



# VIDEOAGE

# DAY 3

INTERNATIONAL

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October 15, 2014

## Disney LATAM Gets Top Mexican Content

Yesterday, Fernando Barbosa of Disney Media Distribution Latin America (DMDLA), a division of The Walt Disney Company Latin America, and Rodrigo Fernández Capdevielle, general manager of Azteca's 7 and Trece TV networks, announced a multi-production deal to produce four series over the course of the next three years.

The two companies will produce comedy, drama and reality projects from the original Disney/ABC catalog, produced by DMDLA for Azteca and its channels Azteca 7 and Trece. The agreement is an extension of the joint work DMDLA and Azteca have done in recent years, including the production of *A corazón abierto* (*Open Heart*).

DMDLA will distribute the Mexican-made TV content in



LATAM and throughout the Spanish-speaking market worldwide. "Mexican content is very important for our territories," said DMDLA's Barbosa.

According to Fernández, "Azteca seeks to provide quality content for its audience."

Last year, Mexico's creative

(Continued on Page 4)

## Azcárraga Sells Mexico's Creativity

Not many global television executives are as impressive as Grupo Televisa chairman of the board and CEO Emilio Azcárraga Jean. In the session titled "View From The Top," the MIP 2012 Personality of The Year explained why Mexico is fast becoming one of the world's pre-eminent production communities.

At the top of Azcárraga's reasons were the Spanish-language and Mexico's position immediately to the South of the U.S. because Spanish is the world's third most commonly spoken language, and Mexico is, depending on how you account these matters, either the largest or second largest economy

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November 4

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## Mexico Ueber Alles at MIPCOM

To celebrate Mexico as MIPCOM 2014's Country of Honor, the festivities started with a pre-market dinner on Sunday, sponsored by Argentina's Telefilms. It was followed by the opening reception, sponsored by ProMexico, the country's promotional government agency, and closed on Tuesday with a LATAM luncheon hosted by Telemundo.

All of this is in addition to the numerous conferences and workshops that took place throughout the market.

On the various podiums, ProMexico's Francisco Gonzalez Diaz described the advantages of Mexico's film and TV shooting locations and the opportunities offered by co-producing with Mexican companies.

Telefilms' Tomas Darcyl said that there was no need to explain why his company honored Mexico with a dinner, since it is one of their key clients and partners.

For his part, Telemundo's chairman of Hispanic Enterprises Joe Uva praised Mexico's quality

(Continued on Page 4)

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# My 2ø

When it comes to privacy, the European Union is misguided by powerful special interests that do not want to be scrutinized. Their concept of privacy has more to do with protecting the elite than the commoners.



In Italy, there isn't an Italian word for "privacy," so they adopted the English one and called the related watchdog organization, *L'autorità garante per la privacy*. Their website is [www.garanteprivacy.it](http://www.garanteprivacy.it).

This linguistic affinity is the extent to which Italians, and recently, the European Union (E.U.), view the concept of privacy, public disclosure, freedom of the press and free speech.

In Italy, the Privacy Authority was created in 1997 (under the 1995 E.U. directives) to protect the common citizen's privacy, but in effect it shields the rich, the powerful and members of organized crime from public scrutiny and press investigations. At the time, the country was recovering from the "Clean Hands" judicial investigation into political corruption that unsettled many prominent politicians and business people, and the elite wanted to make sure that nothing similar would happen again.

Technically, the Privacy Authority should have been redundant, since in Italy,

and the E.U. in general, information tends to be controlled (directly and indirectly) by politicians and industrialists who use the media to advance personal agendas, but apparently the elite needed a second level of protection, which the Privacy Authority assured.

This preamble serves to help us better understand the recent action which saw a panel of 13 judges on the E.U.'s Court of Justice, Europe's highest court, rule in Luxembourg that online search engines could be ordered to stop linking to information that people would prefer to keep out of public scrutiny. Even if the information was already accurately and lawfully published in print, the rule forces search engines to remove links if the offended people found them to be "inadequate, irrelevant or no longer relevant." The ruling is immediately enforceable, final and can't be appealed.

The case began a few years ago when a Spanish lawyer from La Coruna, Galicia Mario Costeja

Gonzalez, found links to embarrassing articles published in the Barcelona newspaper *La Vanguardia*. According to the new rule, newspapers can post the information online, but that information cannot be aggregated by search engines. This is because the E.U. Court sees search engines as commercial services and not as media organizations. In addition, the Court affirmed, "search engines should place the right to privacy over the right of the public to find information."

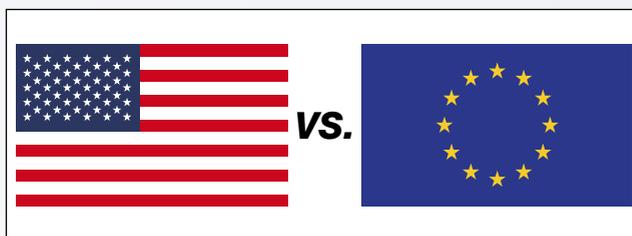
According to the E.U. Court, Europeans have the "right to be forgotten," and to preserve that right the online messenger has to be punished.

