



# VIDEO AGE

INTERNATIONAL

# DAY 1

www.VideoAgeDaily.com January 27, 2014

## Governor Scott's NATPE Welcome

**I**t is my honor as Governor to welcome you to Florida for NATPE 2014. The people of Florida are proud to be your host, and we look forward to showcasing the hospitality that makes the Sunshine State the world's travel destination of choice.

As you enjoy Miami's beautiful scenery, diverse cultures, and friendly businesses, I invite you to also learn more about what we are doing to make Florida the best place for businesses to succeed. Florida's prosperity is linked to the rich cultural heritage of our residents. As the Gateway of the Americas, there is no better place than Florida where the American dream becomes a reality each and every day. This is evidenced by our unparalleled creative community and high-skilled workforce.

As Governor, I am focused on creating an opportunity economy where dynamic, growing industries create jobs and careers for generations to come. We are excited to partner with

*(Continued on Page 4)*

## NATPE: Not Just Work. Play Too

**P**arties, personalities and stars. It looks like NATPE has returned to its more glamorous self. So far, at least 12 parties have been announced, as has the presence of many stars, including Craig Ferguson, Canadian chef David Rocco, cast members of 20th Television's *New Girl*, including Zooey Deschanel, Jake Johnson and Max Greenfield, as well as the stars of *Last Man Standing*: Tim Allen, Nancy Travis and Hector Elizondo.

Cisneros Media Distribution is bringing to tonight's opening party (which they're co-sponsoring) some of the stars of their U.S.-produced telenovelas, *Cosita Linda* and *Sangre en el Divan*. Peace Point is featuring former UFC Welterweight World Champion Georges St-Pierre, while Telemundo's

*(Continued on Page 4)*



**INSIDE:**  
LATAM Directory  
My 2¢: Binge-Viewing

## NATPE's Domestic Twist

### The success of studio-distributed programs

**T**he theme of the 2014 NATPE conference is "No Barriers. New Business." It embraces the fact that the distribution of video content is evolving in new and exciting ways. While there will be discussions of new revenue streams and new ways that



"Can't Rambo beat Rocky in syndication?"

technologies impact our business, it is important to recognize that, for the U.S. barter syndication business, this "newness" is built upon a successful foundation of studio-distributed programming.

Studio-distributed programs from Syndicated Network Television Association (SNTA) members have broad distribution and meaningful ratings. Already this season, national Syndication is home to three of the top 10 rated national programs every weekday. This is consistent for key target groups like Adults 18-49 as well as Millennials and Boomers. The individual programs may change depending upon the target, but this is reflective of the strength and diversity of our

*(Continued on Page 4)*

## NATPE Focuses On Buyers

**N**ATPE participants are thrilled to be in Miami — especially Canadians and Americans who were caught up in the Polar Vortex that plunged much of the countries into subfreezing temperatures early this month. "We are always excited to 'take our talents to South Beach,'" said Peter Iacono, managing director, International of Lionsgate Television. "Since the move to Miami, the overall energy of the market has picked up noticeably," Iacono added.

There are 292 exhibitors, of which 125 are in the hotel suites and 34 are attending NATPE for the first time. Buyers number over 980 from 46 countries, making the buyer-to-seller ratio about 1:1.

Power's Pepe Echegaray questioned

*(Continued on Page 4)*



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Latin America

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# MY TWO CENTS

*To induce sleep, channel surfing is much more effective than binge-viewing. Interesting how, after staring at a computer screen in the office for eight hours, we go home for more!*

**B**inge-viewing defies the way many of us were trained to watch television. Plus, it goes against healthy living and good logic, but it's just as satisfying as munching on potato chip after potato chip.

Perhaps it's revenge against our parents. As small kids in Italy, we were only allowed to watch television in the afternoon during the half-hour daily, *La TV dei Ragazzi* ("Children's TV") and had to go to bed after the 9:00 p.m. *Carosello* (cluster of entertaining TV ads). As parents we use television as an electronic babysitter, making our children screen-addicted, be it large (TV set), small (computer) or portable (smartphone/tablet). Imagine, after staring at a computer screen at work for eight hours, we all go home to gorge on one episode after another of the same show, becoming the ultimate couch potatoes (literally and figuratively, considering that obesity is now affecting 35 percent of the U.S. population, 24 percent in Mexico and 23 percent in the U.K.).

It is also possible that binge-viewing is a result of better-quality television programs, technology like streaming or even (as Netflix proclaimed in a commercial) as a rejection of channel surfing. Surely, Netflix's programming strategy has encouraged binge-viewing rapidly gaining popularity (possibly, at the detriment of its bottom line), by releasing many full season episodes at once.

Actually, binge-viewing, the new way of watching television, is already old, having been introduced in 1996 by *X-Files* aficionados. Lately, however, after Netflix made it one of its key attractions, binge-programming was quickly adopted by cable/satellite channels such as FX, TBS, TNT and AMC as well. Reportedly, 88 percent of Netflix users and 70 per-

cent of Hulu Plus users have streamed three or more episodes of the same show in one day. Binge-viewing is also becoming popular with broadcast television. According to Dermot Horan of Ireland's ETV, "We certainly run back-to-back episodes of both dramas and comedies (e.g. *CSI*, *The Big Bang Theory*). We have occasionally run three episodes in a row, but that is the exception rather than the rule. I know it is very common in Europe (e.g. Scandinavia and France) to run two or three episodes of a drama back-to-back."

He added, "One of the reasons we can't do it more often is we are frequently running U.S. series very soon after their premiere transmission in America and so there is only one episode to show (we run *Homeland* two days after it plays on Showtime).

"When it comes to classic movies, we do run them sometimes back-to-back, or more frequently a few films from the same franchise over a weekend or a holiday period. Examples would be the James Bond and *Indiana Jones* franchises."

Overall, 67 percent of U.S. TV viewers have binged at one time or another. Recently, I too fell victim to binge-viewing

while in a Los Angeles hotel, drawn in by a marathon of *The Godfather* films on AMC. I skipped dinner and at one point, halfway into the third installment, after realizing that it was 1:30 a.m. and I had a wake-up call at 6:00 a.m., I forced myself to turn the TV set off. The most unreasonable part of all is that I had already watched the film trilogy at least three times.

