

Sellers Gear Up For L.A. Screenings

Even though MIP is still unfolding before our eyes, the L.A. Screenings is beginning to creep up on us, and it'll be here before we know it. So, *VideoAge* set out to get the latest on the event from sellers traveling to Los Angeles this May. "L.A. Screenings is all about Latin America" for Power's Susan Waddell. For Patricia Jasin at Frecuencia Latina Internacional, "L.A. Screenings [provides] the opportunity to follow up on meetings we had during NATPE, especially with the Latin American buyers." Her company also takes advantage of the "opportunity to approach the U.S. Anglo market based in Los Angeles."

The same goes for Starz Media. While Gene George noted that his company takes a global focus at the Screenings, his team will devote much of its efforts to Latin America this time around because,

(Continued on Page 4)

Kids' TV Is Hard To Fund

Opening yesterday's Global Animation Marketplace session, Amadine Cassi, Eurodata's head of International Research, reported that kids viewing is rising to new highs all over the world. The majority of this viewing is contained within family programming. But programming aimed specifically at kids animation dominated, accounting for 90 percent of the most popular kids shows in Australia, and an average of 60 percent worldwide.

Cassi pointed to three key reasons: First, it tends to be much more culturally neutral than other forms. Second, it is relatively easy to dub, which makes it sound local, and third, it is timeless. *Tom and Jerry*, she reported, regularly gets audi-

(Continued on Page 4)



INSIDE:
FOCUS ON
CANADA

FME Does MIP-TV

Big Indie Dominates Mart's Opening Day

Yesterday, breakfast and lunch with FremantleMedia made for a basketful of news. At the press breakfast, CEO Tony Cohen identified a number of key trends he believes offer grounds for optimism.



At the lunch, reporters squared off with FM's new production partner, Morgan Spurlock, for his slate of new shows.

Cohen reported "2011 was an excellent year for formats in general with 99 selling worldwide, the largest number ever, and a rise of 10 percent over 2010." He also reported that OTT services such as Hulu and Netflix, "have all now realized that the key to their future is the production of high quality content," and, finally, the "inexorable rise of social media."

The fruits such an exercise is likely to produce were underlined by David Ellender, Global CEO FremantleMedia

(Continued on Page 4)

Canada Gets Top Status

Canada has always had a good presence at MIP, and this year is no exception. With 103 exhibiting companies and 88 more without a stand, the country can once again claim priority status at MIP. Among the programming available via Canadian companies are movies, documentaries, children's shows, series and reality programs.

VideoAge Daily looked into where Canadian content sells best and why Canada has such a big presence in Cannes compared to the L.A. Screenings.

Canamedia's Andrea Stokes noted that "As a factual distributor and producer, [her company] tends to gravitate towards markets such as MIP-TV and MIPCOM

(Continued on Page 4)

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FME Dominates MIP

(Continued from Cover)

Enterprises, who reminded his audience that, “two years ago we began talking about our ambitions to build a major presence in drama and kids.” With 15 kid series either completed or in production, they have certainly achieved that.

President, Worldwide Entertainment Trish Kinane (pictured on the cover with Tony Cohen and David Ellender) reported big success for new formats such as *Recipe to Riches*, as well as classics such as *Play Your Cards Right*.

Also at the lunch, FME’s Jeff Tahler (pictured below with Spurlock) let filmmaker, director, TV producer and now TV host, Morgan Spurlock, talk about three of his productions that FME is distributing, and the first look deal that they’ve signed.

A Day In The Life is a documentary series produced for Hulu. *Failure Club* is a reality show now in progress and *New Britannia* is a talk show for U.K. TV Sky Atlantic that FME will try to place in the U.S. as well.



CANADA

(Continued from Cover)

for sales...because these markets focus on our key genres and buyers.” In contrast, the L.A. Screenings “revolve around the major U.S. studios and it is often difficult to get time with the key players since their focus...is to review primarily the newest U.S. programs,” she explained.

