

Nuñez Gets a Top Spot at CBS TV

Armando Nuñez is now president and CEO of the CBS Global Distribution Group. The newly created position will lead CBS's combined domestic and international television distribution business.

In his new role, Nuñez will manage the worldwide television distribution operation that encompasses CBS TV Distribution and CBS Studios International (CBSSI). Nuñez's new duties include overseeing a U.S. domestic television company that features seven of the top 10 first-run syndicated shows.

The new structure will see department heads from both CBS TV Distribution and CBSSI report directly to Nuñez. John Nogawski, president of CBS TV Distribution, will leave the company after helping with the transition.

Nuñez has worked in leadership posi-

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Ben Pyne: Local Shows

At the Disney Media Distribution press lunch, Ben Pyne, president of Global Distribution, announced local productions, technological innovations and the acquisition of the Country Music Awards.

A local version of U.S. drama series *Revenge*, which will be known as *Intikam*, will launch on Turkey's free to air network Kanal D in early 2013. The 22-episode first season will be filmed on location in Istanbul.

On the technical side, Disney Media Distribution Spain and Portugal and ZON, a leader in the Portuguese pay-TV market, are launching Disney Movies on Demand in Portugal in November. It will offer ZON's subscribers a subscription

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Italy's Big Gig In Cannes

Trade Commission Revival Re-energizes Sector

Yesterday here in Cannes, it seemed the Italian audiovisual sector was reborn with a revived Italian Trade Commission (ITC/ICE) and 79 exhibiting Italian companies registered, along with 76 visiting companies and a record



13 listed as press, for a total of 168 Italian companies.

Of those, 62 are first-time participants. Thirty distributors have registered under the Paris office of ITC/ICE. Companies registered to exhibit under the ITC/ICE umbrella include APT-Association of TV Producers, Lux Vide, Publispei and The Animation Band.

Before heading to Cannes, a few Italian TV companies participated in the sixth annual Rome Fiction Fest (RFF). Celebrated by foreigners, but ignored by the locals could summarize this edition of the week-long event that ended four days ago. It opened with the resignation of the governor of the Lazio Region,

(Continued on Page 4)

Frot-Coutaz: Show Brands

Opening the traditional media breakfast, Fremantle CEO Cecile Frot-Coutaz welcomed the arrival of digital as the new force "everyone has been talking about for the past 12 years!" Underlining the importance Fremantle attaches to digital, Frot-Coutaz pointed out that with 90 channels, Fremantle now has more channels on YouTube than any other company and was the 15th most viewed on YouTube in the U.S.

This theme was further underlined by FremantleMedia Enterprises CEO David Ellender, who announced that starting in 2013, FME will distribute all original content from Vuguru, the multiplatform studio founded by Disney chief executive

(Continued on Page 4)

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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).
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MY TWO CENTS

Lately, we at *VideoAge* have been receiving an abnormal number of pitches from various school services, libraries, marketing and research firms offering to increase our subscription base. Tired of explaining that we like to carefully select our readers rather than be selected, anyone who receives such calls in our office has been instructed to simply hang up.

Let it be known that at *VideoAge*, we're not looking for quantity, but quality. We have an obligation to our advertisers to deliver their ads to their target audience — no ifs, ands or buts.

We might tolerate a researcher here and there, but that's the extent of our magnanimity.

We have no use for bystanders, curious onlookers, students and even professors. Our target audience is the 3,500-or-so international TV program buyers and their immediate entourages, plus those that we find at the more than 20 trade shows where our publication is circulated.

In our view, advertisers of content products should not pay to reach engineers and technical personnel, or readers that have nothing to do with the industry. For us, a program buyer's assistant is more valuable than, say, an actor.

Some trade publications like to play the numbers game, boasting about their 30,000-plus subscribers. Not us. Those kinds of claims are costly and offensive to advertisers. Why on earth should program distributors pay to reach 26,000 people that have nothing to do with buying their shows?

Yes, at times, especially for vanity ads, companies need to reach the entire spectrum of the entertainment industry, which a 30,000-plus subscriber publication could supposedly reach, but in that case it would be more efficient and effective to reach that number of people through several well-targeted publications.

Given the proper resources, I'd rather be involved with publications serving multiple fields, dividing the entertainment industry into five sectors: Television Content, Theatrical Movies, Licensing, Advertising and Hardware. Though with theatricals, the advertising universe is very limited, mainly concentrated around "For Your Consideration" award show types of ads, which make this kind of publication a capital-intensive enterprise.

Indeed, A-list movies don't need trade advertising, since they're sold even before production, and indie movies have a hard time finding theatrical slots. The market for indie movies is mainly television; therefore, these movies are well covered in trades such as *VideoAge* and *C21*.

In any event, all other areas (actors, directors, agents, casting, etc.) should be in the domain of trade organizations' house organs.

Anyway, for a trade publication to go after a non-target reader, either via subscription or newsstand, is an expensive (and useless) endeavor.

For example, for *VideoAge* to service each of the 1,000-or-so paying subscribers costs more than the U.S.\$60 we ask for a yearly subscription, since it requires special maintenance and fulfillment. For these reasons, we don't encourage unqualified paid readers. Unfortunately, they keep coming. We need a subscription campaign like a hole in the head!

When, in the early days of *VideoAge*, we were distributed to a select number of newsstands worldwide, only our printers benefited, since the advertisers couldn't care less about the additional (unqualified) readers.

Don't get me wrong, we love our readers, and we go the distance to serve them, both editorially and in terms of distribution. The extent of our devotion, especially to program buyers, is demonstrated during the L.A. Screenings, where all buyers in attendance are covered regardless of whichever small, out-of-the-way hotel they're staying in (at times, even our experienced L.A. delivery service has a hard time locating such hotels).

Our readers are special and we make sure of that by not diminishing their status with unnecessary readership.

Dom Serafini

"We have an obligation to our advertisers to deliver their ads to their target audience — no ifs, ands or buts."



