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# VIDEO AGE

INTERNATIONAL

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DAY

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## Disney LATAM Gets Top Mexican Content

**Y**esterday, 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

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## Azcárraga Sells Mexico's Creativity

**N**ot 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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## Mexico Ueber Alles at MIPCOM

**T**o 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

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**UMUTSUZ EV KADINLARI**  
DESPERATE HOUSEWIVES

Disney Media Distribution Latin America