I must say that to induce sleep, channel surfing is much more effective than binge-viewing.

**Dom Serafini**



*Binge-viewing the News*

## VIDEO AGE DAILY

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## Programming

(Continued from Cover)



Mitch Burg is president of SNTA

programming. Unlike a traditional “network,” Syndication’s unique distribution model allows marketers to cherry-pick the properties that are best for them.

Syndication’s viewers have high expectations when they come to view our programs. Research shows that our personalities are perceived as more trustworthy and influential, and the ratings growth of much of our first-run programming backs this up.

Syndication’s network of studio-distributed programming is today’s appointment television. Syndication’s strip programming continues to be viewed “Live” and automotive, movie, restaurant and retail marketers, who need to deliver relevant and time-specific messages, appreciate its ability to deliver 97 percent of our program audience on a same-day basis.

Marketers spend a great deal of time crafting their messages with the expectation that they’re going to be seen. Along with the DVR, commercial clutter is a major impediment. More than 17 million national TV ad units aired in 2013; nearly a 10 percent increase over just two years prior. An important factor impacting a marketer’s ability to effectively communicate a message is the construction of the commercial pod (i.e. where their commercials are placed). The SNTA has conducted a survey of its members’ commercial formatting over the past eight years and we learned that our national pods are not only 30 percent shorter than those of network prime and cable’s evening programming, but more than 80 percent of our national commercials run in the coveted, higher recall, first commercial minute.

Studio-distributed programming continues to innovate in ways that connect viewers, content and marketing messages. Social media has become a natural extension to additional content as well as advertising

support. Syndication excels at executing natural integrations that blend relevant first-run programming with “native” marketing messages; building business for both the marketer as well as the studio. Marketers recognize the success of these efforts that run in our entertainment news and talk programming, one even characterized their multi-platform effort as the most effective communications program that they have. Some of our off-net sitcoms contain contextual units that combine great moments from the program with a synergistic marketing message.

Syndication’s network of studio-distributed programming provides a tremendous value to the marketing community by incorporating great programming, trusted and influential personalities, timely real ratings with higher recall and exciting new ways to communicate with viewers. Built on a strong foundation, studio-distributed programming engages viewers while attracting new business in both proven and innovative ways. *By Mitch Burg*

## NATPE Focuses on Buyers

(Continued from Cover)

the ratio, pointing out that he has 35 meetings scheduled, of which five are with buyers who are also distributors for local territories. However, he recognized that using just the number of exhibiting content sellers (excluding those such as the press and service companies) would bring the ratio up to about three buyers for each exhibiting company, but this would not take into consideration the fact that there are also multiple acquisition executives for many buying companies, and that some of the people listed as buyers are also at NATPE to sell.

In addition, traditionally at NATPE some sellers don’t even bother to register and simply use the hotel bars as meeting points or rent a boat at the dock across the street from the Fontainebleau (as is the case with one company). NATPE organizers discourage both practices. Another plus is for the U.S. domestic business — there will be 28 station groups in attendance.

Luis Torres-Bohl, founder and president of Castalia Communications/Mexicanal, noted that his company’s expectations are to “expand our offering by homing in on formats with proven appeal to the Latin American market.”

Exhibitors are anticipating a busy market. To that end, Castalia Communications/Mexicanal’s Torres-Bohl stated that the company is “sending a larger team and adding meetings with reps for Europe and Latin America.”

Exhibitors and buyers alike are also

looking to kick back their heels. “We also try to enjoy a mojito on the beach with our clients, too, time permitting of course!” Lionsgate’s Iacono joked.

The exhibitors *VideoAge Daily* caught up with also voiced some concerns about the market. “Although NATPE is very well organized for the most part, there are always things that can be improved,” said Torres-Bohl. “For years, the congestion and lines around the elevator banks have made it tough for attendees to get to appointments on time. NATPE might consider limiting suite meetings to an exclusive, appointment-only format and enhancing the show floor to encourage browsing and more spontaneous meetings.”

Iacono focused on the length of the market, which many exhibitors feel is too short to fully accommodate meetings with every client. “There are never enough hours in the day, and as NATPE is only a three-day market, things can get really jam-packed,” said Iacono. “We always want our clients and partners to feel welcome, and having quite enough time with each of them can sometimes be a challenge. But it is a challenge we are happy to have,” he added.

NATPE’s president and CEO Rod Perth announced that attendance from buyers and sellers alike reached record levels, with attendance for both domestic and international buyers pacing ahead of last year. One executive who will not be at NATPE is Thom Beers of FremantleMedia, who will not participate in a special session, as was erroneously reported in the December 2013 Issue of *VideoAge*.

*By Sara Alessi*

## Gov. Scott’s Welcome

(Continued from Cover)



production companies, both new and established, in Florida and watch them grow and create thousands of jobs for Florida families. We are grateful to these companies who are taking note of Florida’s growing

economy and talented workforce. The Sunshine State greatly values the film and entertainment industry, and we look forward to partnering with all sectors of the industry to make Florida the best place in the world to produce content.

You have my best wishes for a memorable and successful conference, and I hope each of you will visit Florida often.

## Not Just Work

(Continued from Cover)



Craig Ferguson is among the celebrities attending NATPE

lineup includes Sara Maldonado, lead actor in *Camelia la Texana*.

Plus, Trifecta Entertainment is bringing Faith Jenkins, the talent for their new court show, *Judge Faith*. Broadcast Partners will bring John Tesh, star of *Intelligence For Your Life* and Neal and Elizabeth Ardman, hosts of *Closing Remarks*. *Entertainment Tonight* host Nancy O’Dell will host the Tartikoff Legacy Awards.

Additionally, Televisa’s Emilio Azcárraga Jean, Lionsgate’s Jon Feltheimer, producer/director James L. Brooks and NBCUniversal’s Lauren Zalaznick will all receive the Brandon Tartikoff Legacy Awards. On the personality list there is also Canada’s Moses Znaimer.