Italians at MIPCOM

(Continued from Cover)

Renata Polverini (RFF's key sponsor), due to a bribe scandal, and it ended without the active participation of RAI and Mediaset.

On the other hand, RFF featured U.S., Australian and British talents, including actor Kelsey Grammer who hosted a "Master Class" seminar and screened an episode of *Boss*.

There were other screenings of many U.S. TV drama series, including Disney's new *Violetta*, and a "Special Day" dedicated to BBC Worldwide and Argentina.

Pictured on the cover is part of Italy's large MIPCOM contingent under the ICE/ITC umbrella, which includes three associations: AIDA, APT and UNEFA. Pictured below is RAI World's Giovanni Celsi.



CBS's Nuñez

(Continued from Cover)

tions in international distribution for the past 25 years. He joined CBS Broadcast International as president in July 1999. In January 2000, after the merger of CBS Television and King World Productions, he became president of CBS Broadcast International and executive vice president of CBS Enterprises. He was appointed president of CBS Studios International in August 2004 after the merger of CBS Broadcast International and Paramount International Television. Prior to joining CBS, he was president of Universal Television.

Nuñez currently serves on the board of Trustees of Fordham University, where he graduated with a B.S. in Marketing.

Tomorrow in VideoAge Daily: Focus on Latin American Content

Disney's Pyne

(Continued from Cover)

video on demand selection of Disney and Pixar movies.

This deal marks the first Disney-branded subscription video on demand movie service in EMEA. The following titles will be offered: *Ratatouille*, *Pirates of the Caribbean: The Curse of the Black Pearl*, *Cinderella* and *Enchanted*.

In other news, Disney also acquired the international rights to distribute the Country Music Association's three annual televised events through 2021. The three events are the Annual CMA Awards, the CMA Music Festival special and the CMA Country Christmas special. The 46th Annual CMA Awards will air in the U.S. live from the Bridgestone Arena in Nashville on November 1.

Pictured below is Disney's Ben Pyne.



Frot-Coutaz

(Continued from Cover)

Michael Eisner. He also announced that FME's first look deal with Hulu had born fruit and that the company would be distributing *Battleground*, Hulu's first scripted content.

But not all the announcements were rooted in digital. Sander Schwartz, president of Kids and Family Entertainment spoke about both *Wizards Vs Aliens*, the new series for the BBC from Russell T. Davies, and *Fate and Mim-Mim*, from Nerd Corps, also for BBC.

Earlier, Frot-Coutaz expressed the belief that, "This is a business about brands, and the brands that matter are show brands, and not channel brands." Underscoring this point, Rob Clark, director of Global Entertainment Media, announced an extension of the Idol brand with the launch in Puerto Rico and Brazil of *Idols Kids* and the "redevelopment" of '80s hit format *Name That Tune*. Doubtless inspired by London 2012, he also announced the launch of a sporting game show, *Let's Get Gold*, on the U.K.'s ITV. Pictured below: Vuguru's Larry Tanz, FM's Rob Clark, David Ellender, Cécile Frot-Coutaz, Sander Schwartz.



MORE MIPCOM VISUALS



1. Keasha Rigsby from Keasha's Perfect Dress with Peace Point's Les Tomlin.
2. Tricon's Andrea Gorfolova, IFC's Laura Sher
3. Erica Dusanca, Michael Shanks of eOne's Saving Hope
4. Niall Matter, Danny Rahim of eOne's Primeval: New World

THIS JUST IN

• At their Sunday afternoon party, Canada's **CCI Entertainment** introduced one of the best conversational games. Each guest was given four cards of the same TV show. The goal was to trade cards with other guests in order to obtain four different cards. The first two winners got prizes. Pictured below are CCI's Charles Falzon, Arnie Zipursky, Jill Keenleyside, Federico Vargas.



• **Content TV** and **Back2Back Productions** announced a deal for the funding, production and international distribution of projects for the next two years. The first series to be greenlit will be six-part documentary *The Royals*.

• Ray Donahue of **Veria Living Worldwide** announced that the multi-platform media company specializing in healthy lifestyle and wellness programming is offering the rights to two new formats: *Fat Family Rescue* (working title), aiming to help families plagued by obesity, and *Ambush Make Under* (working title), revealing the simple, natural beauty within every woman.

Dubuc's Why Nots

Nancy Dubuc, recently promoted to president of Entertainment and Media at A+E Networks, yesterday outlined not so much her vision for the future, but an analysis of the recent successes that A+E Networks have been enjoying and what got them there.

It was inevitable that *Ice Road Truckers* would feature large in such an exercise, and although Dubuc did note that, "Now in its seventh season it is starting to look a bit tired," she said that the series was born of a realization that "the History Channel needed to be less about textbooks and more about emotion," revealing that, "make history everyday" started with this realization.

Dubuc said, "I let my team think for themselves," and insisted that *Ice Road Truckers* was a first of its kind and first always wins — but also involves risks," which, she believes, is why, "at A+E Networks, we spend more time asking 'why not?' than we do asking 'why?'" As an example she cited *Pawn Stars* and *American Pickers*, saying that, "We decided that the important first step was to find a group that worked as a group, we decided to see which work better and go with that. But, when they both worked well, we said 'why not go with both?'"

FROM THE WRITER OF
DENNIS QUAID

GOODFELLAS AND CASINO

MICHAEL CHIKLIS

LET THE SIN BEGIN.



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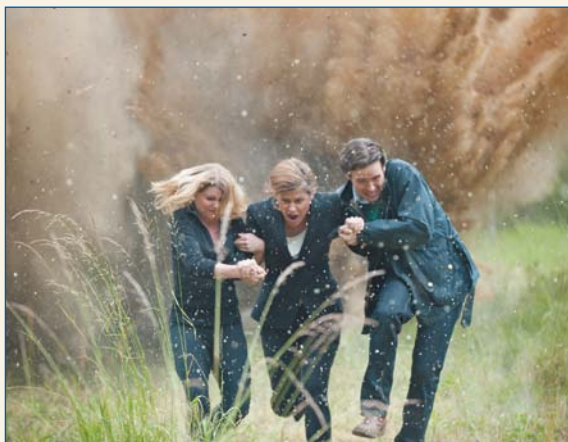
Power's Explosive Action

London-based Power showcases a MIPCOM slate filled with miniseries covering disasters — both natural and man-made. In **Air Force One Is Down** (pictured) a rogue soldier, a former general driven by vengeance and the most powerful woman in the world become pawns in the deadliest contest of wills.

