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Discop East 2011 - Special Issue



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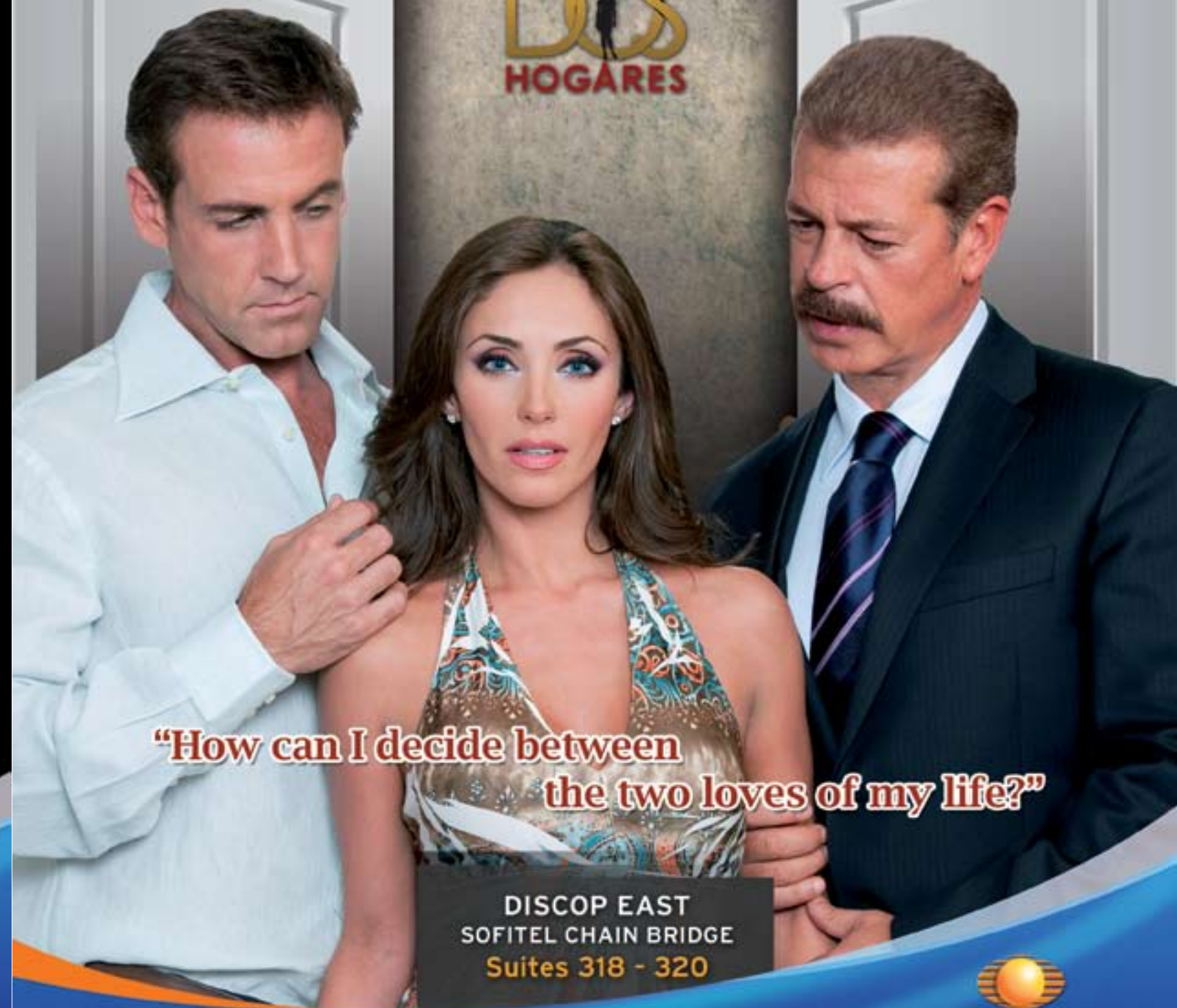
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WELCOME TO BUDAPEST

For those reading PRENSARIO INTERNATIONAL for the first time, this is a publication based on Latin America, but after more than 20 covering the whole international market, now it manages strong coverage and feedback from all regions. We've been attending Discop in Budapest for 10 years, and we are very pleased with the excellent feedback we receive every market from Central & Eastern European buyers.

As well, we've strongly developed our online services. At present we offer daily e-mail newsletters in English language during the week of the shows, with testimonies of buyers and the major market trends rising. If you are not receiving them, please enter www.prensario.tv at any day.

Discop East 2011? It promises to be a good market, undoubtedly better than last year. As it is told through the reports included in this issue, the region is still not recovered from the

global crisis, but the market is so competitive and dynamic with the new media push, that nobody can be quiet waiting for better times. Also, the warmer figures are coming, so current and new players must prepare themselves.

The newcomer content outlets are not a minor aspect, as Central & Eastern Europe is one of the regions of the world with more free TV, pay TV and new media channels entering the market.

So, all of these will play in favor of this version of Discop. Last year more people came from big markets as Poland, the content traffic within the region has exploded with Russian, Polish, Romanian and Turkish TV channels offering their own productions each other. They need to develop win-win relationships... we expect a growth in market attendance of 10% for this year.

