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MIPCOM 20

VIDEOAGE DAY

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LATAM's MIPCOM Peaks & Dips: A Changing Region

Financial analysts seem to agree that LATAM's economy recovery is on track, even though Mexico, Brazil and Argentina still face some challenges. Among them are the facts that Argentina's inflation rate is now set at 40 percent a year and that Venezuela is on the verge of adopting the Bitcoin as its official currency.

Nevertheless, advertising expenditures in the region are expected to grow by nine percent this year to about U.S.$37 billion and by 6.2 percent next year to U.S.$39.45 billion. TV territories that are considered "stable," include Colombia and Peru, while Chile is in a growth pattern, mostly due to local productions. However, unlike other territories with a good local production output,



Chile doesn't yet have an industrial form of international content distribution. Indeed, only seven Chilean companies are exhibiting at MIPCOM. Peru is also ready to enter the international stage. This very afternoon a group of Peruvian production companies are hosting

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TV Azteca at 25 Renewed Under A Younger Salinas

Last Sunday, over 250 executives gathered at the Majestic Hotel in Cannes to celebrate the 25th anniversary of TV Azteca, now under the leadership of Benjamin Salinas Sada, the founder's son. During his welcoming speech Salinas Sada mentioned that in the two years that he has led Salinas Group, ratings for the flagship station increased from a 28 percent share to today's 35 percent.

In evidence at the dinner was the presence of executives representing most of the U.S. studios, such as SPE, Disney, Viacom and NBCUniversal.

"Content is the present, content is the future," commented Salinas, who took the opportunity to announce the

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VideoAge Daily on the go

MIP Cancun: Bigger Venue, Sister Market

MIP Cancun is expanding and adding a new market. The new venue for the November 15-17, 2017 fourth annual Mexican TV market organized by Reed MIDEM is now the Moon Palace Resort. The new event is the Co-Production Matchmaking Market.

Ted Baracos, director of Market Development, TV Division, and director of MIP Cancun for Reed MIDEM, explained that the new venue will be able to accommodate 170 tables, compared with last year's 142, while the number of buyers will reach 160 from 23 countries, out of a total of 26 countries in Latin America. Last year's event saw 135 LATAM buyers.

Bonafide broadcasters from Latin America are invited all expenses paid, while sellers looking to acquire products for their own distribution pipes would pay a registration fee—but as buyers not sellers.

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