Jon Rutherford of Tricon agreed that the L.A. Screenings are a “platform for the studios in the U.S. to unveil their upfronts, and for the most part the Canadian system is comprised of independent producers and distributors.” Breaking it down further, he said, “At MIP, one looks at all sources, at the L.A. Screenings one goes to see what the U.S. studios are unveiling.” However, he noted that Tricon will indeed attend the L.A. Screenings this year.

While 9 Story’s Vince Commisso concurred that the L.A. Screenings have traditionally been “the domain of the stu-

dios,” he pointed out that “this is showing signs of changing with so many non-U.S. shows, both comedies and dramas, working in primetime. But it’s just starting to happen,” he stressed.

So, has the reduced presence of the major U.S. studios at MIP led buyers to pay more attention to Canadian distributors? Canamedia’s Stokes didn’t think so: “Our factual series and one-off documentaries are not in direct competition with the major studios’ fare, so our key buyers will continue to come to us for lifestyle, travel, adventure, and more,” she said.

Rekha Shah of CCI Entertainment, which will also attend the Screenings, homed in on the strength of her company’s content to explain CCI’s busy schedule, as did 9 Story’s Commisso, who cited “long-standing relationships with our buyers and our shows.” Tricon’s Rutherford doesn’t feel “our meetings have changed that much because of the lack of the studios. Our schedules are always packed.”

Pictured below are some exhibiting Canadian companies. More are featured on the photo page.

MIP-TV VISUALS FOCUS ON CANADA



1. Peace Point, from left to right: Julie Chang, Les Tomlin, Eric Muller
2. eOne’s *Femme Fatales* stars with their exec producers, Dave Williams, Mark Gottwald, Mark Altman, Steve Kriozere.
3. CCI’s Rekha Shah, CBC’s Louise Lantagne, Francine Laprade; Shaw Rocket Fund’s Agnes Augustin, CCI’s Jill Keenleyside, Federico Vargas

Sellers Gear Up

(Continued from Cover)

“this July we have the free TV window for *Spartacus* opening up for Latin America.” But George emphasized that Starz also meets with “almost all of the key European broadcasters” in L.A.

A+E Networks uses the Screenings to meet with Latin American clients, but also to “increase sales...to the U.S. Hispanic market,” said Mayra Bracer.

Ed Wells of WWE mentioned that his company will also be “Focused on alternative distribution opportunities such as OTT and our Pay Per View events.” In fact, most of the sellers *VideoAge* spoke with noted that there has been an increase in digital buyers at the Screenings. As Lionsgate’s Peter Iacono said, “Both new clients and existing clients are expanding and offering digital services,” which has contributed to the increase.

The sellers prefer to stick to pre-organized meetings, as opposed to betting on walk-ins. “We make appointments, it’s tough to manage our schedules any other way,” said Starz’s Gene George.

“[Appointments] allow you to better prepare for and tailor your meetings, and create a more meaningful exchange,” said Power’s Waddell. Frecuencia’s Jasin noted that typically “90 percent of our agenda is made up by appointments.”

On the other hand, Multicom’s Irv Holender noted that while his company tends to stick to appointments, there are many walk-ins, too. Likewise, A+E’s Bracer noted that although her company has “a jam-packed schedule of appointments going into the market,” they like to “be available for walk-ins as needed.”

Animation

(Continued from Cover)

ences of seven million in China and is currently number three in South Africa.

Her fellow panelists, however — Michael Carrington, SVP and Chief Content Officer, EMEA at Turner Broadcasting; Kay Benbow, Controller CBeebies; and Jules Borkent, SVP Programming and Acquisitions of Nick International — while all able to introduce new programming, also emphasized how difficult it is to fund new animation. Benbow commented, “While CBeebies commissions would see a budgetary contribution of 25 percent upwards, acquisitions (or pre-buys), are funded to a much lower extent although they are loved every bit as much!”

THIS JUST IN

• **Commemoration:** We will remember Jim Marrinan on Tuesday, April 3 at 7:45p.m. at Le Voilier, 61 Boulevard Croisette.

• **A+E Networks** licensed three new 3D titles — *Titanic 100 Years in 3D*, *History of the World in Two Hours* and *Invisible* — to U.K. satcaster BSkyB. The specials, as well as two previously licensed A+E titles, will be featured as part of BSkyB’s History Month starting in April.