Nicolas Smirnoff

SCHEDULE

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DISCOP
EAST

DISCOP EAST 2011 - Agenda - Top Events

Event	Day and Time	Place
Visit of MTVA's new studios	Monday 20 th – 4.30pm	MTVA Studios
Discop Welcome Party	Tuesday 21 st – 7.30pm	Gerbeaud House / 1 st Floor Banquete Rooms
Thematic Breakfast - Strategic Licensing Destinations	Wednesday 22 nd – 8.30am	Sofitel Hotel / Rippl-Ronai Room
Association of Commercial Televisions in Europe Launch	Wednesday 22 nd – 12pm	Spoon Boat
HK Private Party	Wednesday 22 nd – 5.30pm	Sofitel Terrasse Restaurant
HBO Boat Party	Wednesday 22 nd – 10.30pm	Europa Boat

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THE HUNGARIAN TV MARKET 2011: BETWEEN THE MEDIA LAW AND THE INCOME CROSSROADS

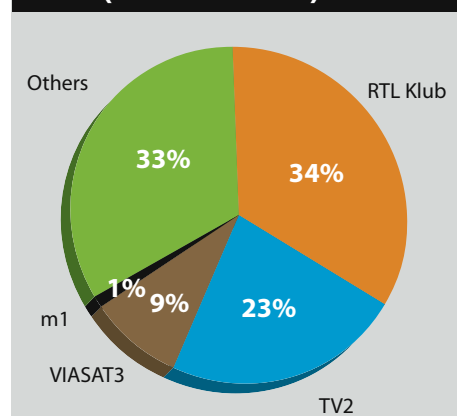
PRENSARIO INTERNATIONAL PROVIDES HERE ITS ANNUAL REPORT ABOUT THE HUNGARIAN TV MARKET, WITH FACTS, TRENDS AND TESTIMONIES OF THE LEADING FREE-TO-AIR CHANNELS RTL KLUB, OWNED BY GERMAN RTL GROUP; TV2, OWNED BY THE OTHER BIG GERMAN MEDIA GROUP PROSIEBENSAT1 MEDIA AG; AND VIASAT3, FROM THE SWEDISH GROUP VIASAT BROADCASTING.

While the advertisement pie is still on bottom levels and the broadcasters spend on more own production to keep the strong cable TV competence aside, the Hungarian market faces important changes: in January 2011, the national Parliament has introduced a new *Media Law* that set up new manners and rules for both commercial and public services. The TV players might develop telecommunication services, and the telcos could push video services, too.

THE NEW MEDIA LAW

Promoted by the conservative party FIDESZ, the *Media Law* has already created a convergent media authority called *Médiatanács* (Media Council) that supervises both the media and telecommunications sectors. Up to date, the changes cannot be seen because the authority has not started off applying the new acts on the media services providers. For the commercial broadcasters, the new communication possibilities are a big opportunity to add new revenues.

HUNGARY: ADVERTISING MARKET SHARE (APRIL-MAY 2011)



Source: AGB Nielsen

All the public services, TV (MTV with m1 and m2, and both channels of Duna TV), Radio (Hungarian Radio with three public radios) and Press (one state owned press agency, MTI) are now gathered in a new one entity. The production of programs and acquisitions of film rights are managed by a new organization called **Media Service Support and Asset Management Fund (MTVA)**.

All the assets (including broadcast equipment, facilities, capacities of MTV, Duna, Radio, MTI) were transferred to this Fund and the most of the employees are contracted by this Fund: editors, cameramen, directors, technical, financial staff, etc. The Media Council heads the Fund and, according to local sources, 'is exercising the administrative control over the public broadcasters in the same extent as they do over the commercial broadcasters'.

The new regulation approaches the media services in a very broaden sense. It includes press media, not only printed press (newspaper, periodicals) but also news portals, if they provide services for profit. The "media services" definition contains the *on demand*—less strict than other medias—and the linear media (TV, radio), as well, and the protection of children and minors is one of the key points of the acts with very detailed categories and rules.

The Media Council has the right to supervise/control the press and to apply legal consequences on those who infringe the rules including impose fine (relatively of high amounts). These refer to all media services providers including linear and non-linear audio (radio) and audiovisual service providers. The scope of the acts extends to the program distributors/networks.

PRENSARIO consulted some specialists about this law to know the *pros and cons* brought to the market. Some of them agree



TIBOR FORIZS, HEAD OF PROGRAM ACQUISITIONS AND SCHEDULING AT RTL KLUB

'LOCAL PRODUCTION IS GETTING STRONGER. WE HAVE STARTED TO PRODUCE BIG LIVE ENTERTAINMENT SHOWS FOR PRIME TIME IN THE SPRING SEASON, WHICH WAS NOT COMMON IN THE PAST. AND WE ARE BUYING LESS SCRIPTED PRODUCT. WHILE ABOUT THE US TV SERIES AND THE FEATURE FILMS WE HAVE STRONG COMPETITION FROM CABLE PAY TV CHANNELS, WITH OWN PRODUCTION WE MAKE HUGE DIFFERENCE IN RATINGS'.

that the most controversial topics are that the definitions and obligations are unclear, due to their formulating/drafting. For instance, 'the media content may not offend or discriminate minorities, etc., but the majority as well'. The Media Council gathers candidates of the governing party (FIDESZ) but promises no presence of the opposition. The position and the wide scope of competence of the Council, are too strong. And the new status of the public broadcasters, provides deep doubts.

Some of the positive aspects, on the other hand, are: the implementation of the EU Directive regarding the commercial communication possibilities (allowing product placement, virtual advertising, split screen ads); to distinguish between editorial and commercial content; permission of sponsor's appearance within the program, etc.

'A very positive thing is that the ownership restrictions are abolished, so the broadcasters can launch new channels, and to approach the media concentration as a competition law issue. Unfortunately, the Media Council took



PETER KISS, PROGRAMMING DIRECTOR, TV2

'WE ARE MAKING 'SPECIAL EMPHASIS' ON OWN-DEVELOPED CONTENT, NOT ONLY TO GET BETTER RATINGS, BUT ALSO TO SELL THEM TO THE INTERNATIONAL MARKET. STARS GONE CRAZY WAS A REAL HIT AND DOUBLED ITS SLOT. SEVENONE INTERNATIONAL (GERMANY) PICKED IT UP FOR DISTRIBUTION, ALSO WITH OUR CELEBRITY DATING REALITY: SWEET FOURSOME AS WELL'.

over from the competition office the right to act in concentration and competitions issues in the media sector (including the press), one of the specialists commented.

