London-to-Paris Chunnel on New Year's Eve; *Mega Tsunami*, about a dormant volcano that suddenly comes to life and causes a 1,500 foot tsunami; *Shockwave*, in which the first commercial space flight causes chaos and *World on Fire*, where dangerous magma chambers below the ocean floor bring about a global catastrophe.

The story of **King Tut** comes to life on TV for the first time in this dramatic eight-part series. It is a lively tale of jealousy, power, political backstabbing, war, incest, murder, love and lust.

During World War II, women from all walks of life put their lives at risk to

SONAR
ENTERTAINMENT

work in munitions factories building bombs. These women embraced their newfound freedom and their lives changed forever, as seen in six-part series **Bomb Girls**.

When a 14-year-old is diagnosed with a rare but serious heart condition, he needs a transplant. But the plane carrying the heart of a donor may not be able to land due to a terrible storm in holiday film **Christmas Heart**.

Stand R38.09
www.rhitv.com

**For all
L.A. Screenings
buyers:**

To receive copies of **VideoAge's Latin Issue and Studio Guide** in your hotel room, send your arrival info to:
lascreenings@videoageinternational.com

Studio Hamburg

A PORTRAIT

PUTIN

"I have to be the way my people expect me to be."
(Vladimir Putin)

I, Putin – a portrait
current affairs | 45', 75'

Please see us at our new stand no.

07.02 / 09.01

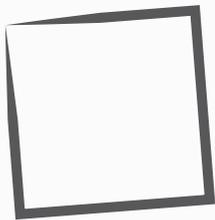
Studio Hamburg Distribution & Marketing

AT THE L.A. SCREENINGS 2012 YOU HAVE A CHOICE:



YOU CAN REACH ALL BUYERS
WITH **VIDEOAGE**

or



YOU CAN REACH ALL SELLERS
WITH OTHER PUBLICATIONS.

The choice is simple for those interested in sales.
No ifs, ands or buts.

videoAge is the only publication at the L.A.
Screenings that is delivered to all buyers in their
hotel rooms.

For more info:

www.videoageinternational.com/screenings.html
For inquiries: dsvideoag@aol.com

VIDEO AGE DAILY

AT MIPTV 2012
Stand 10.16

www.videoageinternational.com

EDITOR
DOM SERAFINI

EDITORIAL CONTRIBUTORS

SARA ALESSI
LUCY COHEN BLATTER
CARLOS GUROVICH
BOB JENKINS
NICOLE MEROGNO
LORENA SANCHEZ
ERIN SOMERS

CORPORATE AND CIRCULATION OFFICE

216 EAST 75TH STREET
NEW YORK, NY 10021
TEL: (212) 288-3933
FAX: (212) 288-3424
sales@videoageinternational.com

ASSOCIATE PUBLISHER
MONICA GORGHETTO

MARKETING COORDINATOR
CAROLINE INTERTAGLIA

BUSINESS OFFICE
LEN FINKEL

LEGAL OFFICE
BOB ACKERMANN, STEVE SCHIFFMAN

WEB MANAGER
MIKE FAIVRE

WWW.VIDEOAGE.ORG

WWW.VIDEOAGE.IT

WWW.VIDEOAGELATINO.COM

VIDEO AGE INTERNATIONAL (ISSN 0278-5013 USPS 601-230) IS PUBLISHED SEVEN TIMES A YEAR: JANUARY, APRIL, MAY, JUNE/JULY, SEPTEMBER, OCTOBER AND NOVEMBER/DECEMBER. PLUS DAILIES BY TV TRADE MEDIA, INC. SINGLE COPY U.S.\$9.75. YEARLY SUBSCRIPTION U.S.\$45 (U.S., CANADA, MEXICO); U.S.\$60 (U.K. AND EUROPE).
© TV TRADE MEDIA INC. 2012. THE ENTIRE CONTENTS OF VIDEO AGE INTERNATIONAL ARE PROTECTED BY COPYRIGHT IN THE U.S., U.K., AND ALL COUNTRIES SIGNATORY TO THE BERNE CONVENTION AND THE PAN-AMERICAN CONVENTION. SEND ADDRESS CHANGES TO VIDEO AGE INTERNATIONAL, 216 EAST 75TH STREET, SUITE PW, NEW YORK, NY 10021, U.S.A.

M Y T W O

C E N T S

DAY 1

Last month the conservative London tabloid Daily Mail ran a comment by Christopher Hart with a headline as big as the story itself: "Save us from these egotistical stars who think they are world statesmen."

When Hart writes that actors should stick to their scripts, and not ad-lib in politics, he doesn't say anything new. It's an old argument. Nevertheless, he raises an interesting point: Who is qualified to talk about world affairs?

Financiers? I hope not, after the fiasco with their "markets know best!" campaign. Current and past politicians, like Ahmadinejad, or, moving to the letter "B": Berlusconi, Blair, Bush? Or, on to the letter "C": Chavez, Cheney? We can almost cover the whole alphabet, reaching the letter "W" (Wulff), with discredited so-called political statesmen that may even be favored by Hart.

A spokesperson at the Daily Mail explained that Hart is an occasional freelance contributor. We believe he's a 47-year-old writer who also goes under the name of William Napier and edits the *Erotic Review*. This, however, could not be confirmed, and he did not answer e-mail inquiries sent by the Daily Mail itself. For its part, the Daily Mail, a paper that sells one million copies every day, is known to dislike the BBC — and, I assume, the entire cinema/TV industry — because it is considered leftist. The paper is also known for its crusades, and, over the past 10 years was hit by many libel lawsuits of which only six were lost by the Mail.