While the E.U. Court is giving governments the right to censor free speech in order to protect the powerful — as is the case in China, Iran, North and South Korea and several Middle Eastern countries — the rule will be enforced by agencies from 28 different countries

across the E.U. with little guidance from the Court. "It's up to the countries to provide consistency in how it's interpreted," stated M. Peter Hustinx, the E.U. data protection supervisor. This means that search engines could face inconsistent treatment in different E.U. countries.

Between the U.S. and the E.U. there isn't a substantial difference in the basic concept of privacy, but, while in the U.S. there is a strong adherence to the First Amendment of the Constitution that protects free speech, Europe is erecting digital walls to protect secrecy, hide vital information from citizens and shield corruption, under the false impression that truth emerges from the dissemination of less public information and not — like it is in the U.S. — from more, freely circulating information.

Dom Serafini



## VIDEOAGE DAILY AT MIPCOM

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(Continued from Cover)

## Azcárraga

in the Spanish-speaking world. It is also a neighbor of the U.S. with its 60 million people for whom Spanish is a first language.

But Mexico's rise to global prominence is also being driven by changes within the country as well as external considerations. Azcárraga has been CEO of Grupo Televisa since 1997, and at that time, penetration of pay-TV in the country was around 18-20 percent of all households. Now it is in excess of 50 percent. And the number of channels competing in that space has grown from around 50 or 60 to over 200.

Alongside these changes has been an embracing of technological change that has seen Televisa develop new ways to engage the viewer such as use of the second screen and exploitation of new distribution channels. Azcárraga revealed that Televisa shows are now available on nearly 50 different devices, and in 2015 they will bring to market a new show, *Logout*, designed to directly involve those with tablets.

*Pictured below are Televisa's Mauricio Bailon, Javier Perez-Teuffer, Vicente Zarazua, Carlos Castro, Barbara Albert Moreno, Hugo Treviño.* 🇲🇽



## Disney

industries reported sales of over U.S.\$20 billion.

*Pictured on the cover are: Leonardo Aranguibel, Henri Ringel, Fernando Barbosa, Fabiola Bovino.*

*Pictured below are: Azteca's Pedro Lascrain, DMDLA's Fernando Barbosa, Azteca's Rodrigo Fernandez, DMDLA's Leonardo Aranguibel.* 🇲🇽



## Mexico

programming and the great relationships offered to his NBCUniversal family of companies.

*Pictured below is Telemundo's Joe Uva.* 🇲🇽



*Pictured above are Mexico's Ambassador to France Agustin Garcia-Lopez Loaeza, Reed MIDEM's Paul Zilk, Laurine Garaude, ProMexico's Francisco Gonzalez Diaz.*

## STRAIGHT FROM THE PALAIS

🇲🇽 **Universal Networks International's** Maria Theresia Braun (pictured) is at MIPCOM to acquire content for Italian channels DIVA and Studio Universal.



🇲🇽 **FremantleMedia International** inked a multi-year, multi-format deal with MBC Group under which the pan-Arab versions of both *Idol* and *Got Talent* have been recommissioned for three more seasons. MBC Group also acquired the pan-Arab format rights to *The X Factor* and *Project Runway* for three seasons each. FremantleMedia acquired the global format rights (excluding French-speaking territories) to Satisfaction's entertainment format *Stars Under Hypnosis*, which is launching here at MIPCOM. The show sees Messmer hypnotize eight celebrities.

🇲🇽 Mexican international distribution company **Comarex** and Mexican educational network Canal Once struck a distribution deal that will see Comarex manage worldwide distribution rights for Canal Once's drama series. Comarex is also partnering with Onza Partners to launch Comarex España, to produce a catalog of Comarex formats and develop original content in Spain.

🇲🇽 **Studio 100 Media** renewed its distribution partnership with Comarex with a three-year extension that covers exclusive distribution rights for Studio 100 Media's entire catalog within the TV and home entertainment sectors for Latin America and non-exclusive rights for the Spanish-speaking U.S. In other Studio 100 news, Mondo TV will distribute animated and live-action content from Studio 100, such as *Maya The Bee*, *Heidi* and *Pippi Longstocking*.

🇲🇽 **Breakthrough Entertainment's** *Rocket Monkeys* was commissioned by TELETOON for a third season. The kids animated comedy-adventure series is produced by Breakthrough in association with TELETOON and animation studio Atomic Cartoons. Plus, Breakthrough announced that it will co-produce drama series *Miss Don't Touch Me* with Sudden Storm Entertainment. It will handle worldwide distribution of the show, which is launching sales here in Cannes.

🇲🇽 Sony Pictures Television Networks Latin America acquired the rights for **CBS Studios International's** *Scorpion* and *CSI: Cyber* to air on AXN in early 2015. CBSSI also announced a licensing agreement with Channel 5 for the exclusive free-to-air rights to *CSI: Cyber* and *NCIS: New Orleans*. The deal also includes licensing rights to future seasons of *NCIS*.

🇲🇽 **FOX International Channels** held a *Wayward Pines* party on Monday night. Pictured below are Fox's Elie Wahba, Hernan Lopez, James Murdoch.



🇲🇽 Canada-based **Tricon Kids & Family** is launching new youth series *Mission: 4Count*, preschool series *Shutterbugs* and concert special *Summer Beach Bash*. They're also launching season two of *Wildernuts* and *Grizzly Cup*, season seven of *The Next Star* and spin-off *The Next Star: SuperGroup*.

