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Hooray For Hollywood At The L.A. Screenings

"California, Here I Come," was written in 1921, well before the L.A. Screenings, which started in 1963, but in certain respects it could be said that the song anticipated the Screenings, in the sense that buyers and sellers alike are as anxious to reach the (studio) "gates" as the protagonist of the Broadway musical. And speaking of Broadway, for the U.S. studios, the L.A. Screenings will start on Friday, May 15, the day after the U.S. broadcast networks make their pilot selections for the new primetime TV season public in New York City.

However, both Lionsgate and Paramount will start a day earlier, on Thursday, which is a few days before the indies begin vacating their



exhibition suites at the Century Plaza Hotel. Indie companies like Leda Films and Starz Worldwide Distribution will open their suites on Wednesday, May 12 and be done by Friday, May 15. Televisa will operate from May 12-14 and Israel-based Armoza Formats will be opening up shop a day earlier, on Monday, May 11 and wrapping up

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Latin TV Fare Flares Where Least Expected

Traditionally, MIP-TV is not a market for LATAM buyers, but it is a great market for Latin American companies that sell to Europe, CEE, the Far and Middle East and Africa — basically regions grouped under the acronyms EMEA, MEA, CEEMEA and APAC (Russia's current and former territories are in APAC).

Case in point: Caracol's Estefanía Arteaga (pictured on the next page) said that MIP-TV offers a great opportunity to reach all of Europe, as well as Asia, which has been picking up and Africa, which is a growing market. Record TV Network's Delmar Andrade said that "MIP-TV is one of the main markets for reaching both Eastern and

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L.A. Screenings Guide
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The Obvious Is Bolloré's Forte

Yannick Bolloré, chairman and CEO of Havas, gave a keynote yesterday. Billed as "an outline of the future," it was, in reality, more "a summary of the present."

Technology is disrupting the flow of content. It is disrupting viewing patterns, the 30-second ad is still important but is no longer enough. Brands have to move towards being...err brands. Is it just us — or have you also heard all of this somewhere before?

Bolloré put all of these changes down to three things (1) the dramatic increase in DTT, (2) the rise of video sharing platforms such as YouTube and Dailymotion (the one Orange has been trying unsuccessfully to sell for two or three years) and (3) the dramatic impact of OTT. Hindsight, as they say, is a wonderful thing.

Additionally, the audience was treated to a story about Bolloré getting off a flight in San Francisco and receiving a text at the airport offering him a discount on salmon sushi — a personal favorite, apparently. So impressed by this was Bolloré that he investigated and discovered the advertiser had been

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