

## **With a delegation of 36 producers, Brazil has a record participation in the 2019 Kidscreen Summit**

*National companies will take 73 finalized productions and 100 projects, reflecting the country's positive moment in the children's entertainment industry; The event will be held in Miami between February 11 and 14*

36 producers, 47 representatives, 73 productions and 100 projects. Brazil is going to the Kidscreen Summit 2019, one of the most important kids' content events in the world, with an unprecedented representation - reflecting the good moment of the national children's entertainment industry.

The Brazilian delegation at Kidscreen is led by Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). This year the event will be held between February 11 and 14 at the Intercontinental Hotel in Miami (USA).

"We have been noticing, in recent years, a very positive growth in the number of Brazilian companies at Kidscreen," says Rachel do Valle, executive manager of Brazilian Content. In 2015, the delegation had 15 national production companies; in the following two years, 16; in 2018, they were 23. "This growth is the result of many factors, such as understanding the market and the audience, government support for national productions and recognition inside and outside the country. All of this encourages new creations, generating a virtuous circle in the market. "

Regarding the recognition of Brazilian animation, Rachel mentions the 2013 Annecy International Animated Film Festival, in which Luiz Bolognesi's feature film 'Rio 2096: A Story of Love and Fury' received the main award. In the following year, 'The Boy and the World', Alê Abreu's feature film, won both the main award and the audience award. Last year, Annecy confirmed Brazil's positive moment by honoring the one hundred years of Brazilian animation.

### **Union**

Brazil will be represented at Kidscreen with a total of up to 73 finalized productions and 100 projects. The high expectations of this edition come not only from the participation of award-winning and world-famous animations, but also from new productions and creative projects.

Boutique Filmes is an example, which is taking to the event productions that have already had very positive audience feedback, including international ones (such as the second season of "Papaya Bull" and the fifth season of "SOS Fairy Manu") and also new projects, such as "Hotel Rudini", co-produced with Birdo Studio and the Canadian production company Blue Ant. Boutique Filmes will also announce a live-action project at the event.

"The success of Brazilian animation nowadays occurs for several reasons, but one of them is, in my opinion, the most important one: the industry is very collaborative, very united. Of course there is competition, but there is also a strong sense of collaboration among all producers", says Tiago Mello, a partner at Boutique.

"Kidscreen is essential for Brazilian animation nowadays because it is one of the industry's largest markets," adds Sabrina Nudeliman, partner and director of Elo Company. "Brazilian animation has achieved the level of global competitor, with projects such as 'Tito and the Birds', which we will release in February in Brazil. The distribution company is taking two major highlights to Kidscreen this year: "Bubu and the Little Owls" and "Buzzu in the Intergalactic School".

Brazilian Content will have a 9-square-meter booth at Kidscreen this year, a space that works as a meeting point and support base for its member companies. The booth has two tables for meetings, wireless internet, a bilingual receptionist, a flyers display, booklets of the Brazilian participation for distribution, among others.

## **Games**

In this year's Kidscreen edition, the Brazilian delegation will include for the first time six production companies members of Brazilian Game Developers (BGD), project carried out by ABrageles (Brazilian Association of Electronic Game Developers) in partnership with Apex-Brazil, with the goal of strengthening the Brazilian digital games industry.

The BGD member companies participating in Kidscreen are AKOM Studio, Arcolabs, Flux Game Studio, Manifesto Games, Rockhead Studios and Webcore Games.

In addition to the companies already mentioned, the following companies will be part of the Brazilian delegation at Kidscreen 2019: 2DLab, 44 Toons, Animaking, Apiário Estúdio Criativo, Belli Studio, Bromélia, Chatrone America Latina, Combo Estúdio, Dogs Can Fly, Elo Company, Estúdio Makako, Feel Filmes, Copa Studio, Hype.cg, Kampai, Lightstar Studios, Monster Movie N'Photo, PetitFabrik, PushStart, sBusiness, Spirit Animation Studios, SplitStudio, Story Productions, Super8Prod, Supertoons, True Motion Studios & Entertainment Group, PenGuin Animation, Ultrassom Music Ideas and Up! Content Co.

## **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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*Fevereiro/2018*