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## Australian Media To Reform Drastically

Australian Prime Minister Tony Abbott's government is planning to reform media ownership laws, changing the "two out of three" rules that prohibit companies from owning TV, newspaper and radio assets. The reforms would also eliminate the "reach rule," which bars commercial TV networks from broadcasting to more than 75 percent of the population. If these changes are put in place, Citigroup estimates that they could result in up to A\$2 billion in mergers and acquisitions. The first of these could take place between Seven, Nine and Ten TV Networks and their affiliates.

The Australian media sector has had a rough few years, with Fairfax Media's and Rupert Murdoch's News Corp. newspapers losing big in circulation, advertising and revenues (News Corp. controls over 60 percent of the country's papers). The decline has even taken a toll on mining billionaire Gina Rinehart (pictured at right), who owns 10 percent of Ten Network and a 15 percent share in Fairfax. Murdoch's son, Lachlan, and casino mogul James Packer jointly own nearly 18 percent of Ten Network, and Kerry Stokes, one of the richest men in Australia, controls the Seven television group.



While these proposals are supported by the media industry, academics in particular caution that such changes could undercut diversity in the news media.

## Aussie Kids Turn TVs Off

The tables are turning Down Under. Kids in Australia aren't watching as much TV as they did five years ago, according to a News Corp. analysis of data collected by the Australian Bureau of Statistics' Census at Schools project, which follows kids ages four to 12. Instead of watching television, kids are devoting their waking hours to working for spending money, doing their homework and even helping with household chores.

In 2008, Australian kids spent an average of 10.7 hours in front of the TV and 5.3 hours a week doing homework, but nowadays, they're hitting the books for seven hours, leaving less time for watching TV — 4.5 hours less, to be exact. They're also spending four more hours on the computer than they did in 2008, and an extra 1.3 hours on housework.

## Hungary's Ad Tax Adds Fear

Recently, Hungary's parliament approved a tax on advertising revenues, adding to concern among media companies that Prime Minister Viktor Orban seeks to further limit free press. Following Orban's landslide reelection, the levy was passed in parliament after the first reading, with all parliament members of Orban's center-right party Fidesz unanimously supporting it.

Though the government maintains that the advertising levy was passed as a method of generating revenue for the state, media companies are suspicious. What's more, these companies fear the tax could ruin their businesses, as it would rise progressively to 40 percent of advertising revenues. Before the approval of the tax, a number of newspapers and websites published blank pages and some television stations suspended broadcasting for 15 minutes in protest. Plus, some 1,000 people demonstrated outside parliament.

The levy was passed after mass resignations at the independent news portal Origo.hu, following a dispute with a minister and senior Orban ally.

The tax will hit RTL Magyarorszag, a subsidiary of Germany's RTL Group and the most popular channel in Hungary, disproportionately more than other media companies.

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## At Prix Italia Broadcasters Are Now Media Cos

The 66th annual Prix Italia kicked off on a high note, with the opening ceremony — complete with performances by a full orchestra — broadcast live on Italian Television. The event also featured performances by the Israeli singer Noa.

Organized by RAI, Italy's state broadcaster, Prix Italia is the world's oldest festival for television and radio stations. It took place September 20-25 in Turin, Italy.

This year's theme was "Innovation," and accordingly, the festival's digital content competition was open to all producers of digital content, not just conventional broadcasters.

Apart from general screenings and dedicated screening rooms where all content could be viewed on-demand, there were several conferences, notably one on the shift of state-owned companies from broadcasters to media companies. At the awards ceremony, six prizes were presented in the TV category, six in the Radio category, and two in the Web category. In addition, there was one prize in honor of the president of the Italian Republic, a prize in recognition of the upcoming Expo 2015 in Milan, Italy, and a "Signis Special Prize" named



after the association of Roman Catholic Broadcasters.

Some 230 works were submitted for consideration from 87 different broadcasters in 30 countries. The winners in the radio category mostly came from Scandinavia; a region with a long-standing tradition of investing in public radio. In television, the winners were scattered, although most came from northwestern European countries.

In the television category, the winners were *Southcliffe*, a BBC miniseries; *Marsman*, a Belgian series; short film *Off Ground*, from the Netherlands; art documentary *Discovering Dali*; documentary *The Missing Image*, from France; and the current events documentary *Exit*, from Norway.

In the Web category, the Danish project *Build It Up!* won the award for Best Trans-Media Experience. The in-depth news item *Rwanda, 20 Years Later*, by Italy's *La Stampa* newspaper, won best digital storytelling. France Télévisions was also awarded a special prize for their project *Generation WHAT?*

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## California's Tax Credits Triple

California wants to reclaim the title of film capital of the world; a title it lost to other U.S. states that offered to Hollywood, Bollywood, Nollywood and other emerging "woods," advantageous tax credits.

Recently, California more than tripled the state's tax credit to \$330 million a year for films and TV shows produced in California.

Under the new law, the old lottery system used to award tax credits is being replaced by one based on the number of jobs a production creates.

The new California tax credit law came in response to other U.S. states that enacted more favorable financial incentives to Hollywood and foreign producers. In 2014, the state of Georgia, for example, has seen a five-fold increase in production spending compared to 2008, reaching \$1.4 billion for a sector that employs 23,500 people.

