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Governor Scott's NATPE Welcome

It 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

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NATPE: Not Just Work. Play Too

Parties, 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 Diván*. Peace Point is featuring former UFC Welterweight World Champion Georges St-Pierre, while Telemundo's

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NATPE's Domestic Twist

The success of studio-distributed programs

The 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?"

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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

NATPE Focuses On Buyers

NATPE 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 in 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 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 questions

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Disney Media Distribution
Latin America