THE ADVERTISING MARKET

The Hungarian Advertising Association (MRSZ) announced last mid-April that the local advertising market totalized €607,4 millions in 2010. If the newly added monitored segments (the new media) are included, the market sums up to € 646,1 millions.

Television remains the biggest media with 40% of the share, followed by newspaper (27.2%), Internet (15.9%), Outdoor (10.9%), radio (4.2%), ambient (1.5%) and Cinema (0.4%). TV got € 258 millions in 2010, +4% in comparison with 2009, while newspaper saw a decrease of 12.6% (€164 millions) and Internet grew to € 102 millions.

According to a forecast by the worldwide agency **Aegis Media**, this year the ad market will continue declining -5.3% (2011 vs. 2010) while is expected to be back to positive growth



KATI CSÉNYI, PROGRAMMING DIRECTOR, VIASAT3

'THERE ARE MORE AND MORE US SERIES & MOVIES, BUT OWN PRODUCTIONS ARE GETTING VERY POPULAR AT THE SAME TIME. LOCAL AUDIENCE IS LOOKING FOR TALENT AND REALITY SHOWS. COOKING SHOWS SPORTS, CONTINUE PERFORMING WELL, WHILE WEDDINGS SHOWS, TRASH REALITIES AND GAME SHOWS HAVE GOT POPULAR AGAIN, TOO'.

next year. TV shows a further moderate decrease of 4.2% and expenditure in TV reaches USD 316 millions (the share is 35%).

About the broadcasters share, the most updated measurement PRENSARIO has acceded shows that **RTL Klub** got 34% of the ad pie (April-May 2011, **AGB Nielsen**), while **TV2** obtained 23%, **VIASAT3** 9%, **m1** 1% and other 33%. Considering the three main terrestrial TV players in Hungary, only **RTL Klub** was profitable in 2010 (+€ 11 millions); **TV2** and **Hungarian Television** (MTV) lost money (**TV2** was -€8 millions and **MTV** -€48 millions).

BROADCASTER HIGHLIGHTS

Tibor Forizs, head of program acquisitions and scheduling at **RTL Klub**, the market leader broadcaster

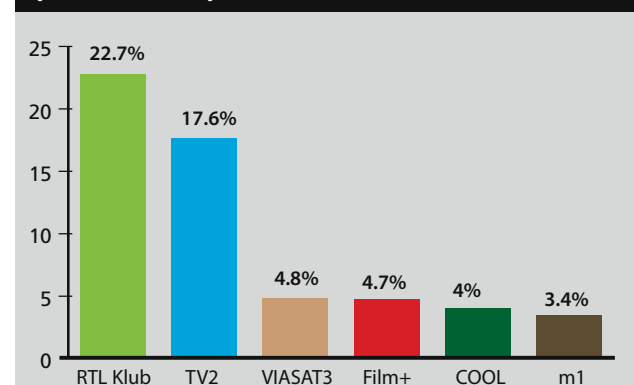
in Hungary, stresses to PRENSARIO about the TV market, 2011: 'Local production is getting stronger. We have started to produce big live entertainment shows for prime time in the spring season, which was not common in the past. And we are buying less scripted product. While about the US TV series and the feature films we have strong competition from cable pay TV channels, with own production we make huge difference in ratings. That really makes the awareness of the channel both linear and online'.

'The global picture is still complicated. The advertisement market is not recovered—we expect a flat income this year, if not down—but we are investing for the future. This is a year of transition and we trust things will be better from 2012. We are the leading broadcaster in this country and we must keep our position with top programming'.

'Currently there are about 100 different Hungarian language TV channels in the country. Considering a local market of only 10 million people, they are too many. The main competition of the free TV is the pay and cable TV sector, not still the DTTs channels. The situation may change with the analogue switch-off, which was supposed to take place already this year but was delayed further to 2012 or 2013, but let's see...'

'**RTL Klub** has a strong partnership with a string of successful cable channels operated

HUNGARY: AUDIENCE MARKET SHARE (JAN-JUN 2011)



Source: AGB Nielsen



Andrea Zaras, now head of Acquisitions at MTVA, the new entity that provides broadcast support for MTV, Duna, mr and mti

by our local shareholder that are very popular in the country. They are considered to be already medium-sized channels such as **Cool** and **Film+**, which sometimes outperforms well established channels, such as the MTG owned **Viasat**.

On behalf of the second channel of the market, **TV2**, **Peter Kiss**, programming director, highlights: 'The channel performance year to date is very steady. With our current scheduling we are stabilizing the loyalty of our viewers, we have about 360,000 viewers (8,4% amr) among the 18-49 target audience in prime time, which means 17.6% market share (January-June, all

day), reaching in prime time 19.6% market share. We get 23% of the Hungarian television advertising pie, according to the data provides by **AGB Nielsen**'.

'Considering the amount of Hungarian channels available, the competition is very hard. So, we've developed ourselves in the pay TV arena. We've started two years ago with a female-oriented TV channel, **FEM3**. We've tested new programming tips on it, strengthened the ones that worked well, made focus on a good target audience and offered local productions. So, our cable channel for women became popular in a short time'.

'We have used this experience for the case of **PRO4**, launched this year in January. Now we are talking about a channel of general entertainment, but we based our action on the conformity of a concrete target audience, a solid structure both of the channel and the contents, and everything run well. With the broadcaster and the pay TV channels, we have a broaden platform to get market this year'.

Owned by the leading free-TV and pay-TV operator in Scandinavia, **Viasat Broadcasting**, **VIASAT3** is the third channel of the local TV market with 4.8% of the market share, and gathering 9% of the total TV ad spending.

Kati Csényi, programming director, affirms to PENSARIO: 'VIASAT3 is an entertainment channel focused mainly on young women, with a W18-39 target affinity. This year, we would like to put more emphasis on local content. The last season, our own production hits showed an average 77% growth on A18-49, and 83% on main target group of W18-39'.