# ACCORDING to JIM

TURKISH VERSION



@Disney

Disney Media Distribution Latin America

## CMD Has a Secret Love

Cisneros Media Distribution is at the Palais with telenovelas, teleseries and more. The characters in telenovela *Voltea (Fallen Over Love)* are so caught up in their problems and day-to-day lives that they don't notice when love and happiness are staring them in the face. (pictured)

Hard working and dedicated Irene is the perfect secretary, but when she falls in love with her millionaire boss, another woman tries to ruin everything in telenovela *Amor Secreto (Secret Love)*.

After her daughter is murdered, Veronica suspects a renowned psychiatrist, Dr. Raimundo Acosta, but he uses his influence to have Veronica declared insane and put under his care so that the can experiment on her in teleseries *DeMente Criminal (Criminal MasterMind)*.

The Lujans are very wealthy, while the Rincon family is not. But when Diego Lujan and Ana Rincon fall in love, these two very different families are brought together in telenovela *Cosita Linda (Sweet Thing)*.

A young female ecologist takes on a powerful industrialist, completely unaware that she is actually heir to his



fortune in telenovela *Corazón Esmeralda (Emerald Heart)*.

**Non-Dialogue Comedies** is a catalog of comedy programs and series from some of the top comedy production houses, including Just For Laughs, Novovision and QuebeComm.

**Beauty Pageants & Realities** features reality series *All For the Crown*, which follows "Miss Venezuela" contestants as they are cast, trained and rehearsed.

Stand P-I.G50

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

## Multicom Never Sleeps

Multicom Entertainment Group is offering programming packages aplenty and is also actively acquiring rights. Professor Edward leads a diverse group on a dangerous expedition to prove the existence of a lost world in Sir Arthur Conan Doyle's *The Lost World* (pictured).

When a mob kingpin is gunned down, a mafia princess must join forces with her estranged sister to keep control in her family's hands in *Send No Flowers*.



Eric Roberts and Armand Assante star in *The Night Never Sleeps*, a gritty feature that evokes the spirit of movies like *Taxi Driver* and *The French Connection*.

**The Secret Life of John Paul II** tells the true story of the unlikely friendship between the pontiff and a private ski instructor.

**Factual, History, Biographies, Documentaries Package** includes more than 3,000 hours of programming.

Animated features galore are included in the **International Family Classics** package. Movies include *Alice Through the Looking Glass*, *Oliver Twist*, *A Christmas Carol* and *Sherlock Holmes*.

Stand P-I.J66

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

“At ATF VideoAge helps me understand the market, look for TV content to buy and find co-producers.”

Tony Chow,  
Producer-director, Singapore



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## Telefe Travels Down Love Road

**T**elefe International presents a soapy slate of telenovelas. **Love Road** (*Camino al Amor*) is the story of the four children of Armando Colucci, a complicated man who lived a complicated double life with his wife's best friend. When he has a heart attack, will they care enough to be by his side? (pictured)

Miranda and Diego fell in love one summer long ago, but life tore them apart. Years later, the death of Miranda's father — a well-known radio broadcaster — causes her to reexamine her past. But will **The Legacy of Rock & Roll** (*Viudas e Hijos del Rock & Roll*) be enough to reunite them in this romantic comedy series?

Family comedy **Dear Daddies** (*Sres. Papis*) depicts the bond formed among four fathers who become friends while dropping their kids off at kindergarten each day.

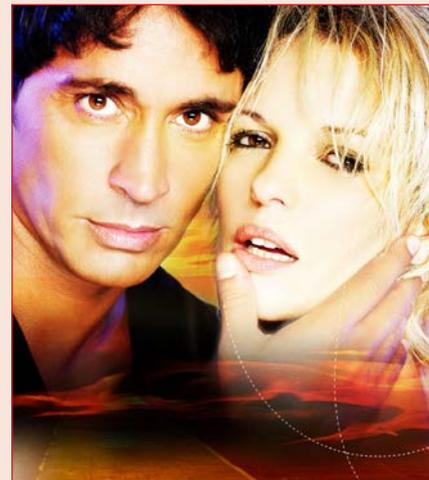
When tragedy strikes, a confirmed bachelor suddenly finds himself the legal guardian of four young orphans in comedy **We Are Family** (*Somos Familia*).

Teen telenovela **Allies** (*Aliados*) boasts two seasons (40 episodes each) that are complemented by seven-minute webisodes that aired on [www.telefe.com/aliados](http://www.telefe.com/aliados). It follows a group of teens on a mission of compassion.

A doctor decides to drive a taxi following the death of his beloved wife in **Taxxi: Crossed Hearts** (*Taxxi: Amores Cruzados*). But when he meets a woman who looks exactly like his late wife, he might just learn to believe in love again.

**Candy Love** tells the tale of Bandi Candy, a candy factory on the brink of bankruptcy and a legacy threatened by real estate development.

Stand R9.A20



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

## Caracol Gets a Shot of Grace

**C**aracol Television brings both dramas and reality shows to the Palais. Julian meets Esperanza in the oddest of places — a jail for both men and women separated only by a fence. But when the duo decide to break free and become **Fugitives**, will they be able to live happily ever after?

In **Shot of Grace**, a theater actor gets to play the role of a lifetime when he's forced to surrender to police while pretending to be a powerful drug lord. The series goes back in time to discover just how he got into this mess in the first place.