The world teeters on the brink of extermination after a viral threat triggers a systematic communication breakdown across the world, and reporter Jessica and her hacker friend Daniel have to create an artificial intelligence that can save the world in thriller miniseries **Delete**.

Scientists learn how to harvest the limitless power of “dark energy” in a tool called the “Proteus Accelerator,” but it turns out their plan marks the **Eve of Destruction** for the world.

When a major fault system shifts suddenly, parts of the U.S. are struck



by the largest earthquake ever recorded. But that's only the beginning of the colossal destruction that subsequently wreaks havoc on the world in **Cat. 8**.

An oilrig causes a volcanic eruption in a small town, but it's not just an isolated incident. Instead, it's the beginning of a trigger effect called the **Ring of Fire**.

The first-ever trans-lunar passenger ship is launched, but when a solar storm sends it hurtling toward the sun, the **Exploding Sun** could blow the earth back to the Stone Age.

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Small Heroes at Studio 100

Munich-based Studio 100 Media's got something for kids of all ages. In a live-action tween series, six very different teenagers meet at the **Hotel 13** — some are working and some are on vacation. A holiday adventure takes place as one of the boys searches for Room 13, which doesn't seem to exist.

In 3D animated series **Maya the Bee** (pictured), a little bee “goes her own way.” While her fellow bees are content with the regimented life of the hive and happy to do whatever their teacher Miss Cassandra asks of them, Maya is too curious and spirited to let life pass her by.



Vicky the Viking is a 10-year-old boy who happens to be the son of Halvar the Viking Chief. Together, the two embark on thrilling 3D/CGI adventures in which it's Vicky's job to save the day.

In animated feature **Woodlives The Film**, some fast, funny and furry creatures protect their forest from the human Uglies who are out to steal all of their food.

In teen soap **House of Anubis**, just when Nina, a new student, moves into the school boarding house, another popular resident disappears. It's up to her and her group of friends to discover the secrets of the place.

Six teenagers spend their summer vacations working at **Galaxy Park** without knowing that an alien among them is on a mission to take the young people to its planet in order to study their “human emotions.”

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Turkish-Italian Differences Aired at RAI's Prix Italia

Few mutual opportunities, much misunderstanding, but lots of goodwill to cooperate for the production of TV series. That's the summary of the conference "The New Frontiers of Italian-Turkish Co-production In Television Drama," which took place during Prix Italia, a six-day long radio, TV, and Web festival organized by RAI last month in Turin, Italy.

Coordinated by Giovanni Celsi of RAI's international division, RAI World,

the conference saw the participation of two producer-distributors from Turkey, the organizer of DISCOP Istanbul, the Italian correspondent for the Turkish television channel NTV, and two RAI executives.

At the conference, it was pointed out that Turkey has become the "Gateway" to television markets in the Middle East and Central Asia. The session offered a good platform to vent each other's frustrations, starting with the duration and



length of television series. Michele Mazza of RAI Fiction explained that in Italy, afternoon soaps last 25 minutes (for a 30 minute air time) and up to 100 minutes for primetime (for two hours of broadcast). Can Okan, president of Inter Medya, explained that Turkish television broadcasts series that run between 60 and 90 minutes, and that

Pictured from l. to r.: Sesto Cifola (RAI Trade), Seyda Canepa (NTV), Dom Serafini (VideoAge), Can Okan (ITV), Giovanni Celsi (RAI World), Elina Neterova (DISCOP Istanbul), Michele Zatta (RAI Fiction), Cristina Bojor (RAI World), Dante Fabiani (Prix Italia), Duilio Giammaria (RAI Tg1)

for international sales, these get re-edited into 45-minute episodes.

The number of episodes in a series was another hurdle. While in Italy a primetime drama series lasts on average eight episodes, in Turkey, if successful, they last for upwards of 140 episodes, or run for several years. In one case, Okan couldn't sell the format of a popular Turkish series to an Italian company because it was only interested in eight episodes and Okan's producers did not wish to chop it up.

Production costs between the two countries are also polar opposites. While in Italy the cost of a daytime soap can range from 55,000 to 90,000 euro per episode (U.S.\$71,000-\$117,000), hitting 600,000 euro (\$780,000) an hour for a primetime series, in Turkey costs run from 27,000 euro to 42,000 euro (\$35,000-\$55,000).

Production methods also vary. In Turkey primetime series are delivered to broadcasters 10 days before they go on air, while for daytime series a few days notice is sufficient, since producers change scripts depending on viewer response to characters. To keep up with this fast pace, producers employ two directors: One behind the camera and another in the editing room.

Turkish sensitivity was also examined at the event. Co-moderator Dom Serafini of VideoAge recalled when a Turkish TV executive threatened him for having called Istanbul in the ancient name of Constantinople in a MIP-TV market daily. According to Okan these things don't happen anymore and it's even normal nowadays to see television scenes in Turkey where alcohol is consumed.

Sesto Cifola of RAI Trade, RAI's international sales division, underlined how many themes, common to the history of both Italy and Turkey, could be exploited for TV co-productions.

Seyda Canepa of Turkish channel NTV, who co-moderated the debate, pointed out that news services requested by her network for the most part pertain to the Mafia and high-level scandals, such as those in the Vatican.

Elvan Albayrak, head of the studio Ares Media, illustrated the economic and technical advantages of production in Turkey, starting with a low value-added tax (sales tax) and, from next year, government subsidies of up to 50 percent of production budgets. In addition, large Turkish cities offer logistical assistance for importing equipment, scouting locations and obtaining the necessary permits, as well as highly qualified technical personnel.