Andrea Zaras is Head of Acquisitions at **MTVA**, the mentioned new entity that provides broadcast support in content sales and acquisitions for the public TV channels: **MTV**, **Duna**, **mr** and **mti**. At last MIPTV, she told PENSARIO that the entity was focused at the show on buying daytime series, both for the afternoon slots and for the prime time of the channels. Also, there is a priority on family material, from live series to animation and movies.

Before **MTVA**, Zaras has got a long experience as Acquisitions Manager in **RTL Klub**.



The drama *Ezel* is the first Turkish series at RTL Klub: fiction is back at the afternoon slots

GENRE TWISTS: ENTERTAINMENT SHOWS + TURKISH SERIES

About the top programs of **RTL Klub**, **Forizs** adds: 'In spring we had for access prime time a daily reality format, now in its 4th season (*Való Világ*) and a 3rd installment of a weekly live talent search show (*Csillag születik*) both constantly delivering excellent ratings. For the autumn, we will add a new season of *X Factor* (**FremantleMedia**) a weekly dating reality show starring a local celebrity and a new game show, the local version of *Minute to win it* (**NBCUniversal**)'.

'Also, a hot issue this year are the Turkish drama series. We've launched them at the same time with **TV2** both in the afternoon slots two months ago. We are competing head to head each other with very good ratings... with the series *Ezel*, we have a very strong position before the daily news, although **TV2** decided to air two back-to-back episodes of *1001 Nights* (*Binbir Gece*) against it, which does not perform as strongly as in other CEE territories and not even close to the Slovak results'.

'The figures are so good that we are analyzing to buy new Turkish products. Two years ago, in the afternoon we used to have talk shows. Now we air Latin American telenovelas and Turkish series. The Latin American pieces are slotted earlier than before but still with good ratings. We will see if the trend of Turkish series will continue in the future or not'.

'Is there something new coming? On one hand, we are considering scheduling new game shows and reality shows for access prime time, and to try new formats, but the issue is not easy as there are not a lot of fresh ideas at

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Stars Gone
Crazy was such a hit on TV2 that SevenOne International picked up the format for international distribution



Csillag születik (RTL Klub) and *The Big Duet* (TV2) are two entertainment formats developed in-house, delivering very good ratings in both channels

the international market. The format titans are mainly recycling their successful classics, such as *American Idol*, *X Factor*, now we have *The Voice*... About ten years ago fresh ideas such as *Who Wants To Be A Millionaire?* were launched kicking the table, now the potential is not the same.

'At the last L.A. Screenings in Los Angeles, we saw the Hollywood studios want to change the approach: less medical and legal TV series, less serialized shows that you have to follow chapter by chapter as *Lost*, and more refreshed, good quality soap operas in the *Dallas* tradition, to get the audience involved but with the chance to skip some episodes. Also, there are more series involving supernatural plots' (e.g. *Alcatraz* from Warner Bros.) but less edgy dramas. Retro series appear, as Sony's *PanAm* and *The Playboy Club*. And of course the trend of procedurals



Paradise Hotel was the most important own production on VIASAT3: it was an strategic game show shot in Colombia

is still there (the spin-off of *Bones* from Fox)', says **Forizs**.

Instead of acquiring, **TV2** is making 'stronger emphasis' on own-developed content, not only to get better ratings, but also to sell the contents abroad. **Kiss** points out: '*Stars Gone Crazy* was a real hit, which beating *Come Dine with Me* on **RTL Klub**, and doubled its slot. **SevenOne International** (Germany) picked up the show for distribution, and not only this one, they are distributing our celebrity dating reality: *Sweet Foursome* as well'.

Another in house show developed by the channel is the celebrity duet show: *The Big Duet*, 'which is constantly winning its slot on Friday nights', comments, and he adds: '*The Money Drop* (**Endemol**) did very well: we broadcasted the show live, which delivered good ratings, and intensive online activity. We also broadcast longer news program with success, which is widely acknowledged as the most reliable news resource in Hungary. It has a great market share'.

About the content trends in Hungary, **Kiss** summarizes: 'There are more original programming on screens and the era for long drama series in Hungary has begun to bloom, especially the Turkish ones, like *1001 Nights* (*Sherezade*), but also the Latin American telenovelas, which are delivering the expected ratings as well and start to work again, like *Cuidado con el Angel* (**Televisa**)'.

Csényi remarks that the most important own production from **VIASAT3** has been *Paradise Hotel*: 'Shot in Colombia, it is a strategic game where 28 girls and boys have

to pair up week-by-week, the one who is left alone has to leave the Paradise. We also had in spring an improvisation game called *Jump-in*, where five well-known Hungarian actors play different kind of games. In autumn, besides the former one, we'll have the return of two other successful own productions of the channel: *Dreambuilders* and *Four Weddings*. Both will be on air once a week in prime time'.

About programming trends, she says: 'There are more and more US series & movies, but own productions are getting very popular, as well. Local audience is looking for talent and reality shows. Providers adapt themselves well to content needs: when **Gordon Ramsay** and **Jamie Oliver** got popular in Hungary, all providers came out with cooking shows. When there is any major sport event — Olympic Games, Football World Cup, etc. — they provide local content about that. Weddings (Kate & William's royal wedding), trash realities and game shows have got popular again, too'.

NEW MEDIA

Forizs describes **RTL Klub** strategy on content distribution through digital platforms: 'We are already offering a catch-up VOD service of our shows, through the Internet. The service is doing well, we literally doubled our unique visitor number from one year to another and in some top products, we have now more than 100.000 unique visitors per day. We are offering so far our own productions and some series and telenovelas, but we will start offering catch-up windows of TV series from Hollywood studios later in the year'.