Javier discovers that **Men Cry Too** after a promotion falls through at work and his high-maintenance wife decides she can do better.

Martin is a down-on-his-luck gambler who falls for the powerful female executive he chauffeurs around town in **The Sweetest Love**, even though they are total opposites.

Contestants compete for prize money in reality series **The Challenge Morocco**. But conditions are less than fair — one group spends its days in a house equipped with servants and gourmet delicacies, while another lives without accommodations or food. Who will win?

The mysterious and dangerous world of drug trafficking is explored in **The Dark Widow**.

Stand P-1.G25

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



## Record TV Makes Miracles

**R**ecord TV Network brings the Bible to MIPCOM with the series **Miracles of Jesus** (*Milagros de Jesús*), a series that depicts the many miracles of the Son of God. Episodes include "The Marvelous Fishing," which shows how Simon morphed into Peter, and "The Hunchback Woman," which tells the tale of a woman who loses faith after a lifetime of hardships. (pictured)

A vengeful paraplegic wants to destroy the adoptive father who shunned him after he got injured in telenovela **Victory!** (*¡Victoria!*). But when he seduces the man's daughter from a second marriage, has he gone too far?

**Sins...** (*Pecados...*) tells the story of the Vênetos. Husband Michele came to Brazil to escape financial issues, as well as problems with the police, while wife Ana is mourning the loss of the baby she knows Michele's wanted forever. When she discovers that his lover is pregnant with her husband's son, will she pass off the child as her own?

When favorite son **Joseph from Egypt** (*José del Egipto*) is given an ornate robe by his adoring dad, he draws the ire of his brothers, who sell him as a slave. The HD series follows the Biblical hero to Egypt, where adventures aplenty await.

This telenovela chronicles the life of **The Penny Lady** (*Mamá Xepa*) — a woman who gives her last few pennies to the poor when she can.

In HD telenovela **Tricky Business** (*Los Tramposos*), many learn that their lives aren't what they seem. Isabel discovers that her wealthy husband is actually drowning in debt, then loses their baby, while Arthur is an older playboy who refuses to act his age. Will they ever find true happiness?

**King David** (*Rey David*) is brought to life in this series, which follows the humble shepherd as he defeats the mighty Goliath, becomes the king of Israel and follows his heart — with occasionally disastrous results.

Stand P-1.G22

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



## Artear is Cunning

**A**rtear comes to Cannes with series and telenovelas galore. After the bank where Monica, Mey, Lorena, Andrea and Laura had deposited their money suddenly folds, the five **Cunning Girls** (*Guapas*) bond over their lost savings and broken dreams to become fast friends.

In **Dissemblers** (*Farsantes*), a disgraced lawyer looking for a second chance decides to reestablish his old firm with some new blood. New associates will include Pedro, a young attorney to whom he is surprisingly attracted; Alberto, an ex-con; Gabriela, a clever lawyer with a dark secret; and Marcos, a womanizing ambulance chaser.

Three old friends who met as children while playing soccer at a local club will come together to try and save that club when it goes bankrupt many years later. But will these **Same Old Friends** (*Mis Amigos de Siempre*) still be as close when their lives have taken very different paths?

When Margarita takes a job as a janitor in **My Love for You** (*Por Amor a Vos*), she meets two men who vie for her heart. But she quickly learns that one of them might actually be the father of the boy she raised as her own — but who is really the biological son of her sister.

The placid world of the Southern Community Market will be turned upside down when Rocio, a spirited woman recently separated from her possessive husband,



meets Rodolfo, who was just released on parole after spending two years in jail for a crime he didn't commit. Will they each find **Somebody to Love Me** (*Alguien que me Quiera*)?

In **Teach Me How to Live** (*Enseñame a Vivir*), Clodine, a young rich girl, is orphaned after the jet that she and her parents are in crashes in a forest. Their servants abandon the girl in the jungle and pass their own daughter off as the rich girl instead. Two decades later, the false Clodine is a spoiled brat accustomed to a life of luxury. But when a young woman raised by monkeys in the jungle returns to civilization, all of their lives will change forever.

Stand P-1.C72

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

# THE AMAZING RACE

ECUADORIAN VERSION



@Disney

Disney Media Distribution Latin America

## Azteca and Comarex Double Your Fun

**A**zteca and Comarex are bringing tons of telenovelas to the Palais. When Valentina's husband dies, she and her three daughters are shocked to discover that their beloved patriarch led a secret double life and that the only legacy he's left for them is a strip club for women in *Las Bravo (Girls Only)*. (pictured)

After Lourdes's parents die, she tells people that she works as a psychologist, but in reality, she dances in a bar in order to pay for her sister's boarding school in telenovela *Un Escenario Para el Amor*. What will happen when the man she loves discovers the truth?

A single dad is startled to learn that he's an unlikely chick magnet after reluctantly taking a job at his cousin's dating agency in comedy *El Hombre De Tus Sueños (The Man of Your Dreams)*.

Men and women compete in *Soy Tu Doble (I'm Your Double)*, a reality show in which contestants try to imitate the voice, personality and movements of a well-known singing star.

Fourteen home cooks enroll in culinary school to master the art of international cuisine as they compete to win a kitchen makeover, a cash prize and a televised cooking segment in reality show *Kitchen to Fame*.