Hart also touched on this actors "better-seen-than-heard" subject in an earlier column for the Daily Mail (Oct. 28, 2011) asking, "Why does Hollywood hate the English?" He stated: "The thing about actors is that they're great at acting, but not a lot else. When they start lecturing you about politics, or turning literary detective, it's best to put your hands over your ears and hum loudly."

Obviously, Hart has issues with actors — especially American ones — and their mission to entertain, to sensitize and provoke the public and enrich people's cultural lives. Asked Hart: "What gives these celebs the right to appoint themselves world statesmen?" So, my question for Hart is: Are politicians any better? Are we still willing to tolerate politicians' lies, deceptions and incompetence? Plus, famous actors are popular worldwide, whereas most politicians are only popular at a local level (and partially at that). So, if anyone can speak on behalf of people worldwide, it is an actor and not a politician, academic or an economist.

Another question for Hart is: Who would get more attention from locals and the international media, Angelina Jolie (whom he mocks) visiting N'Djamena in Chad to monitor the crisis in Darfur, or Jeffrey Archer?

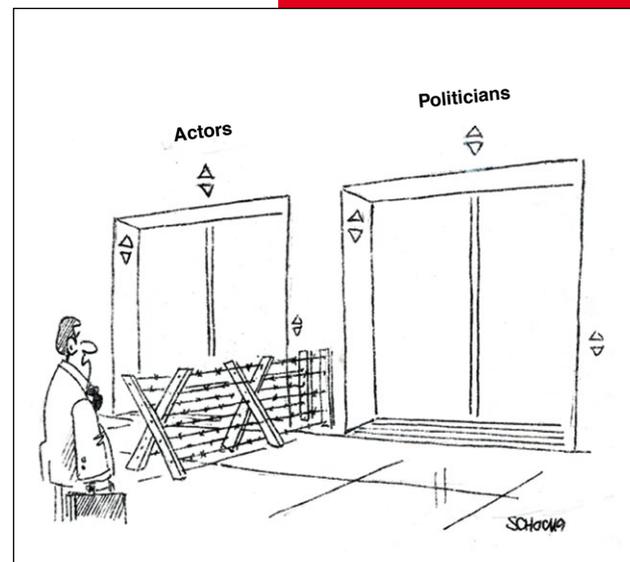
Let's be more specific about Hart's denunciations. Let's start with the Falkland Islands (or Malvinas), one of Sean Penn's topics that so incensed Hart.

In 1982, world opinion sided with the U.K. mainly as an opposition to the Argentinean military dictatorship and their exploitation of the conflict with Britain. Today, the situation would be different and Latin American countries would readily support Argentina — militarily if necessary. So, Sean Penn's warning should not be summarily dismissed.

Hart continues his diatribe, asking what qualifies Sharon Stone to speak at the World Economic Forum in Davos. Now, there are elected, rich politicians and self-appointed economists that go to Davos just to be seen or to represent the interests of financiers and bankers who took the world to the brink of disaster.

So, when Sharon Stone goes to the same Swiss village to shake things up, the fact that the press can report on a different view should be commended, not criticized because she did not wear underwear in a movie. After all, plenty of politicians tend to remove them while in office.

Finally, Hart brings the Twin Towers into his cauldron because Charlie Sheen said that "those buildings came down in a controlled demolition." Perhaps Hart doesn't know that an official investigation was called because the reasons for their crumbling weren't clear and many family members of the 9/11 disaster criticized the results of the investigation. Let's not dismiss Charlie Sheen's doubts so easily.



Dom Serafini

natpe.budapest

CONTENT FIRST

June 26-28, 2012

Sofitel Chain Bridge Hotel, Hungary
natpebudapest.com



After 20 years of management by our friends at BASIC LEAD, Discop East is now NATPE|Budapest. NATPE|Content First, is a non-profit trade show organization based in Los Angeles that will be celebrating our 50th anniversary next year.

We are proud to be the sole organizer of the BUDAPEST market and invite you to also consider NATPE|Miami in January 2013.



Sign Up Now!

IN BUDAPEST AT THE SOFITEL YOU WILL FIND:

- 1200+ participants from 40+ countries
- 350+ professional content buyers, many who do not go to MIP
- 250+ global content suppliers
- A transactional marketplace for TV series, telenovelas, formats & channels
- Access to NATPE|Budapest database via myNATPE online scheduling and networking tool



© 2012 NATPE. All rights reserved

In attendance at MIP

Suzanne Gutierrez
USA
+1-310-857-1612
Suzanne@natpe.org

Mingfen Lee
Asia (excluding China),
Africa, Middle East
+33-1-4229-6006
mingfenlee@basiclead.com

Gary Mitchell
Europe
+44-79-6220-3037
Gary-Mitchell@ntlworld.com

Elina Nesterova
Central & Eastern
Europe, Russia
+33-1-4229-3224
elinanesterova@basiclead.com

A STARZ ORIGINAL SERIES

MAGIC CITY

Miami Beach, 1959.
The beautiful life is about to get ugly.



JEFFREY DEAN
MORGAN

DANNY
HUSTON

OLGA
KURYLENKO

STEVEN
STRAIT

JESSICA
MARAIS

An All New 1-Hour Series

starz
MEDIA

Please visit us at RSV25
Tel: +33 (0) 4 92 99 8926
starzglobal.com

