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MIP-TV 20

VIDEOAGE DAY

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The L.A. Screenings Begin at MIP, But Not Officially



The talk here at MIP-TV (besides, "When did you arrive? Where are you staying?" and "When are you leaving?") is all about the L.A. Screenings: When you'll be in L.A., where you're staying, and any big parties this year?

Despite the imposing presence of these upcoming rituals that are now in their 54th year, the MIP-TV official schedule totally ignores them. Indeed, out of 105 conferences here at MIP, no one tackles topics such as "The Approaching New U.S. TV Season." It's as if, MIP is ducking the L.A. wave instead of riding it.

And yet, this coming May, the traditional L.A. Screenings will show some changes that could have been useful to present at a seminar: First, the official headquarters has moved from the Century Plaza Hotel to the nearby InterContinental Hotel. Second, the list of new pilots already picked up is getting longer (see report in *VideoAge*'s April Issue).

So far, over 70 exhibitors have

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Latins at MIP-TV To Keep Up With Competition

At MIP-TV, Latin American companies are not as numerous as at MIPCOM. However there is still a big presence with 16 exhibitors from South America and seven more from the U.S.

The Latins' presence at MIP has also a strategic purpose, since it has to defend its territory from the incursion of the formidable Turkish companies.

At MIP, the 23 Latin American exhibitors are "battling" 20 Turkish exhibitors that are matching the Latins' marketing power, series output and format offerings. The "war" is now on licensee fees with

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VideoAge Daily on the go

From A to U Of World Content Mart

Representatives from countries such as Armenia, Azerbaijan, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan and Uzbekistan rarely attend markets in Europe and the U.S., however, they will flock to the Moscow's World Content Market (WCM), May 30-June 1, 2016.

All 15 countries of the former Soviet Union will attend WCM, spanning from Eastern Europe to the Baltic States, from the Southern Caucasus to Central Asia. And, of course, "mother Russia" with 22 national terrestrial TV networks will be represented (of which Channel One, Rossiya One and NTV are the largest). The country also boasts 300 pay-TV channels from nine national operators (via IPTV, cable and satellite) and 40 VoD services, mostly via Internet.

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