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INTERNATIONAL

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More Buyers Eye DISCOP Istanbul

After NATPE, the international TV industry's next stop is the fourth edition of DISCOP Istanbul. Patrick Zuchowicki, CEO of DISCOP organizer Basic Lead, noted that one significant change since the last edition of the market is that it is moving to a "major convention center, so we have more exhibitors, more exhibiting space and we are expecting more participants."

DISCOP is a B2B content market set up by Los Angeles and Paris-based Basic Lead to stimulate the TV business across Central and Eastern Europe, West and Central Asia, the Middle East and the Gulf territories. It will take place March 4-6 at the International Convention and Exhibition Center in Istanbul, Turkey.

Organizers expect 1,000 delegates representing more than 500 companies from over 90 countries to attend. Last month, Zuchowicki reported that 75 percent of the exhibiting space had already been sold. "We have more buy-

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Tartikoff Award Embraces TV

Tonight at the Fontainebleau, the TV industry will remember late producer Brandon Tartikoff at the 11th annual Brandon Tartikoff Legacy Award and NATPE will recognize individuals who encompass all different aspects of the industry, including international, domestic (U.S.), production, broadcasting, digital, corporate and creative.

All these facets of the industry are encompassed by the four executives: Televisa's Emilio Azcárraga Jean, Lionsgate's Jon Feltheimer, producer/writer James L. Brooks and NBCUniversal's Lauren Zalaznick, who will receive the awards.

As CEO and chairman of the Board of Directors of Mexico's Grupo Televisa, Emilio Azcárraga Jean has helped the

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LATAM Events Kick Off Mart

Telemundo, Viacom, RCN Kept Press Busy

Yesterday, three events held the press contingent's attention here at NATPE, forcing reporters and photographers to scramble between hotels.

Kicking off the morning was Telemundo Internacional's press con-



ference at the Eden Roc, followed by Viacom's on the Versailles side of the Fontainebleau, then RCN at the Tresor Tower.

Telemundo announced its plans with Spain's Reser TV to jointly own, develop, produce and distribute *El Arista* (working title), a new musical competition format and weekend primetime series. It is slated to premiere in the 2014-15 TV season.

The agreement covers the co-ownership and production of the new format, based on an original idea from Reser. Additionally, Telemundo announced that it is launching a second feed for its pay-TV channel in Latin America. On February 1, the new feed will cover South America

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L.A. Screenings New Challenges

This year the L.A. Screenings were announced with a twist. Early this month, FOX chairman Kevin Reilly opened his executive session the Television Critics' winner press to be flanked by two signs that read: "R. FOX Pilot Season 1986-2013," stating "We are going to be bypassing pilot season," starting this year.

It is not a new stance. In 2006, NBC CEO Jeff Zucker announced that the network would steer clear of script programming during the 8 p.m. hour. At NATPE 2008, Zucker said that NBC planned to order a number of series straight-to-air. The following April, NBC held a mini Upfront event for advertisers in which the network revealed its complete 52-week programming strategy — a full movie

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