

## **Brazilian delegation celebrates positive results at MIPCOM 2017**

*The participation included hundreds of meetings and a cycle of business get-togethers with Argentina, China, Israel and the UK. The stand was crowded every day, confirming the growing interest of the international market in the Brazilian audiovisual production*

Busy days have marked the agenda of the 41 production companies and 58 executives of the Brazilian delegation at the *Palais des Festivals*, in Cannes, during the four days of MIPCOM, the world's most important audiovisual event. This year's Brazilian participation, made possible through Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), was larger than in the two last editions/the last edition.

The business get-togethers started on Tuesday, with the Argentinean delegation, and ended on Thursday, with companies from China. The companies from the UK and Israel were at the stand on Wednesday – Brazil has bilateral audiovisual co-production agreements with both nations, starting in 2017. Meetings with representatives from international events also took place, among which Kidscreen, Annecy and Natpe, markets that will all receive Brazilian delegations organized by Brazilian Content in 2018.

In the search for new contacts and partnerships, UP! Content Co, one of the eight companies that participated for the first time in MIPCOM, had 59 meetings focused on broadcast with players from Europe, the Middle East, Asia and the USA. “We should sign, still this year, due to these contacts from MIPCOM, five contracts with channels that will represent the property of ‘Bubu and the Little Owls’ to the world”, revealed Jake Neto, the company's commercial director. Animaking, Capelini Filmes, Plateau Filmes, Pushstart, Raven, Red Studio and Sétima Cinema completed the group of the first timers.

To Guilherme Coelho, from Bromélia Produções, the great advantage of MIPCOM rests in being able to find channels from various countries in just one place, which optimizes the search for international distribution. “We managed to present the Little Dottie Chicken to channels from at least 15 countries, a content that is already broadcast in Brazil, in all countries of Latin America, Italy, France, the UK and, soon, in Germany, China and Japan”.

The intense activity at the Brazilian Content stand in Cannes also caught the attention of Igor Germano, head of the Division for Audiovisual Promotion (DAV) from the Ministry of Foreign Affairs. “I was impressed with the Brazilians' level of professionalism and the perception that other countries have of our work's integrity”.

Actually, an optimistic mood dominated the day-to-day activities of the Brazilian delegation during the event. During MIPJunior (October 14 and 15), for example, Elo

Company signed a deal with the Chinese Moores International for the sale of the Brazilian animated TV series 'Illustrating History', licensed for five years, two of which non-exclusive and three with exclusivity. Sato Company, in turn, announced it is maintaining the volume deal with the mini major Lionsgate for free-to-air TV in Brazil. "This represents a wonderful film catalog, such as La La Land, **Crimson Peak**, Power Rangers, the Orange is the New Black series, the Hunger Games and Twilight franchises, among many others. Apart from that, we signed a deal with Colombia, selling eight documentaries for free-to-air TV, and expanded an operation with SmartVOD, a transactional OTT that comes with every Samsung and LG devices for all of Latin America", tells Nelson Sato, CEO of the distribution company, which has been operating in Brazil for 32 years.

Cine Group registered an average of six meetings per day, with companies such as Warner, History, Scripps Networks, Bubble Media, apart from actively participating in the business get-togethers with players from Argentina, Israel and the UK. At the other side of the counter, Input Som Arte Sonora, which works with Brazilian producers in international co-productions, left the event praising what it saw. "I've witnessed the accomplishment of many projects in which we've been involved from the start", said Mario di Poi.

### **Three Brazilian production companies are competing for the International Emmy Kids Awards**

More good news: three Brazilian production companies are nominated for the International Emmy Kids Awards, which recognizes the year's best children's productions. Boutique Filmes is nominated for the third year in a row, this time with the third season of "Zu's Zoo". Red Studio competes for best Kids Animation with the series "Siesta Z", a co-production with Argentina (El Perro en La Luna and Pakapaka), Colombia (Señal Colombia) and Ecuador (Educa). Finally, the series "Mika's Diary", from SuperToons, competes in the Pre-school category. The winners will be announced on April 10, 2018.

### **Participating production companies at MIPCOM 2017**

The production companies 2DLab, 44 Toons, Alopra Estúdio, Animaking, Belli Studio, Boutique Filmes, Bromélia Produções, Cabong Studios, Capelini Filmes, Chatrone, CINE Group, Conspiração Filmes, Copa Studio, Cygnus Media, Dogs Can Fly Licensing, DUE Produções, ELO Company, Estúdio Giz, FM Produções, Grifa Filmes, INPUT | artesanora, LUVA, Mixer Films, Moonshot Pictures, Panorâmica, Plateau Filmes, Prodigio Films, Pushstart, Raven Filmes, Red Studio Brasil, Rinaldi Produções, Sato Company, Sétima Cinema, Singular, Split Studio, Synapse, Tortuga Studios, TV Pinguim, Up! Content Co, Visom Digital and Zola form the Brazilian delegation.

### **Sobre o Brazilian Content**

O Brazilian Content é o programa internacional da Brasil Audiovisual Independente (BRAVI), criado em 2004 e realizado em parceria com a Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil). Com o objetivo de promover

o conteúdo audiovisual independente no mercado internacional, o Brazilian Content viabiliza parcerias entre empresas brasileiras e estrangeiras (por meio de coproduções, vendas e pré-vendas para canais de TV, internet, telefonia celular e mídias digitais). O Brasil hoje é considerado um importante mercado no cenário internacional e integra o plano de negócios de coprodução de inúmeras TVs e produtoras.

### **Sobre a Brasil Audiovisual Independente (BRAVI)**

A BRAVI reúne produtoras independentes de conteúdo audiovisual para televisão e mídias digitais e possui mais de 600 associados em 18 unidades da Federação, nas cinco regiões do Brasil. Fundada em 1999, a associação atua fortemente para o desenvolvimento do mercado audiovisual brasileiro e representa o setor em diversos fóruns de debates públicos e privados. Com uma estrutura profissional e reconhecida representatividade nacional, a BRAVI também participa ativamente das regulamentações do mercado audiovisual, incentivando a produção e novos modelos de negócios, além de oferecer capacitação especializada ao produtor independente. Por meio de relevantes parcerias institucionais, apoia a participação do empresário brasileiro no mercado audiovisual internacional.

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