The celebrations began yesterday with the NATPE Welcoming Party and Comarex/Azteca’s party. But the heavy schedule is tonight, starting with the NATPE Broadcast Group Cocktail at the Fontaine Ballroom, followed by NATPE’s Opening Night Party at the Fontainebleau Poolside.

Other parties are hosted by Telemundo, 20th Television, Debmar-Mercury and Sony Pictures. Tomorrow is the Brandon Tartikoff Awards and the NBCUniversal party, and Wednesday is the Sundance Channel party.

Princess Michael of Kent | Boris Johnson | Taylor | Bob Ra  
e | Rob Ford | Brian Mulroney | George Chuva | Anne Smith | M  
Chris Hadfield | Lord George Weidenfeld  
more



# CONVERSATIONS

with Conrad

Farage  
Hadfield



Conrad Black's recent Conversation with Toronto Mayor Rob Ford on Canada's VisionTV made international Headline News, was featured on Late Night American television and generated enormous viral buzz.

## It seems everyone wants to have a one-on-one with Conrad Black.

Powerful Leaders, Royals, Celebrities, Astronauts, Sports Icons, and Literary Greats – many with whom he's on a first-name basis – all want to sit down with the man who has lived through his own very public Saga and is now engaged in a defiant comeback.

Conrad knows what it's like to be hounded and savagely cross-examined by the media ... and we can only wonder if that's what's behind his uncanny ability to ease his famous, often elusive subjects into a warm, witty, anecdote laden, candid, and civilized style of talk you can't find on television today.

## It's called Conversation!

It's no secret that Conrad is fiercely intelligent and a meticulous researcher with several authoritative biographies under his belt as author and historian. In an era where much media enables puffy dumbed-down "journalism", Conrad's beguiling questions challenge guests and viewers alike to keep up.

**THE ZOOMER**  
TELEVISION FOR BOOMERS WITH ZIP

Announced at NATPE last year, theZoomer is co-hosted by Conrad Black and Denise Donlon and premiered on Canada's VisionTV in October 2013. theZoomer is the world's ONLY current affairs and lifestyle show created for the world's largest demographic – the 45plus.

Each week, in front of a live audience, the biggest, brightest minds in health, wealth, tech, media, lifestyle, and culture explore the aging of the planet from a uniquely "Zoomer point of view". theZoomer also features highlights from Conversations With Conrad and a weekly "Talk Black".



Each episode ends with "Talk Black", informative and incisive editorials on subjects of the day, and those that get under his skin. The US Justice system, the Middle East, the Papacy, the Senate, the United Nations, Canada ... "Talk Black" is certain to draw attention and provoke passionate debate as only one of the world's most polarizing figures can.

[thezoomertv.com](http://thezoomertv.com)

**News Magazine (HD 26 x 60)** Contact: John Thornton VP Original Programming & Operations, MZTV Production & Distribution Inc. • 416 886 1461 • [johnt@mztv.com](mailto:johnt@mztv.com)

## Morawksi Is New Head of Prix Italia

**P**aolo Morawski, a veteran executive of RAI, the Italian state broadcaster, was recently appointed secretary general of Prix Italia, the 65-year-old radio, TV and web annual festival sponsored by RAI. He replaced Giovanna Milella, who retired.

The 59-year-old Morawski (pictured) served as RAI chairperson Anna Maria Tarantola's technical secretariat since July 2012, and from 2009 through 2012 he was on the staff of RAI chairman Paolo

Garimberti. Morawski has served as a RAI manager since 1999.

Morawski has worked with Prix Italia regularly, and was executive producer during the Verona, Cagliari and Turin editions from 2007-2009. Earlier, in 2008, Morawski launched the reorganization of the Prix's radio archives, and in 2001 he was involved in creating the Prix Italia Web/Multimedia Prize (the Bologna-Reggio Emilia editions), and he served as a mem-



ber of the jury for that prize. During the 1998 Assisi edition, he also took part in the test run of Prix Italia's Web Prize.

## Desmond Eyeing Sale of the U.K.'s Channel 5

**R**ichard Desmond, the media entrepreneur who purchased Channel 5 in 2010, reportedly asked Barclays to advise on a possible sale of British free-to-air broadcaster Channel 5 network, valued at \$700 million.

Desmond purchased the network for \$103.5m and helped refresh it by bringing in titles such as *Big Brother*. The possible sale of the network has been churning in the rumor mill for a while, with potential buyers such as U.S. network Turner Broadcasting and ITV.

## TV Series Become Part of Academia

**T**hough belittled by academics for nearly 40 years — until cable became popular in the 1990s and the quality of U.S. television improved — television series have suddenly become an important part of university curricula in France. Academics are studying TV shows for their historical value, as well as what they can teach about sociology and even artistic merit.

