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MIPCOM 20



VIDEOAGE DAY

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LATAM Conquers Cannes With Quality Content

For Latin American buyers, MIPCOM represents the most important market, after the L.A. Screenings and NATPE. Despite economic problems, especially in Brazil and Argentina, over 150 Latin American acquisition and programming executives travelled to Cannes, including some from Central America. However, the U.S. studios confirmed that they were each scheduling appointments with fewer than 50 buyers from the region. And just as important as the buyers, a large number of distributors from Latin America set up shop at MIPCOM. They represent 280 companies from nine countries (215 with stands), including those from the Hispanic U.S.



Disney Media Distribution Latin America (DMDLATAM), for example, is in attendance with their largest contingent of executives ever (pictured on the cover), and has announced local productions such as *Hasta Que Te Conocí* (*Until I Met You*), among others.

On Monday, Telemundo Internacional announced the signing of an

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The Challenges of 4K Ultra HD Are A Hot Topic

It looks as though this MIPCOM has embraced 4K, with sessions devoted to ultra high TV definition taking place every day of the market. Why so much interest (11 sessions at least) for this technology that, seemingly, is not much different from simple HD?

4K Ultra HD and high dynamic range imaging (HDR) provides viewers with a 'wow' factor, but requires some fine tuning before achieving mainstream success. Yesterday's panel "HDR Focus: Discover HDR" focused on current and future prospects for developing superior image quality, along with its myriad challenges.

While the new technology promises more natural and vivid

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VideoAge Daily on the go

Preparing For ATF With MDA

MDA's top exec Angeline Poh is at MIPCOM promoting both production and distribution opportunities in Singapore and the advantages of the Asia TV Forum (ATF) for worldwide distribution companies.

"For Singaporean companies, MIPCOM is very important for the sheer size of the market and the fact that is very efficient," said Poh. As to the importance of ATF, Poh stressed the fact that it has become an intra-Asian trading market. According to Poh, distribution companies that are planning to attend or exhibit at ATF have to go "beyond program sales" and explore new concepts, offering formats that resound with local audiences.

"OTT in Asia are starting to invest in original concepts," she added, "and are becoming more demanding because the Asian TV market is getting more sophisticated."

Commenting on the importance of ATF was Television France International's Mathieu Bejot, who expects an attendance of between 25 and 30 companies. The highlight of their programming will be the spy thriller *The Bureau* from Federation

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