Lastly, **TV2** is focusing strongly on the *Three-Screen* model: 'Not only on television, but also on Internet and on the mobile platforms', highlights **Kiss**, and he remarks: 'This is why the company is constantly working on new mobile applications: we already have **tv2.hu** application for **Android** and **iPhone** developed together with **AppShaker**, *Joban Rosszban* application developed by **Origo** and we had a mobile application for *Megastar5* for **iPhone**. Another development is **tv2.mobilnet**, powered by **Vodafone**, which is a **TV2** branded mobile Internet that provides free contents from **tv2.hu**'.



Prime-time
Long Running Series
Genre: Romantic Drama
Length: 140 episodes x 60'
Format: HD
Language: Romanian
Release year: 2010

HD

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In the Name of Honour is the first telenovela in the world that treats the subject of KILLINGS IN THE NAME OF HONOUR. The series presents the forbidden love story between a mysterious Sheikh and a Romanian young girl, two soulmates separated by a river of traditions, secrets, betrayal and religion.



The GODMOTHER



Living in Romania and married to a Romanian kingpin, Jennifer (Whitney Anderson) is in shock when her husband Rade (Dragos Bucur) is arrested without any warning. Left to fend for herself, she and her young son David spin a tale of mafioso, arms and drugs trafficking to protect herself and her family from her husband's enemies (especially Spanu — nicknamed the Madfather). Along her, a gang of misfits and Regular Joes help her by fleshing out the characters in her tale — and her imaginary but oh-so-important crime family.

Feature Film
Genre: Action Comedy
Length: 107'
Director: Virgil Niculescu
and Jesus del Cerro
Cast: Whitney Anderson
(Bones, CSI:NY,
Veronica Mars),
Dragos Bucur
(The Way Back,
Tuesday After Christmas)
Language:
English & Romanian
Release Year: 2011

PREMIERE



Crime Series
Genre: Action Series
Length: 16 episodes x 75'
Language: Czech
Release year: 2010

ORGANISED CRIME UNIT

Organized Crime Unit is a crime series based on true events with an authentic story line, credible characters, shot in gritty style, with a dense atmosphere that keeps the suspense at high rates. An elite police unit created to fight organized crime, stops siding with the law. Its most prominent detectives join forces with the criminals and start controlling the most affluent gangsters in the country, protecting them against possible exposure and and sharing their profits.



Lara's choice



A captivating love story which has to overcome endless obstacles. The main characters, Lara and Jaso, are separated by the seas, as Jaso has to leave on a long journey while Lara is left at the mercy of her evil mother-in-law, trapped in a hermetic elite world which she is unfamiliar with. The emotional highs and lows, the shocking turn of events and the subtle manner in which faith interferes in the life of the characters will keep the tension high throughout the whole story.

Prime-time
Long Running Series
Genre: Romantic Drama
Length: 152 episodes x 60'
Language: Croatian
Release Year: 2011



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DISCOP EAST 2011: TIME FOR DECISIONS IN CENTRAL AND EASTERN EUROPE

Central and Eastern Europe are today a good example of the duplicities that govern the worldwide content market: most of the advertising pies of the region have not recovered yet, but it is one of the most active regions in the world regarding the release of new TV channels: free TV, pay TV and new media. There is also an important increase of own production in entertainment, but this season the big news are the extension of Turkish series... and so on.

In the global post crisis context, CEE is stressed as one of the less recovered regions, together with the US domestic market and such countries as Spain or Greece. At the top, Russia—see the **CeeTV** report in this edition—faced an increase of 15% on its ad pie during 2010, but it still remained under the levels of 2008, which are expected to overcome this year. At the bottom, Hungary fell strongly during the crisis, but its ad pie is still not expected to recover this year; it will remain flat or even below than 2010.

During these difficult times, the attitude of most of the stations has been to invest only in essentials. However, the high-competitive evolution of the media context does not let them to wait for better times to come. Only during the last two years, at least a dozen of free TV channels—strong enough to be considered—were released. The **CME Group**, for instance, is replicating its successful channels in the other countries where it operates; till



Revit Benshoshan, director of acquisitions/sales, and Loni Farhi, CEO, both from SPI International, with Nadrej Devecka, from Czech distribution company, Hollywood, Martina Liskova (former TV Markiza), Peter Chalupa, TV Markiza (Slovakia), Alexandra Bezpalcova (Nova TV, Czech Republic), Lubor Kosul (GroupM Slovakia), Branislav Volak (TV Markiza), and Igor Konyukov (Hollywood)

CENTRAL EUROPE IS AN EMERGING SOURCE OF FORMATS FOR THE CEE REGION AND NEW MEDIA DEVELOPMENTS

2009 it owned 20 stations, currently it is operating 26 channels considering acquisitions and own launchings, all in six countries of the CEE region.

But there are also local TV chains, such as **Pink TV**, that used to operate three free TV channels in Serbia, Bosnia and Montenegro until 2009, but it released a new one in 2010 in Slovenia, and expects to open another one

in Bulgaria in 2011.

The TV channels that spread faster, however, are the Pay TV and cable ones—currently, there are 90 channels made in Hungarian language in this country, for instance—and the IPTVs, too, due to the expansion of Internet. Why so many new channels are being launched while the crisis has not gone yet? There's no doubt they are betting on the future, expecting to position themselves for better times. 'Year 2011 is a time for transition', they explain in the main TV companies. 'We are leaders and we cannot give ground; it is expected that economy improves next year and recovers strongly in 2013'.

The digital TV channels (DTTs) are not moving fast because the analog switches off have been postponed with indefinite forecast in most of the territories, except for special cases such as Turkey. Until 2013 and beyond, they are not expected to become key players. Therefore, free TV biggest competitors continue to be pay TV and cable channels. And, as it happens all around the world, the many windows through which contents are displayed carried both areas to the own production. Increasingly, they seek to produce locally as it boosts the ratings. But

again, the dilemma arises: own production is more expensive, and the markets still cannot solvent it.

