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VIDEO AGE

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Buyers' Preparations For L.A. Screenings Start at MIP

The Road to the L.A. Screenings is paved with traps: Buyers are cagey about revealing what they like amongst the new season's series for fear of "compromising negotiations," and sellers are wary about buyers' intentions. Usually this dance starts in May, but since the U.S. TV networks have already announced a large number of pickups (either in pilot or straight-to-series form), buyers at MIP-TV have already started to jockey for position.

Some buyers, such as Walter Sequeira of ARTEAR in Argentina, are said to be disappointed by last season's attempt to copy shows like *Lost*, but he's impressed by cable's more audacious shows like *Game of Thrones*.

Dermot Horan from Ireland's RTE said he "can't really judge the



new ones until I see the full slate of programs earmarked for the 2014/5 season, and where they are scheduled. What is now clear, however, is that you can't just look at the U.S. free-to-air networks. The cable and premium cable channels offer a range and volume of programming that has become

(Continued on Page 4)

June Is For Mart Hopping and TV Shopping

If you think April is a busy month with MIP-TV and the concurrent NAB Show and Cable Show, be prepared for what lies ahead after a relatively quiet May. To allow time to attend just the key entertainment-related trade shows, the month of June should have 58 days. If we have to add hardware-related TV markets, then the days could reach over 70.

Unfortunately, June has only 30 days and the international TV industry will have to pick and choose among the 20 key trade shows in 10 countries.

Naturally, among those 20 markets there are some traditional favorites, like NATPE Europe (June 23-26 in Prague), Licensing Expo (June 17-19 in Las Vegas), Mone

(Continued on Page 4)

My 2 Cents: Sochi could become an ideal convention venue
Page 10

INSIDE: Highlights of TV offerings from Latin America
Pages 10

COMING UP: L.A. Screenings Study & Pilots Guide
May

VideoAge Daily on the go



Hotel ★★★★★ Concierges Evaluate MIP

Many MIP-TV participants depend on hotel concierges to make their stay in Cannes less stressful. Whether they're well or poorly tipped, their service is always highly professional. They appear to know it all and have an answer ready for every question, almost on par with teenagers. But what do concierges think of MIP-TV and its participants?

VideoAge Daily posed this question to concierges at the Majestic, Carlton, Grand Hotel and Martinez. They all answered openly, but declined to be quoted.

Their general view of MIP-TV is that this year will be quieter than previous editions. The studios' reduced presence is sorely felt, but the concierges pointed out that since Reed MIDEM bought almost all of the hotel rooms, their hotels will be filled with participants who used to stay at other hotels.

In addition, considering that MIDEM, the music market in February, surprisingly rebounded and MIPIM, the real estate show in

(Continued on Page 4)

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