• **Studio 100 Media** inked a license deal with German children’s channel KI.KA for preschool series *Florrie’s Dragons*. According to the terms of the deal, KI.KA has all exclusive German TV rights over a five and a half year period.

• **Peace Point** announced the launch of its international distribution arm, Peace Point Rights, together with the appointments of Eric Muller as VP of International Sales and Acquisitions and Julie Chang as VP of Business Affairs and North American Acquisitions.

RHI Is Now Sonar

As *VideoAge* Daily pointed out in Sunday’s edition, New York-based RHI Entertainment, Inc. has re-branded as Sonar Entertainment, Inc., and has named Stewart Till CEO. Company chairman, Gabriel de Alba, made the announcement on Saturday here at MIP.

Mexican-born de Alba is managing director of Toronto-based The Catalyst Capital Group, which is Sonar’s majority owner. De Alba said that, “Re-branding as Sonar Entertainment represents a fresh start and a solid business strategy for growth and expansion.”

Stewart Till (pictured below) was named RHI’s co-interim CEO, along with Mike Corrigan and David Salzman, in July 2011. Till previously served as non-executive chair at Icon U.K. and chair of Skillset. Other previous roles include president of International at Polygram, chair of the U.K. Film Council and chief executive at UIP.

“We are looking ahead to developing new concepts, content and formats in different genres. We want producers to come to us with projects for financing, production and distribution,” said Till, adding that the company is expanding into series for cable and broadcast networks.



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CCI's Not Just For Kids

CCI Entertainment is focusing on thrillers as well as its signature kids' programming at MIP.

A famous American crime writer finds himself in trouble when his wife is found dead, floating in the family's pool in feature film *Tailor-Made Murder*. His innocence is questioned when it turns out that the details of the murder mirror his book. Unfortunately, the only woman who can prove his innocence seems to have vanished into thin air.

In *Visions of Murder*, a medium by the name of Annalisa dreams about the brutal assassination of a little girl. She and a retired FBI agent go on a hunt to find out who this girl could be.

CCI is also bringing made-for-TV thrillers *The Captives*, *Souvenirs*, *Under Protection* and *Twins* to MIP.

Animated preschool series *Guess How Much I Love You* is based on the timeless classic and chronicles the adventures of the Nutbrown Hares and their friends across several seasons.



Animated series *Joe & Jack* (pictured) revolves around a four-year-old boy named Joe and his best friend, who happens to be a cat. Together, they'll go on lots of adventures and get into plenty of

trouble.

Beats in Bites is a seven-minute live action/CG animation series that explores how to make music with your mouth, and features Canadian beatbox stars, who teach kids how to make the sounds essential to beatboxing.

Lively, science-oriented series *Finding Stuff Out* gives kids what they want: answers to the questions that matter most to them.

Teenage Fairytale Dropouts are children of the famous fairytale icons we all grew up with. They are best friends, live in Fairytale Estates, and are just your average teens ... except for the nursery rhyme characters that surround them.

Stand 02.10

www.ccientertainment.com

Learn to Cook with Peace Point

Peace Point Rights' roster is topped by *Bake with Anna Olson* (pictured). Celebrity chef Olson showcases her baking mastery: from muffins to meringues, cream cakes to croissants. From the same franchise comes *Fresh with Anna Olson*, an invitation into the chef's Niagara region country home to learn her scrumptious recipes.

SuperBodies explores the athleti-



cism of the human body with cutting-edge forensic computer-generated imagery. Dr. Greg Wells, a physiological scientist, unveils what happens when star athletes perform.

Now in its sixth season, *Bump!* is a gay travel show starring soap opera star Charlie David. The series gives viewers a snapshot of luxury queer life around the world.

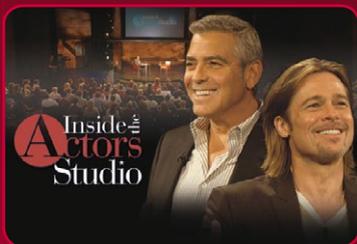
For trash collectors *Hammer and Chew: Lords of Junk*, no garbage is too terrible to tackle. Together John "The Hammer" Netherway and Chris Chew are unstoppable kings in the empire of trash who are always on the hunt for the next big "junk pot."