RTL Klub, the leader broadcaster in Hungary, points in this edition, that it has begun to produce big live shows in spring, when it used to do it just in fall. And it is covering with them not only the prime time, but also the access prime time. And thus most

**DISCOP
EAST**

UK-USA, Canada, Sweden'. **Steve Quirke**, head of marketing at **Zodiak Rights** (UK) adds: 'At the

UK TV market, we see a new generation of TV series rising: half scripted, half realities'.

In Central and Eastern Europe, the vein has been taken by its practical side: slots that used

such as Poland, Czech Republic and Hungary—and new sources of product, such as Romania and particularly, series of Turkey, that stand out for their action plot high production standards and for not being so long as the telenovelas—no more than 80 episodes.

Turkish series began entering in the closest countries—they caused a *boom* in Bulgaria already in 2009/2010, and in the former Yugoslavian countries—and this season they have been positioned in big countries of the region, such as Hungary, Croatia, Slovakia. They are having very good ratings and they will probably expand their slots. As every strong new trend, it will have to hold up over the time, but it shows that the finished products still has much to give in times of own production. There are countries where own production of fiction is already deep-rooted and it has become a flag, such as in Czech Republic—see the interview to **Nova TV** in this edition.

Other alternatives seeking for fresh ideas followed in the region, are to test new kinds of game shows and realities, both for the afternoon and access prime time slots. But being innovative in entertainment is not an easy task, because the ability to surprise the audience has

CENTRAL & EASTERN EUROPE TRENDS 2011

GROWING...

- > NEW CHANNELS
- > OWN PRODUCTION
- > FICTION
- > PAYTV & CABLE

WAITING...

- > AD PIES
- > U.S. CANNED PRODUCTS
- > TALK SHOWS & DOCUDRAMAS
- > DTTs

of the broadcasters... entertainment formats are the first option at the local production time in the region, because they ensure rating and they are easy to produce. But, as it happens in a global level, today there is a strong lack of fresh ideas, so the channels recycle the classics such as *Got Talent* and *X Factor*, of **Fremantlemedia** or the family *Big Brother*, of **Endemol**... investing more and more money.

This gap opened several roads, being the production of fiction the main one in Western Europe. **John Pollack**, EVP of the leading **Shine International** (UK) explains: 'What is the new thing? With our partner company **Kudos**, we are betting more on fiction through co-productions to keep the control of the content between the biggest markets:

to be taken by talk-shows or docudramas, most of them during the afternoon, have started to bring canned fictions from traditional origins, such as Latin American telenovelas—that have reopened markets that had been complicated,

Televizja Polska, Poland: Wladyslaw Fraczak, Head of Film department TVP1, Eva Dabrowska, acquisitions manager, Aline Avedikian, SevenOne International Germany, Maria Nadolna, managing director, Ursula Strzelczyk-Piasecka, Head of Domestic and International Acquisitions

POLAND IS A STRONG MARKET FOR FORMATS AND IT IS ACTIVE AGAIN FOR FOREIGN FINISHED PROGRAMS. PAY TV IS BOOMING.



Natalia Egorova, Head of Acquisitions at Channel One Russia, Oksana Firak, TV Chief Programme manager at Inter Ukraine and Yuriy Evdokimov

RUSSIA AND UKRAINE EXPECT TO SURPASS IN 2011, THE ADVERTISEMENT INCOMES OF 2008



DISCOP EAST



Eleni Paschalidou, head of foreign programming, Nathalie Woodfield, program director, and Gina Dimitriadis, head of international acquisitions, from Star TV Greece, with Guillermo Borensztein, sales executive, Telefe International (middle) and Christina Spyropoulos, from Apollo TV.

GREECE EXPECTS A RECOVERY ONLY FOR 2012, BUT IT IS A CONTENT MARKET TO HAVE ALWAYS IN MIND



Nova TV Croatia: Zrinka Jacob, film editor, George Makris, general advisor to the board, and Nina Mikola, Acquisitions Manager

CROATIA IS PRODUCING OWN FICTION, AND THIS YEAR ADDED SUCCESSFUL TURKISH SERIES

been significantly reduced compared to years when a new format was released and screens exploited. Today, *The Voice (Talpa)* is referred by regional broadcasters as something new, but it is still a talent show, the current most used genre in the prime time of Central and Eastern Europe.

What can be said about Hollywood, about its TV series and movies? As in most regions of the world, broadcasters stress that the problem is the amount of times that they are emitted in the theatres, video, VOD, premium and basic cable, so they reach free TV being already "very seen" and they produce less rating than in the past times. That is the reason why they start to give them less space compared to original

productions, where the broadcasters are the first screen or even an exclusive screen, such as the case of **HBO Central Europe**.

Anyway, US TV series and feature films keep being a main option. And Hollywood has made an interesting change of direction with its new series for the season 2011/2012: at the **L.A. Screenings**, the event held last May in Los Angeles where the new product is presented to the international community, less conventional series were seen, more risky than in the previous two years: not so many stories of lawyers and doctors, more breaking stories or with supernatural seasoning... they seek to resume some leadership in terms of creativity that had been relegated to the hands of the pay

TV business –see the L.A. Screenings report, in this edition. Good news!

So, what is the main conclusion about the current content market in Central & Eastern Europe? It continues being one of the most interesting regions to operate, beyond the crisis, considering the concentration of developing economies and the resources of the TV channels to evolve, plus the short distances and costs from the central markets. And these assets will be reinforced in the future, once the crack is left behind and the European integration moves forward. Those who invest thinking in the future, are right. Go ahead, then...