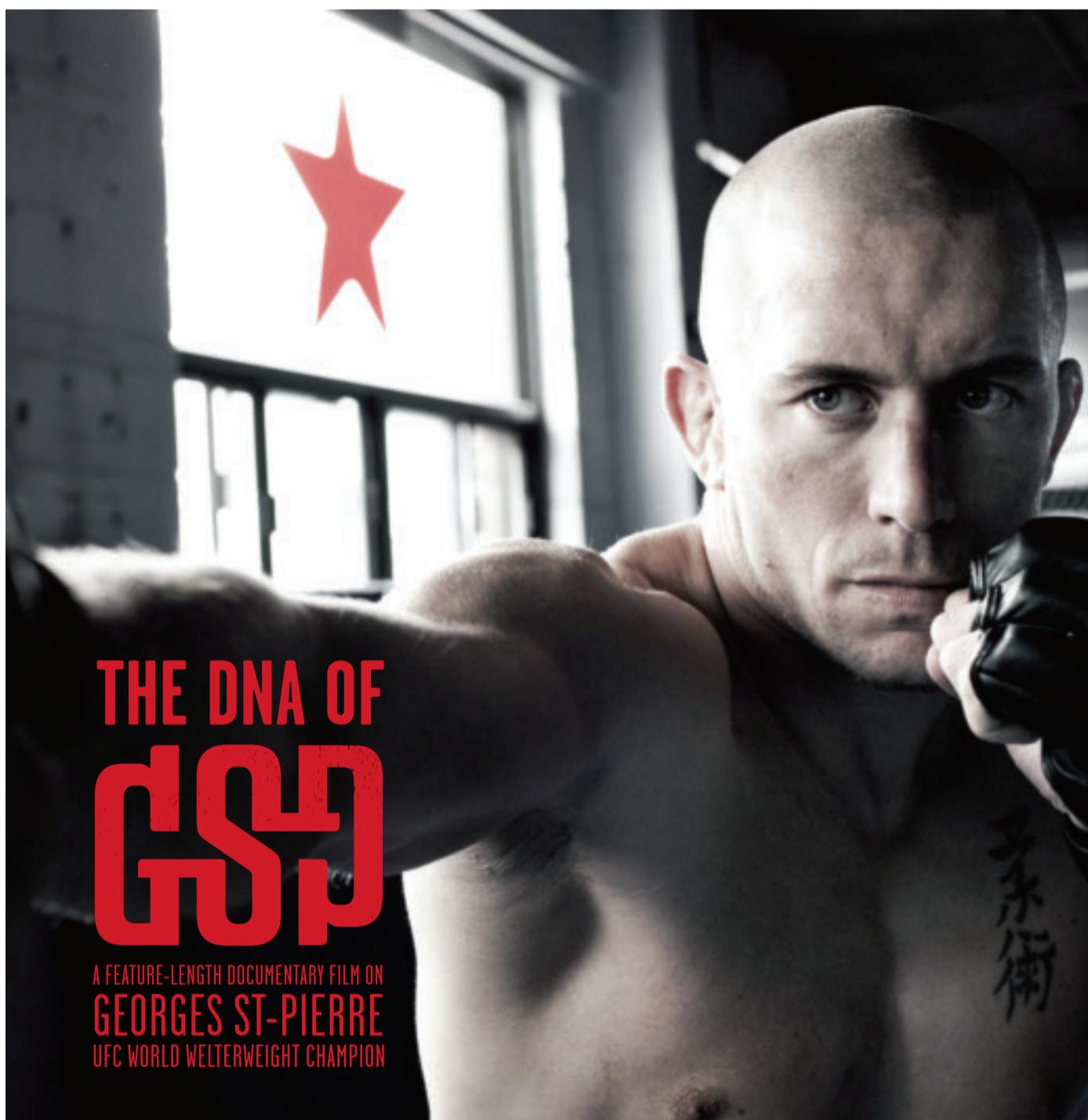
Academic interest in TV shows began about 30 years ago in the English-speaking world, but it only became popular in France about 10 years ago. Now, media specialists, historians, sociologists, philosophers and even literary critics are analyzing TV series as cultural works, using them to determine what they can show us about our current circumstances.

## NHK in Latin America

**J**apan's NHK World TV debuted in Latin America in 2010. According to NHK's consultant for the region, Miyuki Nomura, the channel is finally being fully recognized by the Latin American Cable TV industry and already has an established distribution network, especially in territories where the Japanese population is concentrated, such as Brazil and Peru.

NHK World TV is a 24-hour English-language network for a worldwide audience presented in four-hour blocks, repeated six times a day.

In Latin America, the channel is already part of the lineup of cable operators in the Dominican Republic, Central America, Peru and Ecuador. Early this year NHK World TV is expected to begin negotiations with the major cable operators in Mexico and Chile.



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Disney Media Distribution  
Latin America



## Strong Characters at Artear

From telenovelas to documentaries, Artear's got it all at NATPE. In telenovela **The Brave Ones** (*Valientes*), three brothers decide it's time to take matters into their own hands and seek revenge on the man who stole their father's land and sent him to an early grave. But love plays a central role in the bitter struggle.

**Compulsive Times** (*Tiempos Compulsivos*) is a series about Dr. Ricardo Buso and his colleague, Ezequiel, who treat outpatients at the Renacer Foundation, a therapeutic facility for people suffering from Obsessive Compulsive Disorder. Their patients have a range of disorders, but the professionals have their own ghosts, too.

The seventh son of a seventh son, Lucas becomes half-man, half-wolf during a full moon in telenovela **Wolf** (*Lobo*).

**The Social Leader** (*El Puntero*) is a series about a political staffer who wields power over his neighborhood, influences neighbors' actions and

drives their destinies. The series focuses on the frustrations and unfulfilled wishes the leader must endure.

In cooking program **Boulangerie**, two French pastry chefs living in Argentina reveal different techniques and recipes for preparing bread and other delicacies in a traditional handmade, firewood oven.

Viewers get an inside peek into some of the most beautiful vacation properties in **Hotels and Spas of Latin America** (*Hoteles y Spas de Latinoamérica*), a series that explores the best cuisine and historical, architectural and deco details in each retreat. Properties include Camino Real in Mexico, Monaterio in Peru and Hotel Alvear in Argentina.

Important historical figures reveal unsuspected character traits and well-kept secrets in **Legacies** (*Testamentos*). Each episode looks into a specific biography — including those of Evita Perón, Benito Mussolini and Adolf Hitler.

[www.artear.com](http://www.artear.com)

**Tresor Tower, 2-3111**

Cisneros Media Distribution (formerly Venevisión) offers telenovela **Sweet Thing** (*Cosita Linda*). The Lujan and Rincon families live in opposite worlds, the Lujans live a privileged life while the Rincos are a hard-working middle class family. Their lives intertwine when their children fall in love (pictured).

When her young daughter is murdered, Veronica suspects a psychiatrist who in turn has her arrested. Declared insane, she falls under his care and the doctor begins experimenting on her in tele-series **Therapy for Murder** (*Terapia Asesina*).

A young ecologist battles a powerful industrialist who is unaware that she is the heir to his fortune in **Emerald Heart** (*Corazón Esmeralda*). The distinctions between reality and idealism and love and deception become blurred.