Ed Robertson of the Barenaked Ladies group hosts *Ed's Up*, where he travels to different destinations and takes over difficult jobs. For Ed, each new career is an adventure and once-in-a-lifetime experience.

Stand 11.08

www.peacepoint.tv

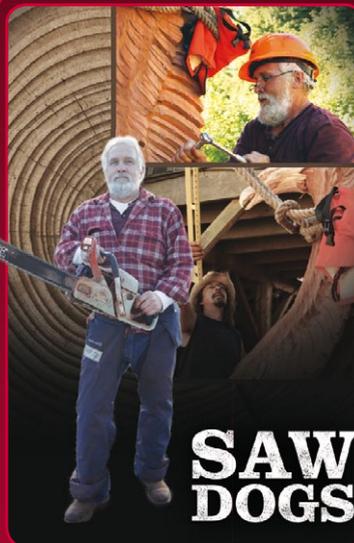
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9 Story Goes Wild

9 Story Entertainment is focusing on animation this time around. Former New York mob boss Jimmy Falcone and his family are forced into a witness protection program in **Fugget About It** (pictured). They move to small-town Canada as the "MacDougals." But they have a hard time adjusting to life as neighborhood nobodies.

In **Almost Naked Animals**, a group of underwear-clad animals run a beachfront hotel called the Banana

Cabana, which is the backdrop for chaos and fun.

Daniel Tiger's Neighborhood is a preschool series featuring a four-year-old tiger named Daniel and his friends. Living in the Neighborhood of Make Believe, Daniel learns the skills he needs for school and for life.

A very rich 12-year-old named McGee begs his parents to send him to the most dangerous and exciting summer camp, **Camp Lakebottom**. There, he finds out that the cabins are pos-



sessed and the staff members are really strange. But McGee and his new set of wacky friends have tons of fun.

Arthur and his pals are back for a 16th

season with 20 new episodes. Based on the book series written and illustrated by Marc Brown, Arthur and his friends have all kinds of new adventures.

Animated versions of real-life brothers Chris and Martin Kratt travel the globe to rescue various types of animals in **Wild Kratts**.

Stand 02.10

www.9story.com

Best Boy Loves Pets

Best Boy boasts a variety of series covering animals, sports and even skinny-dipping. Families race to save their pets' lives in **Pet ER**, a docudrama series that explores the bond between families and their pets. It's also available as a format.

Preschool series **Mickey's Farm** combines animation, live-action, fantasy-visual and original music. The story centers on Mickey, a Sheltie Sheepdog living on a farm with his best friend, 14-year-old Megan. A new season is now available.

Shot in 11 countries, **Soccer Shrines** is a sports documentary series that chronicles the pilgrimages made by some of the most devoted soccer fans to 13 of the most famous soccer stadiums in the world, like The Chocolate Box and The Stadium of Light.



Also available as a format, **The Skinny Dip** (pictured) is a travel series that follows Eve Kelly in her search to find the perfect location for skinny-dipping. Eve brings along total strangers as she crosses dangerous terrain by boat, dog sled, kayak, horse and camel.

The Horse tells the history of horses, animals that have been viewed as a mode of transportation, mythological heroes and humble pets.

Stand 11.16

www.bestboy.ca

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Breakthrough Goes Unplugged

Breakthrough Entertainment's factual slate is topped by documentary **Raw Opium**, a journey around the globe to explore the criminal trade that surrounds the narcotic sap of the opium poppy.

Diamond Road is a documentary exposing the secrecy and brutality behind the world's most sought-after precious gem.

In **Operation Unplugged** (pictured), things get interesting when self-proclaimed technology-obsessed

participants are plunged into the wilderness without their devices, and free of any network.

From Hitler to Castro, Hussein to Thatcher, meet some of war's major players as they take their countries to battle in **Edge of War**.

David Rocco journeys into the homes, restaurants and farms of Italy's Amalfi coast in **David Rocco's Amalfi Getaway**. Rocco cooks along with the mammas, nonnas and chefs who make the rustic dishes that define the region.