In closing, Elina Neterova, who organizes DISCOP Istanbul, offered Italian executives free admission to the market, to be held next February, and the chance to present TV projects to Turkish executives.

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Luca Cadura's Showy PSAs

Last July, Italy's NBC Universal Global Networks Italia launched a new series of short videos for its Diva Universal channel titled *Police: Feminine and Singularly in Women's Aid*.

Diva Universal is part of Sky Italia's basic satellite subscription service on channel 128.

These short stories of five-to-seven minutes each are meant to sensitize viewers and public opinion in general to

sexual violence, pedophilia, bullying and other similar crimes. Episodes deal with such topics as mistreatment, stalking, prostitutes trafficking and exploitation and female homicides.

The series, produced by the studio, are hosted by Francesca Monaldi, chief of Italy's State Police in Rome, a 15-year veteran with the police mobile response unit on the forefront in the fight against and prevention of such crimes.



Luca Cadura, chairman of the television group, described the series as more of a public service than a commercial endeavor. Plus, the high quality of the product is such that it can be exported internationally.

A new segment is broadcast each

month, while older ones are repeated in various dayparts throughout the rest of the year. In addition to Diva Universal, Cadura's group runs four more channels: Steel (with a Syfy-branded block) and Studio Universal, on Mediaset's DTT platform, plus one channel in Turkey and one in Cyprus, all part of Universal Networks International.

Pictured on the left: Francesca Monaldi from the State Police and Luca Cadura of NBC Universal Global Networks Italia.

ICE Supports Audiovisual Italy

ICE-Italian Trade Promotion Agency is assisting Italian companies exhibiting at MIPCOM. About thirty companies are currently registered under the umbrella organization and can be reached at stand R36.17: Adriana Chiesa Enterprises, Albatross Entertainment, Aldebaran Distribution, APT-Associazione Produttori Televisivi, Bologna Licensing Trade Fair, DigiDoc, Enanimation, Film-export Group, Fondazione Apulia Film Commission, Gig Italia Entertainment, International Roller Cup, Intramovies, Lilium Distribution, Lux Vide, Minerva Pictures, Moviemax Media Group, Mr. Arkadin Film/Zeranta Edutainment, ODS SC, Paypermoon Italia, Play Entertainment, Publispei, Square MTC, Studio Asci, Studio Bozzetto & Co, Studio Campedelli, Sunrise, Surf Film, Sydonia Production, Variety Communications and Videoshow.

www.ice.gov.it

Not Just Trading Cards at Panini

History and future converge at Modena, Italy-based Panini Media, the television arm of Panini Group, a worldwide leader in the collectibles and trading cards sector as well as successful publisher of magazines and comics.

Panini Media has developed a portfolio of titles that includes anime series, sci-fi-fantasy, drama and documentaries and is in Cannes represented by Bruno Zarka, Tony Verdini, Mikkel Egelund, and Goetz Grube, under the direction of division head Peter Warsop.

For more information see the product story on page 22 of this issue or visit their online screening room at www.paninimediastreamingroom.com.

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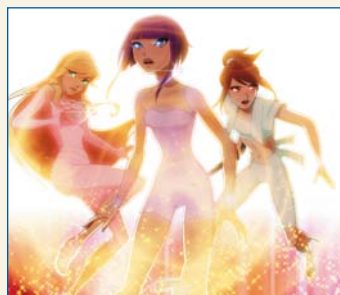
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Animation Band Cooks Spaghetti

In Rome-based The Animation Band's **Girls of Olympus** (pictured), three high school students seem to have only one thing in common: the same birth date. But unbeknownst to them they are not mere mortals, and rather goddesses of Olympus.

In the wacky **Spaghetti** family, the mother is a bit possessive, the father is lazy and the sons are messy, hate school and often argue with their parents. The only thing they all have in common is a passion for spaghetti.

In animated series **I Cosi**, **Cosi** are funny and tiny little creatures — microbes with strange geometrical shapes — that live in the microscopic country of Cosakistan. In their adventures, **Cosi** interact with the bigger world and with the objects that the absent-minded human beings let fall in the very middle of their country.

Stefi's World is an animated series based on the comic strip character created by Grazia Nidasio. **Stefi** is a curious, indiscrete, naively polemic eight-year-

old girl, who's always poking her nose in adults' business.

Will blue wolf **Lupo Alberto** ever succeed in his conquest of the beloved hen **Marta**? Will it be impossible with inflexible shepherd dog **Mosè** in the neighborhood? There are plenty of questions (and adventures), surrounding the crazy characters of **McKenzie Farm**.

Blanche is a sheep of remarkable character, a natural leader with the tenacity of a lion and the delicacy of a lamb. She rules with nonchalance over an exceptionally varied community of baby animals.

At the end of the war of Troy, Greek hero **Ulisse** and his crew have only one objective: to return home to Ithaca. But their return voyage turns into an epic adventure when the gods fight **Poseidon**, god of the sea.

Stand H4.35

www.theanimationband.com

RSI's Got Docs

Interesting real life topics fill the roster at Radiotelevisione Svizzera (Swiss Italian Television). Documentary **Dr. Cavalli, Companion Franco** explores the life of a world-famous cancer specialist, **Franco Cavalli**, who's got a strong passion for socialism.

In the Name of the People is a documentary that explores how radical parties of the Right have achieved considerable electoral success in European countries over the past several years.

World renowned conductor **Ton Koopman** leads a musical special encompassing symphonies and concertos from **Bach** and **Mozart**.

Investigating Pedophilia is a documentary that gives a voice to the victims but also tries to explore the lesser known world of pedophiles. This



international enquiry examines the phenomenon in depth and from several points of view, hearing from those who combat crimes of child abuse and study the personalities of abusers, and the forces that are trying to lend "cultural" legitimacy to pedophilia.

Alzheimer's — When the Mind Packs Up presents stories of love and despair from those caring for relatives with Alzheimer's.

