

Brazilians bet on the strength of NATPE in strategic moment for Latin America

Nine national production companies will be in Miami (USA) in January to represent the country in one of the most important international events for TV content

With Latin American productions gaining more and more prominence and space in the international market, nine Brazilian producers will be at NATPE Miami Marketplace & Conference 2019, one of the main markets for television content, which will be held from 22 to 24 January in Miami, Florida (USA). The Brazilian delegation will be led by Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

The event is a window of opportunity for producers interested in meeting and doing business with Latin, Hispanic and North American partners. It is also ideal for presenting projects and seeking training on the latest trends in the market, in television and in content. In addition to the market area, NATPE has a diversified programming and will cover topics such as platforms and OTT, development, business, brands and advertisers, among others.

One of Brazil's highlights in this edition is the participation of Juliana Algañaraz, from Endemol Shine Brazil, in the panel "LatAm Summit Part 4 - The Executive POV", which will focus on Latin American productions, with themes such as increasing quality and audience numbers.

"NATPE is a strategic moment to enable production and marketing partnerships with companies operating in Latin America and for relations with global players," says Edison Viana of Moonshot Pictures, a production company that attends the event every year.

Another production company that will be at NATPE is Medialand, which will attend the event for the fourth time this year. For its executive producer Beto Ribeiro, spectators around the world have been increasingly endorsing Brazilian creativity and quality. "NATPE makes it easier to access key people in the market, enabling this greater integration between market and contents," he says.

First-timers

Keeping an eye on this world of opportunity, three Brazilian production companies will attend the event for the first time: Glaz Entretenimento, Super8Prod and Story Productions. Mayra Lucas, CEO of Glaz, says that the company decided this would be the ideal moment to attend the event, now that it has an established TV department with more hours of content produced. "Right now, NATPE is the strongest market for TV in the Americas," says Mayra.

Brazilian Content will have a booth at the event, which offers full support to producers when it comes to advertising, doing business and information. "We hope to promote the content made in Brazil by attracting buyers to our booth and allowing national production companies to sell and partner with the Latin American, North American and Hispanic markets," says Rachel do Valle, executive manager of Brazilian Content.

In addition to the producers already mentioned, they complete the list of Brazilians participating in NATPE: Formata, Movioca Content House, Sato Company and Teleimage (totaling 9 companies and 12 representatives). For more information on the event, visit NATPE's [official website](#).

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 650 associados em 21 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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