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U.S. Studios Show Strength, Presence, Quality Content

Not even a deafening thunderstorm could dampen the enthusiasm of Ben Pyne, president, Global Distribution, Disney Media Networks, as he confirmed yesterday that ABC Studios' drama *How To Get Away With Murder* has been licensed to broadcasters in 158 territories worldwide.

Speaking without a microphone due to a power outage, Pyne also introduced a deal that sees The Walt Disney Company acquire OTT phenomenon Maker Studios, closed last May. The site boasts 560 million subscribers and claims nine billion views per month.

Today at 4:20 p.m. in the Grand Auditorium, Armando Nuñez, president and CEO of CBS Global Distribution Group and David Stapf, president of CBS Television Studios, are delivering a joint keynote



address as part of MIPCOM's Media Mastermind Keynote series.

The duo will discuss a number of topics, including event programming, new relationships with digital distribution partners, CBS's year-round programming strategy, the global appetite for CBS and Showtime content and the latest spin-offs of two

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OTT's Quality, Monetization Still Problematic

Marcel Fenez, global leader of the Media Team at PwC, spoke to VideoAge Daily about OTT. He explained that we have yet to see the emergence of a universally accepted definition of what actually constitutes OTT, but if you define OTT as "content on the Internet," then its potential is as great as the penetration of broadband — though there are issues. At the top of Fenez's list of issues is quality. He insisted that, "Compared to the big cable companies, the speed and picture quality offered by many OTT services isn't great." Yet, he acknowledged, "Customers are prepared to tolerate this in order to gain access to the content." Despite this, Fenez said that this is an area in

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on the go



SPT's Indie Status Prized

As usual in October, the major U.S. studios are out in force here in Cannes, and this time around, many of their execs took a turn on stage, where they participated in keynotes. Yesterday morning, Steve Mosko, president of Sony Pictures Television (SPT), participated in the opening MIPCOM Media Mastermind keynote.

In an interview moderated by Matthew Garrahan, Global Media editor at the *Financial Times*, Mosko touched on the growth of its international business, including agreements with global television partners such as Televisa and production partners, like George Clooney's Smokehouse Pictures. "Our independence has really [been] a benefit for us. Internationally, being an aggressive company works to our advantage. We have a number of great ideas for smart, creative projects," Mosko said.

Mosko also discussed piracy, namely as it pertains to windowing, saying, "A lot of people in television have been in denial about piracy for a while. People in the international distribution business have brought it to my attention. By the time shows

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this team is pure genius

CBS STUDIOS INTERNATIONAL