In **Killing Wears You Out** (pictured), for the first time, a 'Ndrangheta informer gives the low-down on the methods, strategies and structure behind the powerful Calabrian mafia organization.

Behind the Veil is an exploration into the lives of Muslim women. The documentary introduces us to human rights activists, polygamous wives and more — examining taboos and controversies, myths and reality.

Stand: 24.11

www.rsi.ch/sales

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Lilliput-put

in High definition

Each episode in the series begins with a detailed presentation of the insect. But these real characteristics are imaginatively and humorously so as to give an anecdote of the insect's life.

Children - Length 13 x 6' - Format: 16:9
Version Italian / French / Spanish / English (initial comment only)



Stripy

in High definition

Stripy is the main character of this cartoon series and his essential feature is an everlasting optimism and a contagious laughter.

Children - Length 13 x 6' - Format: 16:9

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NEW U.S. PRODUCT

All About Starz

Starz Media has intrigue, rebellions, holidays and feuds on tap. Set in Miami Beach in the late 1950s, drama series **Magic City** (pictured) follows the story of Ike Evans, who owns the Miramar Playa Hotel, though he used Mob money to finance it.

The epic conclusion of a legendary journey, **Spartacus: War of the Damned** sees Spartacus more determined than ever to bring down the Roman Republic.

Weather scientist Ethan Walker has to convince his TV reporter wife and his family that a massive storm system is creeping up on Texas before disaster strikes in film **F6: Twister**.

In **All About Christmas Eve**, a young woman must leave her fiancé during the holiday season. In one scenario, she misses her flight and catches her boyfriend

with another woman. In a concurrent storyline, she catches her flight and never knows the truth about him.

In **The Dog Who Saved the Holidays**, the fourth film in the franchise, the Bannister family heads to Aunt Barbara's California beach mansion for Christmas.

There's more holiday magic in film **12 Wishes of Christmas**, following a woman willing to try anything for a positive change in her life.

Union soldier Asa McCoy heads home after a terrible battle, but encounters his neighbors, the Hatfields, who are southern sympathizers. Asa is gunned down, marking the start of a decades-long feud in film **Hatfields & McCoys: Bad Blood**.

Stand RSV 25

www.starzglobal.com

Truth is Stranger Than Fiction at A+E

Strong personalities take center stage in A+E Networks' lineup this year. Lindsay Lohan stars as Liz Taylor in TV movie **Liz and Dick** (pictured), which tells the story of the high-profile Hollywood romance between Taylor and Richard Burton.

Each episode of **My Life is a Lifetime Movie** features two stories that are too strange to be scripted, featuring average women caught up in anything-but-average circumstances. There's the high school teacher falsely accused of having sex with a student; and the woman who was married to a Cuban spy without knowing it.

Miracle Rising: South Africa is a two-hour film following South Africa's political transformation, which culminated in the first free and fair elections in 1994 and saw Nelson Mandela come to power. The doc is recounted in personal accounts from key figures.

Teams of entrepreneurs pursue items they want by trading what they already own in real-life series **Barter Kings**. In this thriving subculture, money is never exchanged, and the people involved



trade multiple times, learning to never feel guilty about walking away with the better item.

The Men Who Built America is a historical series that delves into the lives of Rockefeller, Vanderbilt, Carnegie, Astor, Ford and Morgan — men who constructed a bold vision for the modern nation during the height of the Industrial Age.

From the Rocky Mountains to Alaska, **Mountain Men** hunt and trap to provide for their families. Their very survival resides on ancient skills in this real-life series.

Real-life series **Duck Dynasty** follows the adventures of the Robertsons, modern-day Beverly Hillbillies.

Stand G3-18

www.AETNInternational.com

CBSSI Gives Modern Spin To Classics

CBS Studios International gives a fresh twist to legendary stories and showcases big-time actors in its slate.

The classic tale of Sherlock Holmes and Watson has been re-imagined in modern-day New York in **Elementary**, starring Lucy Liu and Jonny Lee Miller.

A first-year medical intern learns that life in a hospital isn't that different than high school in **Emily Owens, M.D.**

Beauty and the Beast (pictured) gets a modern spin — and a procedural twist — in this new drama series.

Set in the 1960s, **Vegas** (starring Dennis Quaid and Michael Chiklis) revolves around a rodeo cowboy-turned-sheriff in Sin City.

Two Midwesterners attempt to expand their social circle while living in Los Angeles in **Friend Me**.

The Jeff Probst Show is a one-hour talk show covering relationships, news and riveting personal stories, hosted and executive produced by the long-time *Survivor* host.

Stand R30.01

www.CBSSI.com



Live Better with Veria

Veria Living Worldwide's MIPCOM roster has plenty of programs geared toward health and wellness. Jai Sugrim combines physical asana practice with a master class in understanding the origins of every pose, move and breathing technique in **Yoga Sutra Now with Jai Sugrim**.

Holistic nutritionist, health educator and culinary consultant Peggy Kotsopolous whips up healthy and tasty dishes in **Peggy K's Kitchen Cures**.

Viewers learn the truths behind misconceptions about health in **Myth Defying with Dr. Holly**.

A lifestyle-oriented talk show, **What Would Julieanna Do?** covers topics as wide ranging as getting kids to eat healthier, treating menopause and rekindling the spark in your marriage.

A former supermodel-turned-Ayurvedic healer and yoga master uses ancient healing treatments to help people recover from health issues in **Yogi Cameron: A Model Guru** (pictured).

Good Food America with Nathan Lyon takes viewers on a culinary adventure to find some of the best healthy food spots across America.

From acupuncture to nutrition to homeopathy, explore the vast world of holistic pet care in **Natural Companions**.

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From a Big Mac To a Large TV Mac

It's bound to create confusion. Soon, when asking for a big Mac at McDonald's, it could mean a big Apple TV monitor. This is because the big fast food restaurant chain is introducing its own custom-made commercial TV network called M Channel, formulated with the same attention to detail that made Big Macs cultural icons.