Amnesia leaves Lucia with an unknown past and uncertain future in **Lucia's Secrets** (*Los Secretos de Lucía*). She struggles with flashes from her past as a ruthless killer, and must bury her horrid past before embarking on a promising future.

**Inside Football** (*Futbología*) is a news magazine focused on the world of international soccer, presenting in-depth coverage and insightful stories



about players, teams, clubs, leagues and stadiums around the globe.

Mayor Eduardo Garcia is a powerful figure in film **Hacienda Heights**, and is in a constant battle to remain in control of his community. He must balance his duties as mayor, family man and head of a criminal operation.

In reality series **My Life in Sayulita** (*Mi Vida en Sayulita*), a group of teenagers live it up in a tropical paradise during summer break. The free spirit of the coastal village of Sayulita captivates these seven young souls, forever altering their perspective, philosophy and outlook on life.

[www.cisnerosmediadist.com](http://www.cisnerosmediadist.com)

**Tresor Tower, 2-3115**

## Caracol Television Deals in Amor

Caracol Television's got formats, telenovelas and more. In **Dulce Amor** (*The Sweetest Love*), the broke and debt-ridden Martin Guerrero becomes a chauffeur to an important executive named Natalia Toledo. The woman's countless demands and Martin's habit of breaking the rules bring the two together, and they discover they are perfect for each other (pictured).

After her American talk show becomes embroiled in scandal, Victoria Maldonado returns to her country to be with her family in **La Suegra** (*The Mother in Law*). But she soon learns that her children have ruined her once-successful wedding gown company and that the love of her life is dating her best friend. In order to take control, she makes them all live under one roof.

**La Selección** (*Football Dreams: A World of Passion*) follows the hectic lives of four emblematic players from the Colombian National Football Team: Carlos Valderrama, Freddy Rincón, René Higuita and Faustino Asprilla. The series recreates the sacrifices, disappointments and happy moments both on and off the soccer field.

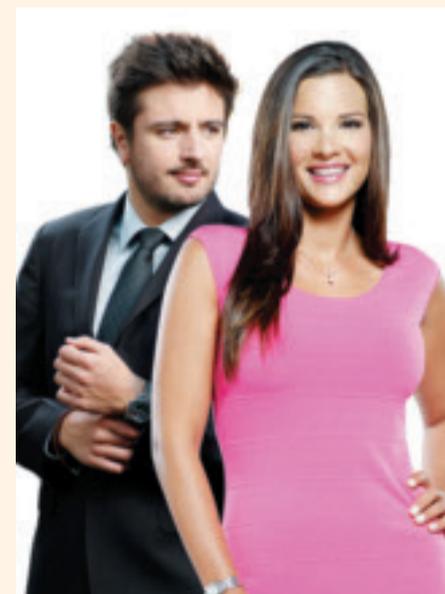
The time is the 1950s, when women are expected to be only wives and mothers. But Helena, in **La Ronca de Oro** (*The Voice of Freedom, Helenita Vargas*), finds music is a way to express her deep desire for freedom. Like no other, she understood that popular music transcends age, sex and class and that in times of violence, her voice would be capable of uniting a nation.

In order to take Pablo Escobar's

place as the ruling drug lord in Mexico in the 1990s, Aurelio Casillas must overcome all sorts of obstacles, including Marco Mejia, a police officer intent on capturing him. After his photo runs in the paper, Casillas, nicknamed **El Señor de Los Cielos** (*The Lord of the Skies*), decides to undergo a risky plastic surgery to disappear without a trace.

Format **La Pista** (*The Dance Floor*) is a dance competition in which 16 groups led by 16 experienced singers will take the floor.

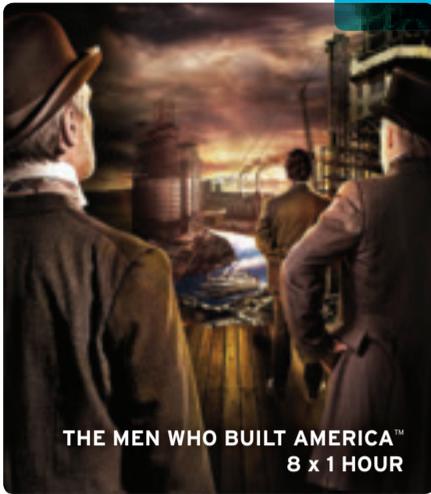
In **La Hipocondriaca** (*The Hypochondriac*), Marcela Gonzales' fears are realized when a psychiatrist misdiagnoses her with a neurological illness and tells her she only has six months to live. When he finds out he'd accidentally switched the records with another patient, and she is actu-



ally fine, he keeps it to himself. What will happen when they both discover the truth?

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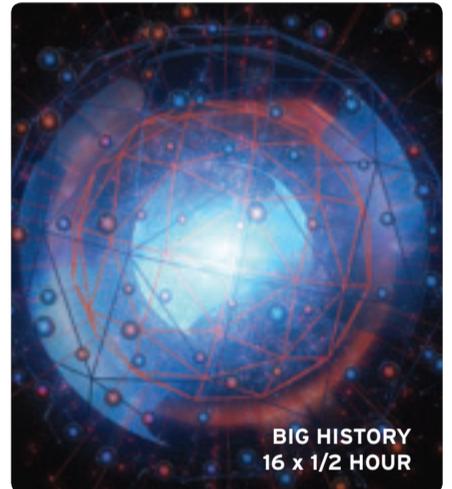
CONTACTO EXTRATERRESTRE  
1 x 2 HOURS



DON'T TRUST ANDREW MAYNE  
12 x 1/2 HOUR



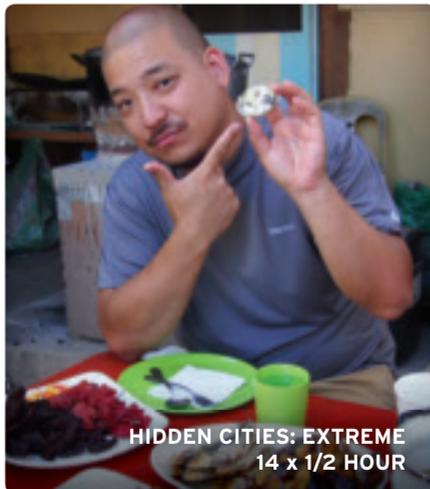
MIRACLE RISING: SOUTH AFRICA  
1 x 2 HOURS