Opening: Campagnolo and Opening: Bestellen take viewers behind the scenes of two hot restaurant launches in Toronto. **Customer (Dis)Service** takes viewers to

the heart of a global battlefield between the corporation and the consumer, all while asking the question: What happened to customer service?

Based on a best-selling book, **The Sacred Balance** is a four-part documentary exploring our dependencies on the planet's life support systems.

China has grown to become the second-largest economy in the world. This documentary explores the little-remembered **Clash of Cultures — China & The West**, which took place during the 19th century.

Documentary **The House of Tomorrow** follows the plight of Israeli and Palestinian women who come together and challenge themselves to find peace amid ever-present conflict.

Stand 00.01

www.breakthroughentertainment.com

Go Traveling with Canamedia

Canamedia takes viewers around the world (for less). Noted restaurateur and travel aficionado Jody Ness crisscrosses the globe in **The Luxury List** (pictured). Viewers watch as Ness drives a Ferrari in Monaco, samples 80-year-old-wine in Spain and climbs a private portion of the Great Wall in China. He'll hit seven continents, with one mission: to live the luxury list.



West Coast Adventures is a travel series that explores the beautiful North American outdoors. Journeys include mountain climbing to the summit of Whistler, snorkeling with salmon in Bella Coola, sturgeon fishing in the Fraser Canyon and much more.

In **Golf and Country Club Cuisine**, a traveling chef host enjoys the consummate golf and country club fine-dining experience. After visiting local wineries and vineyards, the chef host teams up with a golf and country club executive chef to present sumptuous signature fare to hard-at-play golfers.

Silent Invaders is a wildlife conservation reality series that takes an in-depth look at invasive species.

Also available at MIP: **The House of Suh**, about one of Chicago's most infamous murder cases; **Yeah Yeah Yeah**, an exploration of what's left of the Beatles phenomenon today; and **Ice Hotels**, a 3D doc about a Quebec City's hotel with rooms made of ice.

Stand G3.23

www.canamedia.com

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Swiss Television Programs

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A film by Erik Bernasconi

"*Sinestesia*" chronicles the vicissitudes of four young adults in two moments of their lives which are in turn linked to two dramatic episodes three years apart. The intervening years see the characters confronted by the usual joys and difficulties of everyday life. However, they also find themselves having to react to a destiny which, every now and again, places a crossroads in our way.

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Entertainment One Has Hope

Entertainment One's MIPTV slate offers zombies, doctors, lawyers, horses and a soldier set on vengeance. In this adaptation of the original U.K. production, a new team takes on creatures from the past and future in **Primeval: New World**.

The Chief of Surgery at a downtown Toronto hospital goes into a coma, and it's up to his fiancé, Dr. Alex Reid, to save his life and those of the other patients in **Saving Hope**.

Based on John Grisham's best-

selling novel, **The Firm** continues the story of Mitchell McDeere, who is ready to reclaim his life. But he'll have to be careful, because old and new threats lurk around every corner.

A group of survivors struggles to stay alive in a world ravaged by a zombie epidemic of apocalyptic proportions in **The Walking Dead** (pictured).

Set in post Civil War America, a former Confederate soldier seeks revenge on the men who killed his wife in **Hell on Wheels**.



TV movie **It's Christmas, Carol!** tells the story of Carol, who receives a visit from her deceased former boss. He shows her what's truly important in life.

The Horses of McBride is based on the true story of a young woman who finds two horses stranded in deep snow on a mountain. She and her father get the townspeople — and then the nation — to come together and help the animals.

Stand RB.43

www.eonetv.com

Tricon Marks the Spot

Tricon Films & Television has a little bit of everything — from dramedy to documentaries and lifestyle series to game shows. Dramedy series **Michael: Tuesdays and Thursdays** (pictured) focuses on the strange relationships a behavioral therapist has with his patients — especially one named Michael — who has a laundry list of fears and anxieties to discuss.



Viewers learn about the history of Heavy Metal in music documentary series **Metal Evolution**. The series features the much-debated Metal History "family tree" and showcases conversations with key Metal figures.