The channel's goal is to offer exclusive content to entertain customers and to

create promotional and sales opportunities for record companies and others who want to dive into the McDonald's customer pool.

The M channel is going to be like a broadcast network with its own news, entertainment and sportscasts localized for cities and neighborhoods.

The pilot project, which began testing in scattered Western U.S. outlets two years ago, recently completed expansion



to all of McDonald's California outlets from San Diego north to Bakersfield. The restaurants get nearly 15 million monthly visits from adult customers alone.

M Channel's aim is to target different audiences at different times of day and be so area-specific that a restaurant could show high school football game highlights to hometown fans. News reports are taped by local station anchors for the channel.

Among those who have enlisted as content providers are producer Mark Burnett, ReelzChannel and local broadcast stations. There is also a range of advertisers.

M Channel could expand to the 14,000 or so McDonald's restaurants nationwide within 18 months of getting the "go" from the company and franchisees.

Ofcom Clears B SkyB of Murdoch's Actions

BSkyB, the U.K. satellite TV network partially owned by Rupert Murdoch, remains a "fit and proper" holder of a broadcast license despite the scandal that has engulfed Murdoch's media empire, according to Ofcom, the U.K.'s communications regulatory agency.

Although BSkyB was not directly involved in the phone-hacking scandal, which centered mostly on News International's now-defunct tabloid *News of the World*, its operations have come under scrutiny by media regulators because of News Corp.'s 39 percent stake in the sat network.

Ofcom said that James Murdoch "repeatedly fell short of the conduct to be expected of him as a chief executive officer and chairman" of News International, the British arm of his father's News Corp.

The Murdochs had hoped to win full control of the satcaster but were forced to ditch their \$12 billion takeover bid last year when the hacking disgrace exploded over revelations that *News of the World* reporters had tapped into the cell phone messages of a kidnapped teenager, and later, many celebrities and public figures.

Ofcom's announcement that BSkyB could hold onto its license came as a relief to the highly lucrative satcaster.

Ofcom said that, based on current evidence, there was no definitive indication that James Murdoch knew of the full extent of the illegal phone-hacking at the *News of the World*. However, the regulator added, "We consider James Murdoch's conduct, including his failure to initiate action on his own account on a number of occasions, to be both difficult to comprehend and ill-judged."

Last April, James Murdoch resigned as chairman of BSkyB to prevent the broadcaster from being affected by fallout from the scandal.

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NEW U.S. PRODUCT

NBCUniversal is on Fire

Animals, firefighters, alter egos, fathers and an unlucky-in-love doctor head up NBCUniversal International Television Distribution's slate. Dr. George Coleman is a top veterinarian at Crane Animal Hospital. It seems like the animals run the show — until Coleman's ex-girlfriend takes over and butts heads with him in comedy series **Animal Practice**.

The firefighters, Rescue Squad and paramedics of Chicago Firehouse 51 put their lives on the line every time danger calls in drama **Chicago Fire** (pictured) — even if there's tension among them.

It will take **Defiance** to survive in a world completely transformed by a universal war.

Dr. Jason Cole is a well-respected neurosurgeon who's been battling an alter ego — Ian Price — for years. When Ian can no longer be kept at bay through the

use of an experimental serum, everything and everyone Jason cares about is in danger unless he can suppress him in **Do No Harm**.

Matthew Perry of *Friends* fame returns to the tube as a grieving sportscaster whose boss sends him to counseling before he's allowed back on the air. But all he wants to do is **Go On**.

In **Guys With Kids** three friends try to take care of their little ones while remaining young at heart themselves. No matter what, these guys are always involved in their kids' lives.

The Mindy Project, starring Mindy Kaling (*The Office*) centers on a successful OB/GYN who is lucky in her career, but unlucky in love. She has to get her love life on track before her friends stage an intervention.

Stand H4.05

www.nbcuni.com

It's a Jungle for Multicom

Multicom Entertainment Group's brought drama, comedy, suspense, history, biography and war stories to Cannes.

In animated series **Mask Masters 3D**, the world has turned to chaos and evil and the only hope for humans are the "Four Guardians," who defend the East, West, South and North. Only when the four are united can their true power be unleashed, and only then can they defend against the Lord of darkness.

Romantic comedy **Lovemakers** (pictured) revolves around a financially strapped dating agency in Budapest. When a Russian businessman takes over, the future of the company relies on a young Hollywood idol falling in love with the businessman's depressed and high maintenance sister.

Esmee Johnson navigates life as a teenage runaway in drama series **Finding Hope**. An abducted child bride, she escapes the cruel home of a polygamist cult leader.

Action-adventure series **Forbidden Jungle** (in development) takes place a century into the future and revolves around astronaut Joe "Wrong Way" Murphy. When his trip home from the moons of Jupiter is sabotaged, he lands in the Jungle.

Hollywood History and Biographies (HD) are documentary series showcasing Tinseltown's rich and diverse history.

Multicom's **Film Library** (a.k.a. **SleepyDog Catalog**), includes thrillers



such as **Apology**, starring Lesley Ann Warren and **Betrayal**, also starring Warren, and dramas like **Aurora**, starring Sophia Loren.

War Features (HD) comprises eight films that deal with the reality of combat, including **Teheran Incident**, **Day of the Assassin** and much more.

Stand 05.36

The Turtles Return with VIMN

Viacom International Media Networks is at MIPCOM with the Ninja Turtles, *Jersey Shore* stars and more. Everybody's favorite overgrown turtles are back with the all-new CG-animated series **Teenage Mutant Ninja Turtles** (pictured). Leonardo, Donatello, Raphael and Michelangelo learn to rely on each other as they discover the mystery of their existence and learn to become the heroes they're meant to be.



Fred: The Show is a live-action, short-form comedy series created by and starring 19-year-old Internet superstar Lucas Cruikshank as Fred Figglehorn. The series follows Fred's latest adventures at home and in school.

