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VIDEO AGE

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DAY 2

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From Snow White to Frozen at Disney Latin America

Disney's LATAM suites at the Tresor are as white as the snow and ice in *Frozen*, the successful 2013 movie, and the one-hour TV special, *The Story of Frozen: Making a Disney Animated Classic*.

Disney's good fortune with snow dates back as many as 78 years ago with its animated film *Snow White*, and memorable scenes with snow are featured in such popular movies as *Beauty and the Beast* (1991) and even *Mulan* (1998). Not to mention the always popular *Disney on Ice* figure skating show.

Frozen's Snow Queen has taken \$1.27 billion at the global box office and *Frozen* mania merchandise dominated sales this past holiday season.

After winning the elevator



challenge, visitors to Disney's two suites on the 19th floor of the Tresor Tower in the Fontainebleau Hotel were welcomed by an array of *Frozen* themed pictures, artifacts and video images on monitors.

Pictured above are (l. to r.): Jack Morena, Leonardo Arangüel, Gustavo Sorocski, Fernando Barbosa, Henri Ringel.

Standing Up For The Stands vs. Hotel Suites

What makes a content distributor choose a stand in the exhibition hall instead of a suite in one of the Fontainebleau's four towers? Is it the money? The traffic? A conscious decision to avoid the elevators? VideoAge Daily asked some of the decision makers about what influenced their choice, but first, let's run the numbers. At this NATPE there are more than 170 distribution companies with stands and over 80 with suites, with the majority of those companies taking suites in the Tresor, and the rest fairly balanced among the other three towers. Counting each of the five Pavilions

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Participants' Conference Wish List

At 65, the number of NATPE conferences for the three-day event is just as impressive as the lineup, with Joe Uva, Rola Bauer, Vin Di Bona and Adriana and Gustavo Cisneros, among others. With the help of some NATPE participants, VideoAge Daily spotted a few interesting topics that didn't make their way onto the schedule.

Some said they would have liked to have seen a conference that touches on the upcoming 2015-2016 new U.S. TV season, especially since there are many Hollywood agents on the speaker list.

Second, there are no conferences offering insight into how foreign producers can enter the Hollywood TV production cycle, which some attendees would have enjoyed.

Along those lines, Liz Levenson of GRB Entertainment believes "it would be interesting to attend a conference specifically focusing on global acquisitions and the challenges of overcoming cultural boundaries when it comes to selling

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