Ad Factory offers an inside look at how TV's most interesting and effective advertisements come into being.

Mark It is a series of short documentaries that showcase the new media and marketing concepts changing the way people create and consume advertising. These include: online and mobile marketing, celebrity branding, entertainment marketing, social media and more.

The secrets of creativity, design and technology are revealed in a series of documentaries called **Innovation Lab**.

Game show host Joe Motiki poses as a regular guy selling ice cream, but when customers pay for their frozen treats, they're surprised by a siren and a camera crew. They must answer trivia questions to win money in **Ice Cold Cash**.

Two teams have two days to build the best deck in home renovation/competition series **Deck Wars**.

Stand R33.08

www.triconfilms.com



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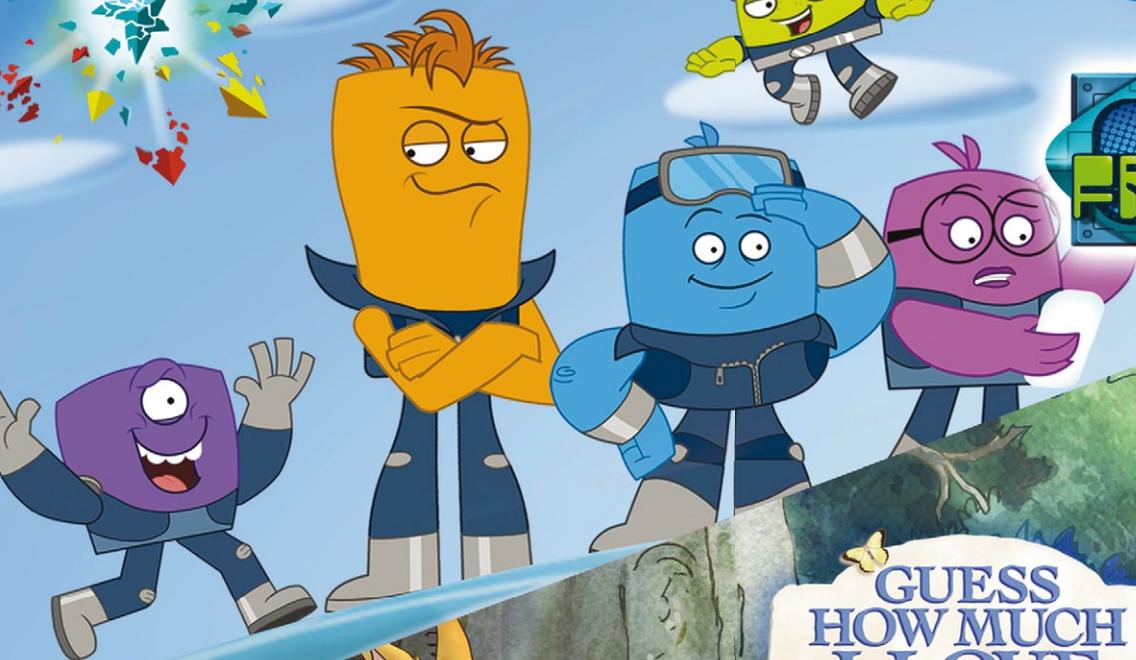
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Lionsgate's Gone Mad

Lionsgate brings the return of Charlie Sheen to the silver screen (ironically) as a non-traditional therapist who specializes in **Anger Management**.

In comedy series **Are We There Yet?** (pictured) a reformed ladies' man marries a single mom. But his mom has a touch of cougar in her and doesn't want to be a granny.

College freshmen at **Blue Mountain State** discover all the perks of being part of one of the most celebrated college football teams.

Kelsey Grammer stars as the powerful Mayor Thomas Kane, who discovers he has a degenerative ailment and tries to keep it from his competitors in drama series **Boss**.

Sexy and provocative, **Mad Men** follows the lives of those who work in advertising on Madison Avenue in the 1960s.

Docu-soap **Nail Files** reveals what life is like for actress-turned-entrepreneur Katie Cazorla, who owns and operates a nail salon teeming with Hollywood customers.