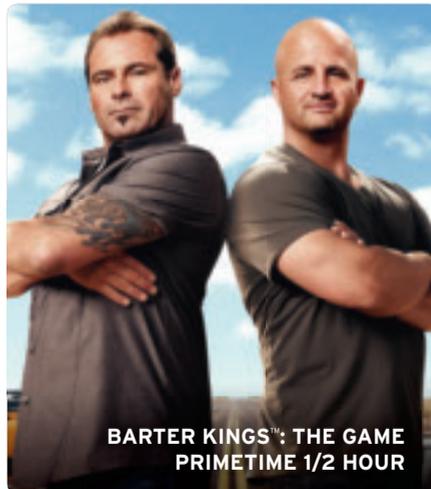
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## Life Gets Tricky at Record

**R**ecord TV Network's got plenty of drama. Set to the backdrop of disco-crazy 1970s Brazil, soap opera **Sins... (Pecados...)** tells the story of the Vêneto family. Fearing for her life and her children's lives, Stella, the mistress of Michele Vêneto, gives her children away to Michele's wife, Donana. Donana tricks Michele into believing that Stella's son is actually their biological son and that the other is an abandoned child whom she's adopted (pictured).

Young **Joseph from Egypt (José del Egipto)** becomes a servant in Egypt. When the Pharaoh is tormented by strange nightmares, Joseph interprets them, predicting a famine and warning Egyptians to prepare. Once famine has hit every land but his own, Joseph's estranged brothers come to him asking for help (pictured).

In soap opera **The Penny Lady (La Pichinchona)** a hard working open-market worker will do anything for her children.

**Tricky Business (Los Tramposos)** is a soap opera that covers several dif-

ferent storylines, including one following the fate of a married couple terrorized by gambling and debt; another centering on a supposedly perfect family with a big paternity secret; and a third that follows two dueling stepbrothers and business partners.

The story of biblical character **King David (Rey David)** begins in Bethlehem, with a 10-year-old David preparing to herd his father's flock of sheep. Always accompanied by his harp, he composes psalms and prayers to God, and eventually is divinely chosen to replace King Saul.

Things get complicated for a group of friends and lottery winners who make a deal that whoever accomplishes certain goals within a year of winning gets to stake claim to half of the **Jackpot! (Vidas en Juego)**.

In **Samson and Delilah (Sansón y Dalila)** a beautiful Philistine woman named Delilah seduces the unbeatable Hebrew warrior Samson.

[www.recordtvnetwork.com](http://www.recordtvnetwork.com)

**Tresor Tower, 2-1606**

## LATIN AMERICA'S FARE

### Azteca's Corazón

**M**exico's Azteca/Comarex have got love triangles, affairs and forbidden love.

A charismatic and noble taxi driver wins the lottery in **Corazón en Condominio (Lucky Me)**. To win the heart of Tatiana, a smart and educated young woman he knows is out of his league, he buys a condo in her expensive building (pictured).

A passionate love triangle develops in a textile emporium in **Prohibido Amar (Forbidden Love)**. Rafael falls in love with Gabriela, a successful fashion designer, despite the fact that his boss — and his real father — is also in love with her.

The owner of a prestigious advertising agency is waiting for his only daughter to join his company. But when she falls in love, he forbids her relationship and will do anything within his power to stop a terrible secret from being exposed in **Hombre Tenias Que Ser (The Agency)**.

After learning that the woman who raised her is not her real mother, Valeria goes on a quest to find her biological mother in **Destino (Destiny)**. She never could have imagined, though, that her rival, and the woman whom she will fight for the love of Sebastian, is actually her.

In Comarex's **Niñas Mal 2**, Adela is



about to leave for New York when a call from her friend Maca changes her life. Maca asks Adela to help her take control of some of her new pupils and bring the "bad girls" into line. Adela also falls in love with a bad boy, complicating things further.

Martin is a young and handsome man who moves into Benjamin's house in order to go to a prestigious school. But when he falls in love with Celeste — whom Benjamin also loves — Martin manipulates Benjamin, steals his life and leaves him unpopular and friendless in **Ultimo Año (Senior Year)**.

Also new is format **Conectados**, an interactive TV show where audiences broadcast from their own webcams.

[www.comarex.tv](http://www.comarex.tv)

**Tresor Tower, 2-2902 and 2-2904**

## Classics and Comedies at Televisa

**T**elevisa Internacional's slate of telenovelas will bring on tears and laughter.

In comedy **Street's Virgin** (pictured), a student named Juana is accidentally inseminated with Mauricio Vega's sperm. Despite being a virgin, Juana is now pregnant with Mauricio and his wife's baby. Things get complicated when Juana ends up working at the magazine at which Mauricio is the editor. The two ultimately fall in love.

Two families with nothing in common are forced to live in the same house in comedy **Poor Rich Family**. On the one side are the Ruizpalacios, a millionaire family, and on the other, the Menchacas. Having become a victim of fraud, Miguel Angel Ruizpalacio loses his family fortune, leaving them with a property in the humble district where the Menchacas

currently live. Lupita Menchaca and Miguel Angel begin as mediators of each family and end up falling in love.

In telenovela **What Life Took From Me**, Montserrat, a beautiful good-hearted young girl, is in love with Jose Luis, a Navy Corporal with whom she has a secret romance. However, their love will be overshadowed by her mother's ambition and greed, and her willingness to sell her daughter to Alejandro Almonte, heir to a big fortune, and to accuse Jose Luis of a crime he didn't commit. At first, the marriage between Alejandro and Montserrat is a living hell because she is still in love with Jose Luis. But over time, Montserrat acknowledges Alejandro's feelings, honesty and generosity and unknowingly falls in love with him. But Jose Luis will come back searching for what was taken

from him.