Youth telenovela *Niñas Mal 2* follows a group of so-called bad girls making life miserable for their new teacher.

When Martin sets his sights on Celeste in youth telenovela *Ultimo Año (Senior Year)*, he must first bring down Benjamin, the most popular guy in school, in order to get her. Will Benjamin be able to reclaim what is lost to him?

Stand R8.B10



www.comarex.tv

## Televisa's Heart is Yours

**T**elevisa has telenovelas and talent shows in tow. Maria Dolores loses faith in the opposite sex after her boyfriend frames her for murder in telenovela *I Don't Trust Men Anymore (Yo No Creo en los Hombres)*. Will Maximiliano, an honest lawyer, help her regain her faith in men?

Sofia Ripoll takes over her father's chocolate-making empire after he dies. Salvador Cruz is a simple race car driver. At first glance, they seem to have little in common. But when Salvador becomes Sofia's driver, will they discover that theirs will be a love that lasts *Until the End of Time (Hasta el fin del Mundo)*?

Ana Leal is forced to take a second job as a nanny for seven motherless kids who make it their business to make life difficult for their caregivers in comedy *My Heart is Yours (Mi corazón es tuyo)*. Will she eventually win them over? And will she and their widower father fall in love in the process?

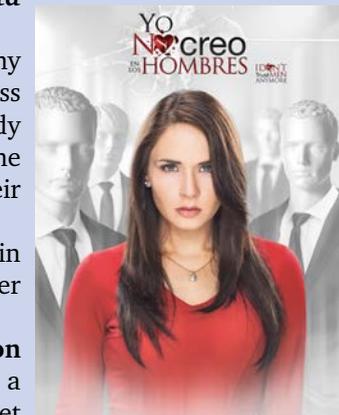
A mother and daughter clash over a man in telenovela *La Malquerida*. Will Cristina and her daughter Acacia find their way back to each other?

Lucia and Marcelo discover *The Color of Passion (El Color de la Pasión)* in this telenovela about a brother bent on revenge and a woman trying to forget past betrayals.

Parent-child duos perform for votes in talent show *Stand Up For Your Country*. They must first impress the studio audience and the judges. Then, the entire country.

Teams of kids between the ages of four and 11 compete in a singing, dancing and acting talent competition called *Little Giants (Pequeños Gigantes)*. The teams vie for votes from a jury of celebs who were once considered child prodigies.

Stand R9.A2



www.televisainternacional.tv

## Telefilms Plays Imitation Game

**T**elefilms is at MIPCOM with a diverse slate of movies. When a Peruvian bear with a love for all things British makes his way to *Paddington* Station, he's lucky to meet the Browns, a family that wants nothing more than to make the cuddly bear a part of their family. But when he comes to the attention of a museum taxidermist, will his luck run out? (pictured)

*The Imitation Game* stars Benedict Cumberbatch in the true life tale of Alan Turing, a British cryptographer who helped crack the Nazi's Enigma code and was later prosecuted for being a homosexual.

Jake Gyllenhaal is a freelance crime journalist navigating the mean streets of Los Angeles in suspense thriller *Nightcrawler*.

In *Caballeros del Zodiaco*, a girl plagued by mysterious powers is saved from an assassin by a warrior known as a "Saint." Together, they'll wage a war against the "Gold Saints."

Daniel Radcliffe stars as Wallace, a med school dropout who meets the perfect girl... who happens to live with her longtime boyfriend. The two strike up a close friendship instead of anything romantic. Will they eventually get together or are the duo doomed to forever wonder *What If?*

Stand P-1.E4

www.telefilms.com.ar



## Telemundo is Made of Steel

**T**elemundo Internacional has telenovelas to spare in Cannes. Sara's fantasy world turns into a nightmare when her fiancé is killed on their wedding day and she learns that he stole a large sum of money from a drug lord in *Señora Acero (Acero, Woman of Steel)*. She flees to Guadalajara and tries to start over, but a mysterious enemy is always watching. (pictured)

After spending 11 years in jail when she falls for the wrong man in *Los Miserables (Les Miserables)*, Lucha is ready to start fresh. Until she is blamed for yet another crime she did not commit.

Musical competition series *Yo Soy el Artista (I Am the Artist)* seeks triple threats: men and women who can sing, dance and entertain. Although many believed that Aurelio Casillas died while trying to change his face in the first season of *El Señor de los Cielos (The Lord of the Skies)*, the truth is that he is very much alive and will return to deal with his enemies.

An accident causes Reina Ortiz to forget the last eight years of her life in telenovela *Reina de Corazones (Queen of Hearts)*. Will she ever be able to remember the ones she loves the most?

When *Nora* goes to visit her brother in prison, she never imagines that she will meet the love of her life, Felix Villamil, there. But will her worst enemy (and long-lost sister) steal his heart from her?

Disturbing secrets come to light following a young man's death in *Vuelve Temprano (Don't Be Late)*. Will his parents — Clara, a TV journalist, and Santiago, a criminal attorney — be able to figure out what really happened to Ignacio?

Stand Po.Br

www.telemundointernacional.tv



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## TV Event: Le Rendez-Vous

The 20th annual Le Rendez-Vous, France's international TV Market dedicated to domestic content, took place on September 7-11 at the foot of the Pyrenees in the resort town of Biarritz.