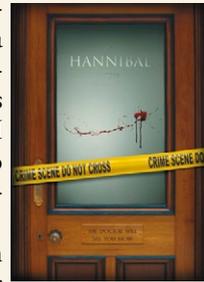


Nancy has gone from pot-selling suburban widow to cartel concubine and politician's wife. Now she'll face her biggest challenge yet: protecting her family in **Weeds**.

Stand **RB.40**
www.lionsgate.com

Gaumont Has Hannibal

Newly-formed Gaumont International Television brings the world's most famous cannibal, Hannibal Lecter, to the small screen in **Hannibal** (pictured), a drama series for NBC. The series explores the early relationship between classic character Lecter — a renowned psychiatrist — and his patient, a young FBI criminal profiler who empathizes with serial killers.



Based on an upcoming gothic novel, **Hemlock Grove** goes inside a once-vibrant community struggling after a mysterious death. As the town's secrets begin to unravel, suspicions about a mysterious tower and rumors of a werewolf are just the beginning.

Drama miniseries **Madame Tussaud** follows the turbulent and triumphant life of the great artist and formidable business woman who survived the French Revolution.

Stand **LR3.01**

Veria Is Living Healthy

Veria Living Worldwide's programs focus on natural healing. A former supermodel turned ayurvedic healer and yoga master, Yogi Cameron, uses ancient healing treatments to help people recover from health problems in **My Life Guru** (pictured).

Chef Nathan Lyon takes viewers on



culinary adventures in search of the best healthy places to eat in America in **Healthy Eats Road Trip**.

Yoga expert Sadie Nardini leads a small group of people with all body types in interactive daily yoga show **Yoga For Any Body**.

From acupuncture to nutrition and homeopathy, **Natural Companions** explores the world of holistic pet care.

Host (and musician) Jewel follows stories of people who beat the odds with alternative methods of healing in **The Incurables**.

Host Deion Sanders is on a mission to restore balance in the lives of families over-stressed by raising superstar athletes in **Sports Dads**.

In **Fed Up!** *Top Chef* alum Andrea Bearman shows how to break unhealthy eating routines and boost energy with easy-to-make meals.

Stand **G3.07**
www.verialiving.com

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MIP-TV PHOTO REPORT



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5.



6.

1. Lionsgate's Peter Iacono
2. 9 Story's Vince Comisso, Luk's Francisco Gratacos, 9 Story's Natalie Osborne, Luk's David Henden, 9 Story's Stephen Kelley
3. Best Boy Ent.'s Mike Prince, Sarah Murphy, Robert Evans
4. eOne's Margaret O'Brien
5. Studio100's Patrick Elmendorff
6. Starz's Gene George
7. Tricon Films' Lia Dolente
8. Canamedia's Andrea Stokes and Johanna Samuel
9. WWE's Thomas Sitrin and Christine Pinzon
10. A+E's Hana Zidek, Jonathan South, Ling-Sze Gan, Jennifer Fattell
11. Breakthrough's Nat Abraham, Kate Blank, Jodie Mackie
12. Veria TV's Ray Donahue



8.



9.



10.



11.



12.

VIDEO AGE DAILY

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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

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MY TWO CENTS

DAY

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To handle Somalia's pirates, the U.S. has called on the SEALs, the special Navy unit. For Internet pirates, the U.S. has called on the MPAA, the studios' special advance force. Let's face it, piracy is a fact of life, and like maritime pillaging — which has existed since the creation of boats — Internet piracy has existed since the Internet was developed. Similarly, cassette and DVD piracy started with the very first blank media on the market. But ultimately, the "rights" always win.

For cassettes and DVDs, content owners' associations were slow in taking action, and when they did, they targeted the wrong people. Instead of going after the manufacturers of blank DVDs (easily traceable), content owners went after the little people on the street.

Now that DVD piracy is no longer a problem (cost for content on legitimate DVDs is so low that it has become a losing proposition for pirates), online streaming and downloads represent the new currency of choice for pirates, and the new challenge for content owners.

