

[View PDF](#) [Download PDF](#)



Alberto Ciurana: TV Azteca's Ace Wins Over Challenges

As chief content and distribution officer at Mexico's TV Azteca, veteran TV executive Alberto Ciurana is responsible for the programming, operations, and production of TV Azteca's channels as the network enters the next phase of its "reinvention," a process orchestrated by the company's CEO, Benjamín Salinas Sada.

Specifically, Ciurana is responsible for flagship networks Azteca 7 and Azteca Uno (formerly Azteca 13), as well as a+, which is a national network with distinct regional focuses. He also heads up operations and production for TV Azteca International (a satellite pay-TV group of channels), content exports, and the Azteca Deportes sports operations. He plans to bring



TV Azteca's digital operations, and seeks to increase the interaction between personal screens and larger ones, dedicating relevant content to all platforms.

Ciurana has over 35 years of experience working in many levels of the Spanish-language television industry. He has had a long career that included a stint as a vice president at Televisa.

(Continued on Page 6)

LATAM Market Gives Turks a Delightful Treat

Seven of Turkey's largest content distribution companies are exhibiting this year at NATPE Miami, bringing over 1,000 hours of new programming and some 5,000 hours of library content.

The reason why the Turks want to establish a TV empire in LATAM is clear. These days, yearly revenue from the Latin American region ranges between 25 and 35 percent for most Turkish companies. And those percentages are quickly growing.

For Kanal D, the region represents about 31 percent of yearly revenues. "LATAM is one of the most important territories [for us]," said Mikaela Perez, sales executive for Latin America.

(Continued on Page 6)

My 2 Cents:
Technical progress
and social regress
Page 1

WORLD: AI to the rescue, 35th Caucis Awards Winners
Page 1

INSIDE: Highlights of new U.S. and Turkish television fare
Pages 10-11

VideoAge
Daily on
the go



Is NATPE Still Just A LATAM TV Trade Show?

VideoAge Daily spoke with six international television and film executives from five countries about their expectations for this NATPE Miami in an effort to put a finger on the pulse of what's going to be happening in the next few days in The Magic City—as this South Florida locale is sometimes called.

When asked what she's most looking forward to about the market, Melanie Torres, director, International Sales, at Sherman Oaks, California-based GRB Entertainment, said that the element of NATPE "that excites us the most is the number and quality of buyers. It's great to get everyone in the same place and have the opportunity to show old and new buyers our new programming slate, which is always changing. It's a great opportunity to meet with new channels who may not know about GRB and the content we provide."

Speaking of that content, which Torres calls "diverse," the

(Continued on Page 6)