Organized by TV France International (TVFI), the Paris-based French association that groups together all of the countries' major TV producers and distributors, the Rendez-Vous showcased over 1,160 programs.

Over a four-day period, 285 confirmed buyers were able to screen over 770 new shows; more than enough to keep them from wandering off to surf on Biarritz's legendary beach. This is the seventh year the event was held in this Atlantic Ocean resort on the west coast of France, having moved from the warmer Mediterranean waters of St. Tropez.

The buyers came from 66 countries, mostly from key television territories including Scandinavia, Belgium, Germany, Switzerland, Italy and Russia. The French sellers, on the other hand, represented 62 of TVFI's member companies.

All buyers were invited to Biarritz by TVFI, offering them a round trip ticket from Paris CDG to Biarritz and a four-night stay in one of the many deluxe hotels in the resort town.

Buyers were also kept busy with a full schedule of events, mostly dealing with France's recent successful export: formats. There was a panel discussion on French formats, as well as an awards presentation on the market's opening night rewarding the most successful French formats, with an award for the best-selling French format and an award for the most creative new format.

There weren't many dramatic changes from past editions, according to Mathieu Bejot, TVFI's executive director, as participants are reportedly happy with the balance between screenings and meetings.

The Rendez-Vous also hosted the premieres of two new programs: *White Soldier* (distributed by Lagardere) and *Witnesses* (distributed by Newen). There were two dedicated evenings, one focusing on *World Medicine* (ARTE France) and the other on *The Darwinners* (Mediatoon Distribution).

During the traditional press conference touting the export numbers for French programming, Bejot reported annual international sales for French content worth 137 million euro, their highest level in 13 years.



**“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 a selection of some of the Water Cooler’s most popular entries. To see full versions of the text, visit [www.videoage.org](http://www.videoage.org).”**

## Award Show: The Emmys

The 66th annual Emmy Awards — bestowed by the Los Angeles-based Television Academy — were broadcast for three hours on a Monday night (August 25) on NBC, which is owned by cable giant Comcast. The last time that happened was back in 1976, and it certainly did not go unnoticed, as the presenter, Seth Meyers, current host of NBC's *Late Night with Seth Meyers* and a *Saturday Night Live* alumni, remarked, “This year we’re doing it on a Monday in August, which I understand in television means the Emmys are about to get canceled.”

The reality is that the Emmys had no other choice, considering that MTV's Video Music Awards were held on the previous day, Sunday, which is traditionally the Emmy's turf. Meyers joked that MTV rarely airs music videos anymore, “That’s like the TV networks holding an awards show and giving all the trophies to cable and Netflix. That would be crazy! Why would they do that?”

Very clever, Meyers, very clever.

It seems that everyone could have guessed the major wins would go, in fact, to... cable. With a grand total of five wins, the hit cable series *Breaking Bad* (which aired its season finale last September) hit a grand slam that was equally as predictable as *Modern Family*'s success. The ABC hit comedy came up two Emmys short of *Breaking Bad*. *Sherlock*, a PBS show, tied with *Modern Family* for three Emmys, while *American Horror Story* and *Fargo* (both on cable network FX) won two.

What was remarkable was the number of nominations HBO had this year: 36 out of a total of 164. But that's not really surprising. Seemingly unnoticed by the Television Academy, the rules for cable networks are different from those for FTA and not as restrictive. HBO, for example, has the freedom to air just about anything, while standard FTA broadcast television can't.

It is almost like comparing two different games, with one team following unregulated rugby rules and the other playing strictly regulated touch football. It's obvious that the team playing rugby would pummel the opposing team.

And yet, even with the unfair advantage, standard FTA broadcasting put up a good fight, winning Outstanding Writing for Miniseries/Movie/Dramatic Special, Outstanding Directing for a Variety Special, Outstanding Directing for a Comedy Series, Outstanding Supporting Actor in a Miniseries or Movie, Outstanding Supporting Actor in a Comedy Series and many more. And these accolades came even without obscene amounts of violence, realistic looking dragons, meth labs, sex, horror and foul language.

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## WWE Gets Raw

**W**WE voyages to Cannes with an assortment of wrestling-related programming. **Raw** is a live event show that combines in-ring matches, dramatic interactions and a rock concert feel.

**SmackDown** (pictured) is a weekly live event show that features wrestling matches and over-the-top drama from venues around the globe.

If you're curious about the lives of wrestling celebs both in and out of the ring, **Total Divas** is the show for you.

**WWE Main Event** features weekly wrestling matches and storylines that fit in with **Raw** and **SmackDown**.

**Superstars** and Divas come together in this hour-long program that gives viewers a rare chance to catch the entire WWE roster all in one place.

Meet the next generation of **WWE Superstars** in **NXT**, a series that gives viewers a peek at both the on-air personalities and the behind-the-scenes staff that make all the WWE series happen.



**WWE Pay-Per-Views/Specials** showcase the emotional stories and dramatic confrontations of many a wrestling match, capped off with the biggest night in the wrestling world, **WrestleMania**.  
**Stand R7.E75**  
[www.wwe.com](http://www.wwe.com)

## A+E Italy is at War

**A**+E Italy is showcasing the titles on the channel's programming slate for October and November.

Their slate boasts a number of shows featuring rugged men grappling with the elements. Watch as **Mountain Men** (pictured) struggle to get the food and supplies they need before going up against mudslides, falling trees, hungry animals and brutal, seven-month-long winters in such locales as the Blue Ridge Mountains of North Carolina, the Yaak River in Montana and the northern range of Alaska.

