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INTERNATIONAL

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The Reality Aspect of NATPE Is Full of Drama

Driving from Miami airport to Miami and Miami Beach, we've noticed something that the locals have been living with for a year now: Construction sites operating day and night, slowing down local traffic.

Indeed, the Dade County area is experiencing a revival as is NATPE, with more exhibitors (315, including 35 new ones), more buyers (over 1,000) and more events (seven including the Reality Breakthrough Awards). And, let's not forget the recreational side of things, with over 20 parties, in addition to the Welcoming Party held yesterday and today's opening party and Telemundo party.

New this year is the Reality Buyers Hall, where reality show buyers have



tables for meetings. Reality is taking a major role at NATPE with a two-day event, including the second annual Reality Breakthrough Awards and 11 conference sessions (out of the 58 scheduled throughout the three-day market). All conferences have now been moved to the Eden Roc hotel, which is adjacent to the

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Take Five With Buyers Checking Their Wish List

At NATPE, both acquisitions executives and content distributors have to confront many issues, in addition to the art of buying and selling.

From the point of view of buyers, their talks are touching on new windowing, but without concern for FTA. One French broadcaster who did not want to be named commented that he doesn't "want SVoD before broadcasting season two," while for TV Azteca's Pedro Lascruain, his concern is Pay-TV.

Caracol's Camilo Acuña said, "The increase of new windows has driven us to work hand in hand with the digital arena to generate value

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VideoAge Daily on the go



Take Five With Sellers Waiting To Meet Buyers

Sellers go to NATPE prepared. They schedule meetings in advance, arrange their program catalogs and check their dubs, make a list of issues to solve, topics to deal with, set up windows for FTA premieres and second windows. In this case, VideoAge Daily becomes a forum where all these preparations are explored.

For Cisneros' Marcello Coltro, license fees are not determined by the TV stations' planned time slots, but "according to territories and type of window." However, to Armoza Formats' Avi Armoza, "the value of a format must correspond to the value that it is able to generate for the broadcaster, and the time slot has a major effect on the level of income that a show will generate for the channel." Similarly, for Peace Point Rights' Les Tomlin, "the timeslot is one of several factors we rely on to price a show."

Whether January is a good time to introduce new shows, Telemundo's Joysette Rivera said, "since [NATPE]

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