The Pauly D Project features the *Jersey Shore* star Pauly D as he goes about his life as a housemate and world-class DJ, with his best friends from Rhode Island along for the ride.

Another show starring *Jersey Shore* housemates, **Snooki & Jwoww**, follows the best friends as they move in together. Jwoww's relationship with Roger is getting serious, and Snooki's pregnant.

Now in its third year, **The 2013 Comedy Awards** honor the very best in

the art of comedy. The awards show was filmed at the Hammerstein Ballroom in New York and featured some of comedy's biggest names, like Robin Williams, Tina Fey, Chevy Chase and Chris Rock.

The Burn with Jeff Ross features the stand-up comedian and "Roastmaster General" as he brings his larger-than-life opinions and roasting skills to bear on everyone and everything. Ross will be joined by fellow comedians and celebrities in each half-hour episode.

Format **Bad Sex** follows 10 participants who undergo a two-month program with a sex therapist to address their various issues.

Stand R38.05

www.b2b.viacom.com

Drama, Sports Collide at WWE

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

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

New series **WWE Main Event** features in-ring action and will fit in seamlessly to storylines from *WWE Raw* and *SmackDown*. Every week, the show will offer a big arena experience for fans.

Superstars provides a weekly opportunity to catch the entire WWE roster all in one place, as Superstars and Divas converge in an hour-long program.

A new weekly program, **WWE Saturday Morning Slam**, includes WWE Superstar profiles, behind-the-scenes footage and an exclusive match every week, perfect for young viewers.

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

Stand R31.37

www.wwe.com



A woman in a modern living room with a brick wall and wooden floor looks up at the massive, fringed leather legs of a giant cowboy. The cowboy's legs are positioned as if he is standing in the room, with his feet on small woven mats. A revolver is tucked into his belt on the right leg. The woman, dressed in a light pink top and jeans, holds a broom and stands in the center of the room, looking up in awe. The scene is lit with warm, golden light, creating a surreal juxtaposition of old western and modern home life.

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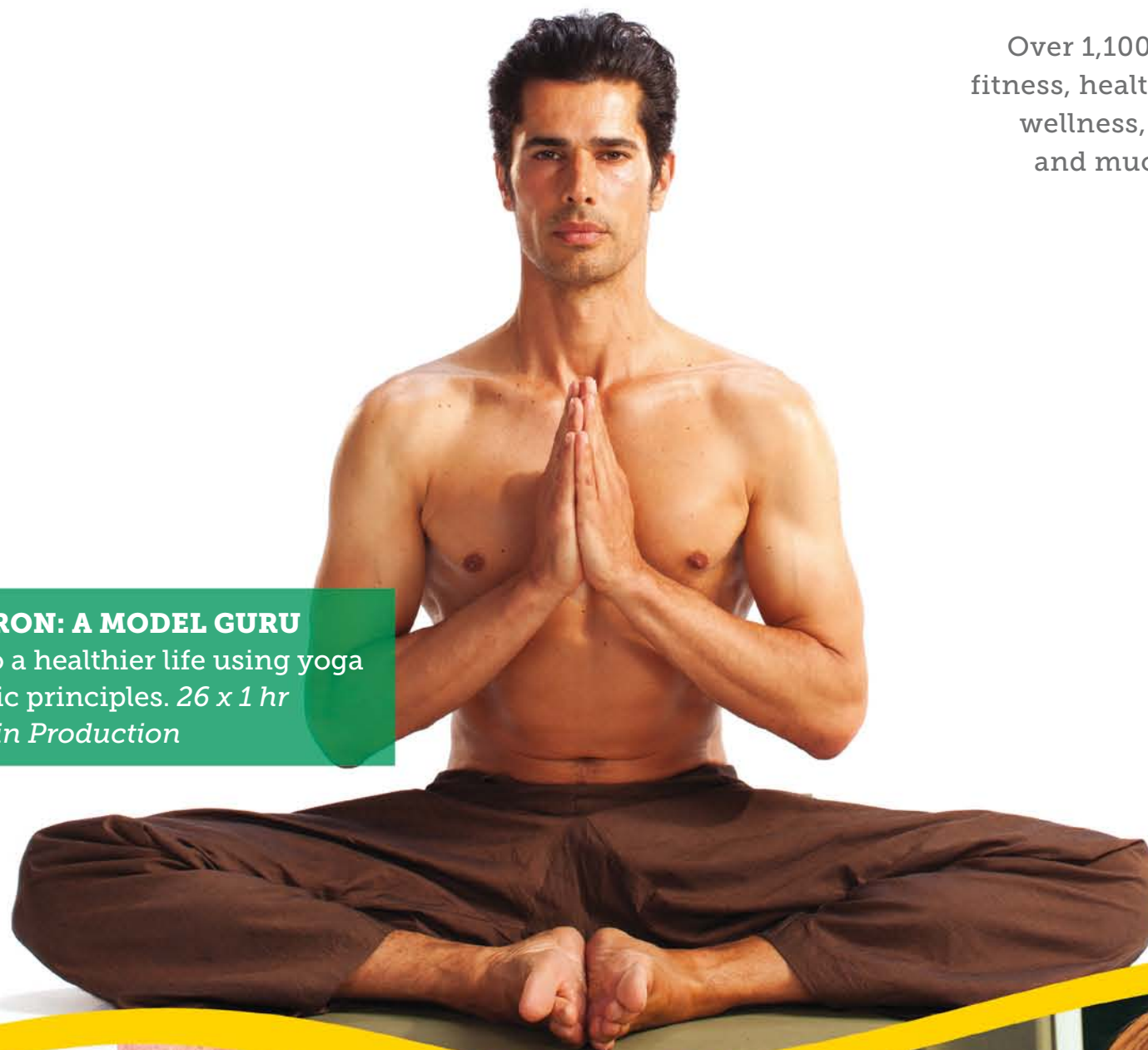
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MIPCOMPHOTOREPORT



