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MIPCOM 2015



VIDEO AGE

INTERNATIONAL

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Turkey Sets New Standards For Country of Honor Status

Since it was announced last October that Turkey was being awarded Country of Honor at MIPCOM 2015, 12 Turkish production, distribution and TV networks got together with the Istanbul Chamber of Commerce (ITO) to organize the most lavish extravaganza Cannes has ever seen for a television event.

At a cost of 2.5 million euro (two million of which was contributed by government organizations), various Turkish companies split duties and events. These include three parties and six conferences (today's opening night event is sponsored by THT; tomorrow's party will be sponsored by ITV Inter Medya, and Wednesday's party by Global Agency). The opening day luncheon



is sponsored by ATV. Exhibitors are also trotting out some 15 stars of Turkish series, which are the staple of the country's TV exports. In addition, ITV has sponsored MIPCOM's official t-shirts and Kanal D has sponsored the official market bags.

Over 50 Turkish entertainment companies, 20 of which are

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What to Expect For Your Money and Time

If MIPCOM seems crowded this year, that's because it is. At first count, there are an estimated 6,500 sellers and 4,500 buyers — with nearly 14,000 people expected in total. The final numbers will be given, as usual, by Laurine Garaude, Reed Midem's director of TV division on Thursday at noon.

One of the questions on attendees' minds: How to make time for the growing number of conferences at MIPCOM (there are a record number of conferences this year, in addition to official breakfasts, luncheons and screening events).

Among the screenings are Sony Pictures TV's *The Art of More* (held

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Personality Kudos to Fox's Dana & Gary

With MIPCOM in its 31st edition, its 12th annual Personality of the Year award (from 1989 to 2003 it was called "Man of The Year") is going to a duo for the first time. But, since they act as a team, one could say that the singular descriptor "personality" is still appropriate.

Gary Newman and Dana Walden were paired up at Fox in 1999 by Peter Chernin, then COO of News Corp, Fox's holding company. Newman, a lawyer, had joined Fox in 1990 at the age of 36. Walden, a publicist, was recruited for Fox by Lucy Salhany in 1993, when she was 28. Three years later, she was moved from publicity to production.

In 1999, Newman and Walden became co-presidents of Twentieth Century Fox Television, the production arm of Fox Television Group.

The Dana & Gary team — the former creative mastermind,

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CHRISTIAN COOKE KATE BOSWORTH WITH CARY ELWES AND DENNIS QUAID



THE ART OF MORE

A NEW ONE-HOUR DRAMA SERIES