Mauro is the owner of a coffee plantation which he inherited from his dead wife in **Loving You Is All I Want**. As time goes by, he falls in love with Florencia, the young owner of land next to the plantation. When they are about to marry, Mauro discovers that an old friend of his is pregnant with his child. Mauro marries her and has four children. Florencia marries the plantation's administrator with whom she has a daughter. Thirty years pass, and the past is brought back to life when Mauro's son falls in love with Florencia's daughter.

Arturo and Eugenia have been happily married for 10 years and have one daughter named Aranza. Sonia, Eugenia's cousin, is consumed with an obsessive love for Arturo. After Eugenia dies unexpectedly, Arturo



meets a woman named Isabel, who was previously married to a conman named Fernando. But their romance will have to overcome the obstacles of Sonia's manipulation and Fernando's hunger for revenge in **Forever Yours**.

[www.televisainternacional.tv](http://www.televisainternacional.tv)

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## Stars Are Out at Telefilms

Telefilms, the commercial arm of Whiland International, has some of the most talked-about movies of the moment available for distribution in Latin America, in addition to its catalog of over 1,000 feature titles.

Director Martin Scorsese presents **The Wolf of Wall Street** (pictured), based on the true story of Jordan Belfort (played by Leonardo DiCaprio), a stockbroker who lived in a world of excess and corporate greed in the late 1980s.

In **Ender's Game**, a hostile alien race called the Formics have attacked Earth. If not for the legendary heroics of International Fleet Commander Mazer Rackham, all would have been lost. Now, Ender Wiggin, a shy but brilliant boy, is chosen to follow Mazer and lead the soldiers in an epic battle that will determine the future of Earth and save the human race. Starring Ben Kingsley and Harrison Ford.

Four Navy SEALs are put on a covert

mission to neutralize a high-level al-Qaeda operative and are ambushed by the enemy. As they confront unthinkable odds, the four men find reserves of strength and resilience in **Lone Survivor**, which is based on a true story. Mark Wahlberg, Taylor Kitsch and Ben Foster star.

**The Legend of Hercules**, set in Ancient Greece, follows Hercules as he decides whether to flee with his true love — Hebe, Princess of Crete — or to fulfill his destiny by overthrowing the tyrannical rule of the king and restoring peace to the land.

Animated feature **Dragon Ball Z: Battle of Gods** is based on Cartoon Network's *Dragon Ball* series, one of the most popular animated series of all time, which has been on the air since 1998.

[www.telefilms.com.ar](http://www.telefilms.com.ar)

Tresor Tower, 2-3501/2-3503

## LATIN AMERICA'S FARE

### Ledafilms Keeps it in *The Family*

Thrillers, comedies, and even an animation-live-action hybrid are available at Ledafilms. A New Jersey Mafia family joins the Witness Protection Program and is transferred to Normandy, France after the father testifies against his fellow criminals. There's a \$20 million bounty on his head in comedy **The Family** (pictured), starring Robert De Niro, Michelle Pfeiffer and Tommy Lee Jones.

In **Penthouse North**, a reclusive photojournalist lives quietly in a New York penthouse. But a smooth, sadistic criminal looking for a hidden fortune changes everything.

Eight years after his daughter's disappearance, clues emerge that convince Matthew that his daughter, Cass, is still alive. In a terrifying race against time, Matthew, the detectives and Cass herself must unravel the mystery and free Cass in **The Captive**.

**Khumba** is the animated story of a half-striped zebra who's born into a herd that's obsessed with stripes. He becomes an outcast, and is

sent away. Khumba embarks on a quest for a safe waterhole, along with a quirky group of animals. He soon learns that in order to save his herd, as well as all the animals, he must defeat a dreaded leopard.

Shot in 3D, **Minuscule, Valley of the Lost Ants** mixes real-life natural scenes with animated characters. The fantastic journey takes place at grass level, where two tribes of ants fight one another and a bold, young ladybug is in between it all.

[www.ledafilms.com](http://www.ledafilms.com)

Tresor Tower, 2-2010/2-2012



## Romance, Comedy and Drama at Telefe

Telefe International brings new and returning telenovelas of all kinds to NATPE.

New telenovela **Taxxi, Crossed Hearts** tells the story of Martín Montana, a doctor-turned-taxi driver, who meets a woman who looks exactly like his late wife. Diego, Martín's son, discovers that a woman he's met that captivates him is also the mother of his young girlfriend. They will all be manipulated by the evil Moretti in this series.

Also new on the Telefe roster is family comedy **Dear Daddies**, about four attractive men who become friends due to parenthood — each one has a five-year-old. They all have different family backgrounds but they share conflicts, surprises and a bond that helps them in a world that's mostly populated by moms.

A desirable bachelor becomes a tutor for four orphans in **We Are Family** (pictured), a comedy series from the producers of *Candy Love*. In this series, a journalist who's been separated from her baby daughter pretends to be a maid in the home in a desperate quest to find her. The tutor and the maid will unexpectedly fall in love in this family comedy.

Teen telenovela **Allies** focuses on seven youngsters chosen to carry out a mission of love whose objective is to save the world. They will be inhabited by seven "envoys of light," who become their Allies, get the best out of them and help them become the positive leaders the world needs.

Nobody — not even her husband Rafael — knows that Mecha Crespo, now a slightly bored housewife, was once a member of a gang of swindlers.

But Mecha's world is turned upside down when her old flame and former partner-in-crime moves into the neighborhood in family comedy **Neighbors at War**.

Telenovela **Candy Love** follows the love stories of four couples across four generations with four different kinds of love, that are completely different but equally intense. **Bandi Candy**, a candy factory risking bankruptcy, is at the center of it all.

A group of former high school classmates meet 20 years after graduation. An unexpected secret changes their

lives forever and forces them to rethink what they have done with their teenage wishes in romantic comedy **Graduates**.