Nicolás Smirnoff



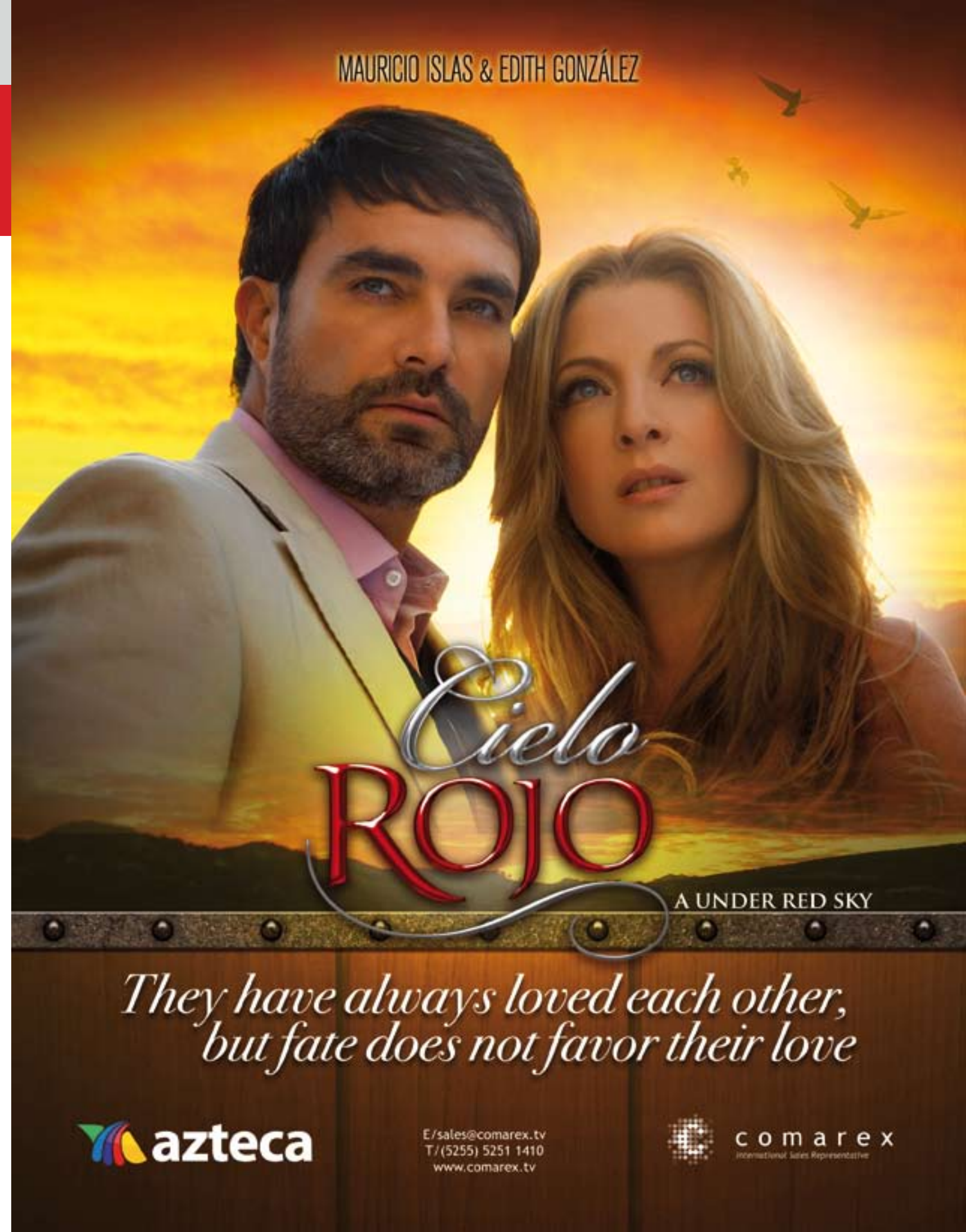
CTC TV, Moldavia: Dan Lozovan, general director, Vladimir Tabacari, program director, and Leonid Culai, acquisitions manager: they buy family titles and telenovelas.

THE CIS MARKETS ARE ADDING NEW TV CHANNELS TO THE CONTENT CEE COMMUNITY



Jaanus Noormets, acquisitions executive, and Olle Mirmo, programming director, both from Kanal 2 Estonia, with Marijus Gradauskas, acquisitions manager at LNK TV, Lithuania

THE BALTIC AUDIENCES PREFER LOCAL DRAMA SERIES; THEIR BROADCASTERS LOOK FOR FRESH FORMATS



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TV NOVA, CZECH REPUBLIC: 'STABLE RATINGS WINNERS ARE ALWAYS FICTION PRODUCTS AND NEWS'

'TV Nova's programming grid is based around two strong pillars, news and locally produced fiction series, and augmented with lifestyle programming, entertainment shows, current events formats and foreign products, including high-end TV series and movies.'

Alex Ruzek, director of Television Channels and Programming of TV Nova Czech Republic, describes to PRENSARIO the content strategy of the CME Group TV network, which leads the market with a prime time average rating of 11.5% and share of 36.5% in the main target group 15-54 during 1Q 2011. The other top channel of the group in the country is Nova Cinema, launched in 2007, which reached 1.7% (rating) and 5.35% (share) in target group 15-54 in prime time.

About the programming of TV Nova, the executive explains: 'The first pillar are news, with five daily live programs: the morning show from 6-9am, noon news at 12pm, evening news at 5pm, main night news at 7.30pm, and late night news at 10.30pm.'

The second 'critical' pillar is local fiction. 'We broadcast every weekday at least one



local scripted series: on Monday, the crime procedural series *Kriminalka Andel* (CSI: Andel), Tuesday and Thursday the medical drama series *Ordinace v ružové zahradě 2* (Rose Garden Medical Center 2) and Wednesday belongs to the Czech Republic's first sitcom, *Comeback*.

We also have a daily strip in access primetime from 6.30pm, *Ulice* (The Street), in its 6th season.'

'In entertainment, we strive to bring our viewers blockbuster international formats on a regular basis. In Spring 2011 we have continued our partnership with FremantleMedia to produce the fifth season of *Superstar* (Pop Idol), which is for the second time a joint project with our sister station, TV Markiza in Slovakia.'