Unfortunately, program producers — and especially the U.S. studios — have turned this new battle with pirates into a misguided fight with Internet companies (Incos). The rivalries between titans in the (Hollywood) Hills and those 400 Km up north in the (Silicon) Valley, are and should be for market share, not for supremacy or political gain, with Democrats siding with the Hills and the Republicans with the Valley.

And the studios are becoming bellicose. The latest firepower comes in the form of SOPA (Stop Online Piracy Act) and PIPA (Protect Intellectual Property Act), but there are also ad-hoc groups with names such as Creative America, which is also supported by artists. In the Internet service providers' camp there are associations like Contra Piracy, based in Switzerland and, in the U.S., groups like the Software & Information Industry Association and the Content Delivery & Security Association (formerly the International Recording Media Association).

The reason SOPA was dead before it reached a vote in Congress is because it basically penalized Incos for acts of piracy, but most importantly because when titans fight, the little people (the consumers) caught in the middle suffer the consequences.

As the online publication ZDNet pointed out, "The only way to really combat piracy is for Silicon Valley and Hollywood to start working as a team." It's not that we favor the Incos. Indeed, VideoAge is an official supporter of Creative America, but there are more logical solutions than rivalry-inspired legislation.

The Internet Society, for example, believes that the most effective way to combat piracy is to attack pirates at their source, like the U.S. Navy SEALs did with the Somali pirates. This is what the content owners should have done with blank DVD manufacturers.

In truth, more than online "piracy" we should be talking about "unauthorized" streamings and downloads, since the term "piracy" is generally used to describe the deliberate infringement of copyright on a commercial scale. When a DVD is duplicated (or replicated) it creates a fake, which constitutes both trademark counterfeiting and copyright infringement. However, if the copy is for personal use only (e.g., a back-up copy), it falls under the "fair use" legal doctrine.

Content owners should also be clear on whether unauthorized use is a civil or criminal issue. While maritime piracy is clearly a criminal issue, content "piracy" can be either one or both, rendering the accountability process cumbersome and inefficient.

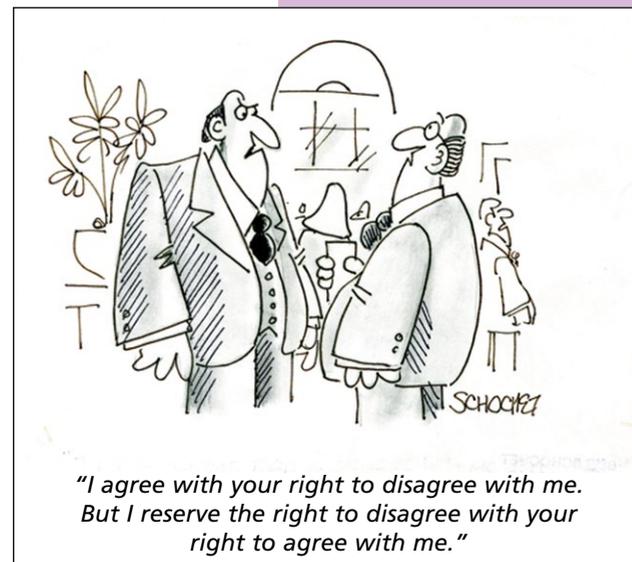
To protect content owners, technology should be used to its fullest. It would be relatively simple, for example, to hide software-based encryption within programs so that rights holders could have a list of unauthorized websites as soon as content appears on the sites: Something like a search result. At that point, producers can ask service providers and domain name registrars to block the offending site, being careful to allow fair use. Plus, if pirated content requires payment or advertising for support, the job is easier since either one can be stopped. In this case, the burden of fighting piracy is equally shared between Incos and content owners.

There are four basic goals for which content owners should aim:

- * Security: Technology can help by indicating sites that show illegal downloads/streaming.
- * Consumers: They have legitimate needs that can be covered under the "fair use" doctrine.
- * Rights holders: They have to be protected within the "fair use" doctrine.
- * The burden of policing illegal use should not fall on Incos' shoulders, but be shared.

Ultimately, content producers have to be protected by both the people on the "Hills" and in the "Valley," not only because they invest lots of money to bring us quality programs, but also because they're the ones that find and nurture talent and generate jobs.

Dom Serafini





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