1. Panini's Bruno Zarka, Goetz Grube, Mikkel Egelund Lee
2. A+E's Jonathan South, Hana Zidek, Joanne Lim
3. World Content Pole's Maurizio Zuccarini and Chicca Pancaldi
4. Power's Steve Turney, Jose Pepe Echegaray
5. 9 Story's Vince Commisso, Natalie Osborne, Stephen Kelley
6. Studio 100's Patrick Elmendorff

7. WWE's Thomas Sitrin, Anna Hackett, Augustine Tan
8. Lionsgate's Jim Packer, Peter Iacono, Tiger Gate's Wendy Reeds, Lionsgate's Kevin Beggs
9. GRB's Gary Benz
10. Gaumont's Erik Pack, Katie O'Connell
11. Veria's Raymond Donahue, Judith Orlowski, Anthony Kimble
12. Small World's Colleen Crescenti and Tim Crescenti



Mad For Lionsgate

Comedy, musical dramas and reality round out Lionsgate's program slate. In a new comedy series, Charlie Sheen stars as a non-traditional therapist with his own anger issues who specializes in **Anger Management**.

Are We There Yet? is a half-hour comedy series about a reformed ladies' man, Nick, who's married to a beautiful former single mom. After a disastrous road trip that finds Nick engaged in a war with his stepchildren, the family (somewhat reluctantly) blends together as they learn how much Nick cares for them.

At **Blue Mountain State**, football players have it all — beautiful girls, campus-wide adoration and wild keg parties.

Kelsey Grammer stars as Mayor Thomas Kane in **Boss** (pictured), a one-hour drama about a corrupt Chicago mayor who's the most powerful man in a

land full of power-hungry people.

The sexy and provocative series **Mad Men** follows the lives of Madison Avenue's admen. Characters make an art of the sell.

In reality series **Nail Files**, we get a glimpse into the world of Katie Cazorla, an actress-turned-entrepreneur who owns and operates Hollywood's hottest nail salon.

Set against the backdrop of the famous **Nashville** music scene, this drama follows three iconic women and their lives. Rayna James is country music's former reigning queen; Juliette Barnes is an up-and-comer with modest talent, loose morals and plenty of ambition; and Scarlett is a young, charming and naïve future star.

Stand RB.40

www.lionsgate.com

Attend the Bal with Panini

Italy-based Panini Media brings to MIPCOM a roster topped by the **Metal Hurlant Chronicles**, a live adaptation of the iconic sci-fi comic series, bringing a fresh and unique vision to the collection.

Two competing companies face off in a ferocious battle for power in **Signs**. The companies — Manchester Holding and MCL Group — are run by enemies and former schoolmates, the mysterious Lord William Manchester and the greedy Sir Robin McLaren.

In TV crime series **Jordskott** — **Tales of Silverhög**, a police investigator returns to the small Swedish town of Silverhög 10 years after her daughter's disappearance. She is convinced that the perpetrator of a recent child's disappearance is the same one responsible for abducting her daughter.

Anyone interested in how FDNY firefighters live and work can take a look **Inside N.Y.C. Firefighters Training Center**. The documentary goes inside the "city within the city," where firemen around the world dream



of training.

Secrets of History (Secrets d'Histoire) explores the (behind-the-scenes) lives of some of the world's most famous and fascinating historical figures, including Claude Monet, Queen Victoria and Henry VIII.

Le Bal du Siecle is a five-part documentary exploring the fascinating guests who attended the magnificent, unique and eccentric event, thrown by Charles de Beistegui in Venice in 1951.

Kokomom is a young children's series produced in CGI that explores social and familial bonds through Kokomom, her 10 very unique chicks, Kokodad and their neighbors.

Stand 10.28

www.paninimediastcreeningroom.com

Disney Learns With Clarilú

Disney Media Networks Latin America is in Cannes with soccer stars, drug lords, ghost whisperers and a talented young girl. In **El Don de Alba**, Alba is capable of hearing, seeing and feeling the presence of dead people. This talent makes her the chosen one to help these souls complete their journey and reach eternal rest. But she'll encounter unexpected opposition that will try to pull the souls into eternal darkness. Based on *Ghost Whisperer*.

Andres Escobar and Pablo Escobar were both born in the same Colombian city with a passion for soccer. But Andres grew up to be one of the country's most beloved players, who was mysteriously murdered, while Pablo became one of the most notorious drug barons of all time. **The Two Escobars** explores the links between crime and sport and uncovers connections between the murders of Andres and Pablo.

In each episode of **El Jardín de Clarilú**, Clarilú receives a mysterious letter with instructions, which she reads aloud to the audience before starting her day. She then sets out on adventures with her dog and friends. The audience is invited to interact with the story and



learn letters, songs, rhymes and educational games.

Violetta and her father, Germán, return to Argentina after spending a number of years in Europe. Though she doesn't know it, Violetta gets her talent from her mother, who died in an accident when she was very young. Germán is very protective because he doesn't want his daughter to suffer her mother's fate, but Violetta secretly enrolls in a prestigious academy for music and acting, where she makes new friends.

Stand RB.30

www.disneymediadistribution.tv

GRB Brings the Laughs

In California-based GRB Entertainment's outrageous **Bloopers** (pictured), some of the funniest clips are caught on tape. The world's best practical jokers push innocent people to their limits with some not-so-innocent pranks.

American Green: The Fugitives introduces viewers to the money-hungry people behind some of the greediest crimes in history.

For the first time, negotiators and hostages who survived nearly fatal ordeals recount the horrifying moments that have scarred them forever in **Hostage, Do or Die**.

Cellblock 6: Female Lockup offers an intense, behind-the-scenes look into the lives of the (sometimes ruthless and violent) women in a Cincinnati prison.

A group of dedicated pet lovers who lost their loyal canines but have gone to extremes to bring them back to life are chronicled in **I Cloned My Pet**.

Extreme Animal Obsessions showcases people's intense devotion to their favorite creatures. Whether they're pet owners trying to transform into their furry companions or preparing road kill for a meal, they share some interesting (and often baffling) stories.

Stand R35.11

www.grbtv.com





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