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Miami Heat: Two Marts Hit the Finishing Line

One down, one to go. The first of the two Miami TV markets this year ended on Thursday, January 18, at the Inter-Continental, and the second one started yesterday, January 23, at the Hilton.

Well before the start of these dueling events, reps for C21Media, which organizes Content Americas, announced that their 2025 market will take place January 21-23, 2025.

So far, we can report that NATPE Global had 83 exhibiting companies and 1,500 participants, of which 700 were buyers. Meanwhile Content Americas featured 146 exhibitors, including studios Warner Bros. Discovery, Sony Pictures TV, Disney Entertainment Latin America, Paramount Global Content Distribution, and NBCUniversal, as well as 2,000 official participants (of which 1,000 are buyers).

In terms of conferences, NATPE

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LatAm TV With a View of The Big Picture

Following yesterday's "State of the LatAm and Hispanic Nation" seminar, here's *VideoAge* Daily's take from its LatAm contributor Omar Mendez*.

If there is one thing that characterizes Latin America, it is the permanent political and economic instability of its countries. There's also the marked differences of each of them. The region seems to be in an eternal loop: Economic growth below the global rate, persistent inflation, limited job creation, obsolete regulatory frameworks, and energy problems. The audiovisual industry is not immune to these conditions, although it has some

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Buyers Can Be Choosy in Miami

While the TV market duel between Canada (NATPE) and the U.K. (Content) heats up in the U.S., *VideoAge* Daily checked in with content buyers to see which Miami event they'd rather see come out on top.

A rep from Ireland's VideoElephant is skipping out on Content but attended NATPE Global "looking for factual English-language TV content for our FAST channels."

Moving east, Johanna Salmela, a buyer for Finland's YLE, a regular at past NATPE Miami editions, sent this note: "Unfortunately, we have had to cut down our [Miami] travelling expenses. It will be nice to hear how the two markets will work as they are held so close to each other."

Maurizio Colombo, head of Programming and Acquisition Planning at Italy's Mediaset, is attending Content Americas, which was selected due to "[the types of] distributors to contact based

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