[www.telefe.com.ar](http://www.telefe.com.ar)

Tresor Tower, 2-3411



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# 2014 NATPE EXHIBITORS

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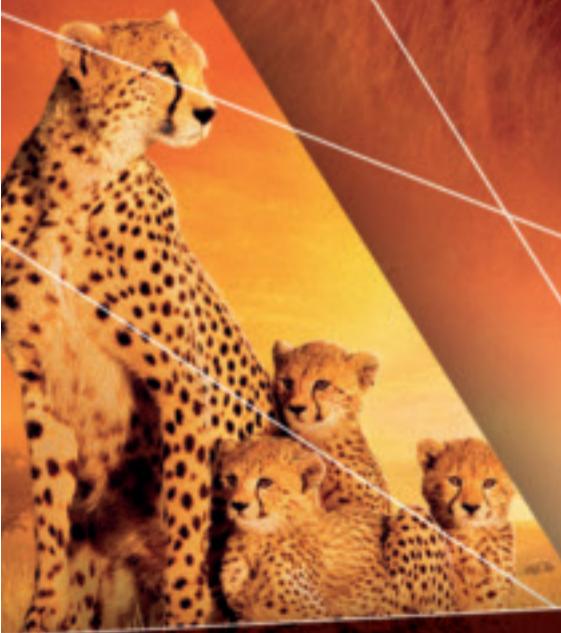
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# The Best of The Water Cooler

*VideoAge International's Water Cooler* is the coolest weekly news report in the business. Each week, our intrepid reporters tackle topics of interest to the industry ranging from the latest in comedies, dramas and reality shows around the world to in-depth looks at TV's most influential territories to behind-the-scenes peeks at trade business events. The goal of the **Water Cooler** isn't to report first, but to report **best** by generating questions, providing answers and bringing readers the TV news they need most. Here's one of the **Water Cooler's** most popular entries. To see full versions of the text, visit [www.videoage.org](http://www.videoage.org).



## Veteran Partygoers' Guide to the Best Market Parties

**I**n an effort to be of service, we at *VideoAge* decided to take advantage of our 30-plus years of trade show party-going experience. Here's our 2 cents on market parties.

*Make sure the drink-to-food ratio is balanced.*

Entertainment industry parties tend to include a lot of Champagne. While we're not complaining (how could we?), we have noticed that often times the number of drinks greatly outnumber the hors d'oeuvres. This could be a recipe for disaster, especially when any kind of snack is held until the latter part of the party, just before the host's welcoming speech. How are guests supposed to listen to an executive's speech when they're about to keel over? This is also considering the fact that, most likely, many guests are coming from other parties where more drinks than food was served. Our suggestion is that for every tray of Champagne glasses, a tray of canapés is sent out, too. Everyone needs something to soak up the alcohol every once in a while.

*No more mystery canapés, please.*

Speaking of canapés, we've had several not-so-great experiences (particularly in France), when we bit into what we thought was a creamy looking dessert that turned out to be a fish mousse — not ideal, by any means. If it's not immediately clear what a certain canapé is, please make sure that the waiters can explain.

*Stick with finger foods, and nothing too greasy or saucy.*

At trade shows, people go to parties mostly to mingle, greet friends, socialize and network. Food comes last and only to soak up the alcohol, as indicated above. All these aforementioned activities require shaking hands, hugging and kissing. How can anyone perform any of those actions when their fingers are positively covered in oil/tomato sauce? Party food should be easy to eat in one or two bites and never too saucy or greasy. Cause, honestly, those tiny cocktail napkins just aren't going to cut it. Plus, those cute paper squares are never around when you need one urgently and, in

France, at times one has to beg to get some. Indeed, they're dispensed as if they were made of gold.

*Somewhere to stash dirty plates/skewers, etc.*

There's always that awkward moment after you've eaten your chicken satay, or vegetable crudité, and you have no idea where to put the plate/skewer that it was on. You don't want to walk around the whole party with these pointed, menacing-looking things, but you also cannot find a tray to save your life. That's where tall bar tables come in. Dotting a party with a lot of these makes for an easy way to dispose of unwanted plates. But hosts should be sure that there are enough stools and they're cleaned often. You don't want your party to look like the New York City sidewalk after a snowstorm (read: piled high in trash).

*In an ideal world, we'd love to have one hand free.*

As anyone who's been to a party will tell you, it's hard to hold a wine glass in one hand, a plate in the other, and walk around and shake a colleague/client/potential client's hand. It takes some serious balancing, and honestly, after three glasses of Champagne and far too few canapés, we're not usually up to it. This is not what multitasking was meant to be.

We have been to several parties where the hosts have offered a lanyard (which is worn around your neck) with a built-in wineglass holder. We're not saying we looked cool, but at least it freed up one of our hands. We've even been to a party where the plates had cup holders, which achieved the same thing — a free hand. Pretty ingenious, we say.

*Find a way not to have guests linger at the wine bar.*

At times one doesn't know if there is a line at the wine bar or just people lingering around and/or talking. The worst part, though, is to be trapped holding (for your friends) three glasses of wine between the bar and the lingering people. An idea is to make the area around the bar very dark, so after getting a drink, people move to a more welcoming area... and quickly.

The following is a list of parties scheduled during NATPE 2014:

- NATPE Welcoming Party  
Sunday, January 26 — 6pm-8pm  
Eden Roc Poolside
- Comarex Worldwide Media  
Distribution  
Sunday, January 26
- NATPE Broadcast Group Cocktail  
Monday, January 27 — 5:30pm-6pm  
Fontaine Ballroom, Fontainebleau
- NATPE Opening Night Party  
Monday, January 27 6pm-8pm  
Fontainebleau Poolside
- Telemundo Internacional  
Monday, January 27
- Twentieth Television  
Monday, January 27
- Debmar-Mercury Cocktail Reception  
Monday, January 27
- Sony Pictures TV  
Monday, January 27
- Brandon Tartikoff Legacy Awards  
Tuesday, January 28 — 6pm-8pm  
Glimmer Ballroom, Fontainebleau
- NBCUniversal  
Tuesday, January 28
- The Sundance Channel  
Wednesday, January 29

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