

Brazilian animation heads for the 2020 Kidscreen Summit optimistic

Brazilian Content and Brazil Games are taking 29 companies ready for business meetings, co-productions and international partnerships

Brazil will arrive in full force at the Kidscreen Summit, a reference event among the main entertainment content professionals for children, which takes place in Miami from February 10 to 13. The last edition received more than 2,000 people from 50 countries.

The official Brazilian delegation will represent the national kids' audiovisual content production industry, which is growing every year in the country and attracts more and more investors from abroad. The group is led by Brazilian Content, the audiovisual content export project promoted by BRAVI, and Brazil Games, carried out by Atragames (Brazilian Association of Digital Game Developers), both in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

Brazilian production companies have robust projects. Gabriel Garcia, CEO of Hype, says that one of the highlights will be the animated series 'Guitar & Drum', a co-production with the Chilean studio Punkrobot that has been showing on Disney channels in Latin America. In addition, the company will announce a new partnership with Punkrobot and Red Studios, a production company from Peru. "Our goal is to join forces to offer more services to larger, more specific projects. We are expecting excellent results", he says.

For Cid Makino, Partner at Split Studio, Kidscreen is one of the main events in the sector and offers a cozy environment for closer networking. "We will, as always, look for partners for our projects, in addition to selling works already produced and offering animation services. This year we are taking the under-development projects 'The Charcoal Swordsman', 'Qual é broto?' and 'Boca do Lobo', in addition to our newly produced series 'WeeBoom'", he says.

Mary Morita, executive manager of Brazilian Content, ensures that Brazil has great opportunities in this market. "The production of children's content is one of the highlights of independent Brazilian production. We have hits in live action like 'Gaby Estrella' and 'Blue Building Detectives' and, of course, animation for children and preschool audiences. This year, the delegation is taking to Kidscreen consolidated IPs like 'Earth to Luna!', 'Jorel's Brother' and 'The (Sur)real World of Any Malu', to name a few, and new projects like the international co-production 'Holocards Warriors'. Our studios will attend the event in search of co-production, licensing and to attract international productions", she says.

The companies that are attending Kidscreen in the Brazilian Content delegation are: 2DLab, Alopra Estúdio, Animaking, Apiário Estúdio Criativo, Belli Studio, Boutique Filmes, Bromelia, Chatrone América Latina, Combo Estúdio, Content Blue, Copa Studio, Dogs Can Fly, Druzina Content, Forest Comunicação, Ghost Jack Entertainment, Hype, Mono Animation, Petit Fabrik, Pinguim Content, PushStart, Sato Company, sBusiness, Split Studio, Story Productions, UP! Content Co., and UP Voice

Games in action



With the goal of strengthening the Brazilian industry of digital games, the project Brazil Games is taking companies such as Akom Studio, Rockhead Studios, Webcore Games, Petit Fabrik and PushStart. The last two are also members of Brazilian Content.

“We will highlight the transmedia cases from Rockhead Studios, which at the 2019 Kidscreen Summit closed a co-production deal with Sardine Studios from Canada to make an animated series of the game ‘Starlit Adventures’; and the Timo case, from Webcore Games, a game based on a Brazilian comics. Timo was one of 4 Brazilian games selected for Google’s Indie Games Accelerator program in Singapore in 2019”, explains Eliana Russi, Manager of Brazil Games.

Rockhead intends to expand its commercial partnerships this year. According to Christian Lykawka, the company’s CEO, the goal is now to open new possibilities of co-production with studios from different countries, apart from prospecting buyers for their content, such as TV and VOD channels.

Camila Malaman, Partner and Director at Webcore Games, says the company already has many meetings scheduled and is looking for partners interested in producing an animated series in partnership with “Timo The Game”. The games studio will also be looking for partnerships for transmedia content.

In total, the Brazilian delegation is made up of 29 companies.

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 660 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.

Sobre o Brazil Games

O Projeto Setorial de Exportação Brazil Games é um programa sem fins lucrativos, criado pela ABRAGAMES (Associação Brasileira das Desenvolvedoras de Jogos Digitais) em parceria com a Apex-Brasil (Agência Brasileira de Promoção de Exportações e Investimentos), com o objetivo de fortalecer a indústria brasileira de jogos digitais, capacitando e criando novas oportunidades de negócios para as empresas brasileiras no mercado internacional.

Sobre a Apex-Brasil

A Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil) atua para promover os produtos e serviços brasileiros no exterior e atrair investimentos estrangeiros para setores estratégicos da economia brasileira. A Agência realiza ações diversificadas de promoção comercial, como missões prospectivas e comerciais, rodadas de negócios, apoio à participação de empresas brasileiras em grandes feiras internacionais, e visitas de compradores estrangeiros e formadores de opinião para conhecer a estrutura produtiva brasileira.

Informações para a imprensa

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