Defiant teenagers are forced to spend a day behind bars with convicted felons to learn where their behavior might eventually lead them in Emmy-nominated series **Beyond Scared Straight**.



The program drastically changes the lives of some participants, but for others, jail is inevitable.

**Ice Road Truckers** are used to transporting critical cargo to remote communities over some of the most hazardous routes in the world. But this year is even worse as a polar vortex has created some of the worst weather in the Canadian backcountry in over a century. The truckers must wrestle with freezing winds, blinding whiteouts and mountains of snow.

Treasure hunters Darrell, Brandon, Jarrod and Brandi search for big scores in the high-stakes auction world in series **Storage Wars**.  
**Stand P3.C10**  
[www.aenetworks.com/about/international](http://www.aenetworks.com/about/international)

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1. *Teefe's Claudio Ipolitti, Maria del Rosario Cosentino, Maria Eugenia Costa, Nancy Rolon*  
 2. *Telemundo's Luis Silberwasser and Marcos Santana*  
 3. *Caracol's Berta Orozco and Estefania Arteaga*  
 4. *Fremantlemedia's Sheila Aguirre at the Fremantlemedia party held on Monday night*  
 5. *Azteca's Marcel Vinay Hill*  
 6. *Telefilms' Humberto Delmas, Alfredo Andreotti, Ricardo Costianovsky, Diego Halabi, Alejandro Carballo*  
 7. *Artear's Luciana Egurrola*  
 8. *Zodiak's Grant Ross, Marc-Antoine d'Halluin, Steve Macallister, Rod Henwood*

9. *Cisneros Media Distribution's Cesar Diaz*  
 10. *Record TV's Delmar Andrade and Edson Pfitzenreiter Mendes*  
 11. *ITV's Can Okan hosted a Turkish beach party last night*  
 12. *eOne's John Morayniss (l.) and Stuart Baxter (r.) with The Book of Negroes' Lawrence Hill and Damon D'Oliveira*  
 13. *Scripps' Hud Woodle, Kevin Chorlins, Leena Singarajah, Simone Nardi*  
 14. *Lightning Entertainment's Mathilde Epstein, Ken DuBow, Alexandra Cocean*  
 15. *SBS's Krijn Helmer with Breakthrough's Jodi Mackie, Kate Blank, Nat Abraham*

## Jornadas: South Cone Cable TV is Strong

**T**alk radio programs in Buenos Aires, Argentina, like to parody Pope *Francisco*. Indeed, the Pope is not only a religious leader, but also a personality, and this was reflected in the 24th annual *Jornadas de Cable* (now *Jornadas Internacionales* or International Cable Days) conference and market, where programs about the Argentinean Pope abounded to promote various channels' cable carriage.

But at almost U.S.\$4 for a small cappuccino, the prices at the Hilton Hotel in the popular Puerto Madero area of Buenos Aires were not too far from those charged here at the Palais in Cannes.

Nevertheless, attending *Jornadas Internacionales* 2014 was worthwhile, especially to salute the Asociación Argentina de Television por Cable's 50th anniversary. ATVC organizes *Jornadas* together with CAPPESA, the Argentinean association of TV signal distributors.

In effect, *Jornadas* marries cable operators and signal (or content) distributors. Indeed, there were mostly signal distributors spanning the South Cone of Latin America including Telefe, Telearte and Claxson, but also distributors from the U.S. (like HBO, AMC, Disney and ESPN and FOX)



and other parts of LATAM (such as Azteca and Televisa), Europe (France 24, Deutsche Welle and RTVE), Japan's NHK and Russia's RT. Missing among the Europeans were BBC and RAI. Also reduced was the presence of hardware manufacturers, very prominent in past editions, thus establishing *Jornadas* mostly as a content event. These distributors use *Jornadas* to meet with cable, satellite and online operators, this year as far away as Peru. In addition, the event serves to find local companies that sell satellite dishes to receive channels in areas where the broadcast TV signal doesn't reach (areas without repeaters) or that are not served by cable operators.



Officially, there were 23 conferences (one of them is pictured above left), 59 exhibitors and 4,000 total participants, however many more signal distributors (such as Arter and RAI Italia's distributor, All TV) were in attendance without stands. The event is also a magnet for the LATAM TV trade press, which was present with some 10 publications (see photo above). This in addition to international TV magazines such as *VideoAge*.

Security and streaming were some of the topics discussed, while ATVC's official publication emphasized piracy as a major issue. Indeed, the author association, Argento, promoted its *Sin autor no hay obra* (Without An Author You Don't Have a Job) theme, while FOX LATAM pushed its *Pirateria Cero o* (Piracy Zero o), with editorial and ads, *La pirateria se roba lo mayor de tu negocio* (Piracy Steals Most of Your Business).

One characteristic of the all Spanish-language *Jornadas* is that the market becomes more lively on the second day of the three-day event that started September 17, just before the beginning of South America's spring. The mood on the basement level of the Hilton Hotel was somber and business-oriented with little or no recreational activities on the schedule.



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