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NATPE 20



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U.S. Studios See NATPE Under Different Lights



Yes, all the U.S. studios are present at NATPE Miami, but they're here in different capacities. While CBS, Disney, Fox, MGM, and Paramount have opted for suites, NBCUniversal has chosen to welcome buyers by staging a party tonight (Fox did the same on Monday at the Roc).

Sony Pictures sent its top executive, Tony Vinciquerra, to address the NATPE crowd this morning, and the company's Andy Kaplan will join CBSSI's Armando Nuñez this afternoon for "a chat." Meanwhile, Warner Bros. chose to sponsor the columns at the Blue Bar and sent gifts to participants in their hotel rooms in the form of certificates for discounted drinks at the bar. WBITV's Jeff Schlesinger is taking meetings in a private room.

A number of U.S.-based mini-majors, such as Lionsgate, A+E Networks and Viacom International Media Networks, as well as the U.K.'s All3media and Banijay (which dispatched top exec Tim Mutimer), and Canada's eOne, are also out in full force.

VideoAge met Armando Nuñez

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NATPE Awards Celebrate Unique Shows

The winners of the fourth annual Unscripted Breakthrough Awards were announced yesterday, on the first day of NATPE Miami. Hosted by Dan Abrams, chief legal analyst for ABC News and host of Big Fish Entertainment's series *Live PD* on A&E, a special luncheon ceremony at the Eden Roc presented the winners in the six categories.

The Awards are designed to honor programs and celebrate people that broke through the clutter in the preceding year, as well as becoming part of the cultural conversation and generally altering the expectations of what constitutes

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Football To Make History On A+E's History Channel

Yesterday at the Fontainebleau, A+E Networks International announced the launch of a 14-day, 24/7 television event, *History of Football*, that will lead up to the 2018 World Cup.

Set to broadcast on History from May 28 to June 10, 2018, the football special will broadcast in over 160 territories, spanning from Latin America to Southeast Asia, including Brazil, Italy, Spain, Sweden, and the U.K., among others.

As part of the mega event, History will present *History's Greatest Moments in Football*, which chronicles recent teams and players in World Cup history; *Football Godfathers*, about the sport's most revered club managers; and *Football's Greatest: Head to Head*, which compares the greatest players of the past against the newest names. In addition, there will be localized content tailored for several territories. For example,

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