'We fill this out with one-off events, such as *Cesky Slavik* (annual music awards). Regarding foreign product, we place our bets on the strongest brands, and therefore have selected key titles such as the CSI franchise, *Mentalist*, *House*, German action series *Cobra 11* and others, all of which perform well during prime time. Our prime time split between locally produced and acquired product averages around 75%/25%, when taking into account our Friday and Saturday night movie slots.'

She continues: 'TV Nova's parent company, CME, is a leader in content development and production in all countries in which it operates, though its subsidiaries consolidated under MediaPro. To achieve the quality we need to maintain our undisputed market leadership, we choose to commission most of our production from them. However, we also on a regular basis consider products from independent companies, and we take our commissioning decisions based on quality of content and of course price.'

LOCAL MARKET AND NEW MEDIA

Ruzek affirms that entertainment 'is necessary in a program schedule as ratings boosters', specifically in regards to large formats like *Idols*. 'Entertainment products provide diversity and "current-ness" to the schedule, for example through formats like talk shows.

For many reasons, they cannot be missing from any free-to-air broadcast schedule in today's environment', she adds.

'However, entertainment can never replace quality scripted product with the best actors. Stable ratings winners are always fiction products and news. Furthermore, in today's media environment, we can no longer look only at television ratings winners, but we have to look instead at different ways of monetizing the value of our content.'

'Fiction products are our most valuable asset not only because they can be repeated in off-seasons or across our portfolio of niche channels, but they have the possibility to be sold, as digital files through our video service VOYO.cz, on DVDs, into the Pay-TV window, or into other markets.'

She exemplifies: 'For the first time, TV Nova recently sold the format rights to a Czech fiction crime series, *Expozitura* (Organized Crime Unit), to both the US/Canada market and to Russia/CIS, and in the past the channel sold finished products as *Rose Garden Medical Center* and *Village League* to several European countries. While entertainment is a seasonal trend and ratings booster, the appetite of the Czech viewer across all distribution platforms will remain quality scripted fiction products.'

On behalf of New Media, Ruzek finalizes: 'We have a portfolio of Internet assets: the full-service online video archive VOYO.cz, news at tn.cz, Nova content at Nova.cz (with microsites of all our formats), women at Doma.cz, young girls at Krasna.cz, top social community at Blog.cz, and game portal at Dobyvatel.cz, among others.'



The medical drama series *Rose Garden Medical Center*. Own produced drama series allow TV Nova to distribute it in several platforms and sold it abroad

	The Cube Seven simple physical and mental challenges, performed in this extraordinary environment, can win you up to £250,000. The BODY, mysterious master of The Cube shows it can be done – but even the simplest task becomes fraught with difficulty and pressure. Do you have the strength, nerve and focus to beat The Cube? Slot-winning debut in the UK. Completed and Format		8 Weeks To Happiness Positive Psychology might sound good, but does it really work? Eight volunteers work with three experts for eight weeks to see whether we can improve their lives. Brain scans, blood tests, immunity and hormone level checks are just a part of this life-changing format. Format
	The Field Of Blood Paddy Meehan is a new kind of heroine. A young, female, feisty and funny trainee reporter, she often oversteps the mark between reporting crimes and solving them – while sometimes becoming part of the crime along the way. From the producers of the hit movie <i>The Last King of Scotland</i> . Completed		Skins 5 A fresh new cast for latest series of the massively popular teen drama SKINS. Angst, hedonism, fun and emotions are as rife as ever in this classy, dynamic, multi-award winning youth drama. Completed
	Undercover Boss: USA, UK AND AUSTRALIA The hit show continues to charm audiences around the world as the boss goes on a voyage of discovery! ONGOING GLOBAL SUCCESS! Completed (various) and Format		The Spice Trail Part history, part modern-day odyssey, this is the story of the discovery of the legendary 'epicures' at the far end of the world. Revealing much about colonialism and international trade and of smuggling and greed. Completed
	Cases of Doubt & Families at The Crossroads Two scripted reality dramas that have proven to be huge hits in Germany. Cases of Doubt follows women facing the possibility that a family member may be a criminal; Families at The Crossroads follows the plight of women in crisis. Life is stranger than fiction! Format		Model Agency An observational documentary series that reveals the business of beauty through the most exceptional and aspirational of industries – modelling – with unprecedented access to world-renowned model agency Premier Model Management, a global brand itself that has nurtured the likes of Naomi Campbell, Christy Turlington, Claudia Schiffer, Linda Evangelista and Cindy Crawford. Completed

ALLNEWPROGRAMMES ALLNEWFORMATS ALLNEWCONCEPTS

1+1 GROUP UKRAINE: ENTERTAINMENT FORMATS WITH A TWIST

CEETV's MARIA RUBAN SPEAKS WITH ALEKSANDR TKACHENKO, GENERAL MANAGER, 1+1 GROUP

After being the deputy director general of REN-TV in Moscow in 2008, in August 2010, Aleksandr Tkachenko became general manager of 1+1 Group Ukraine, which includes leading Ukrainian channel 1+1, TET, 2+2, CITI, 1+1 International broadcasting and Internet department.

1+1 has been the leader of the prime time since November 2010 and after the launch of a new season in February remains on the top position with a share of 16.7% of audience share 18-54 in Ukraine. TET is the channel for women and the youth, offering the best foreign TV series as well as entertainment shows of own production.

Previously called Kino, 2+2 is the entertainment channel for men, broadcasting national football matches and the basketball super league, while CITI is a local TV channel covering capital city Kyiv and emitting publicist and news programs of own production.

For the past six months 1+1 demonstrated stable growth. How did you manage to overcome the market inertia and the tendency of long stagnation?

Last spring we made changes in 1+1's programming. We have not only changed the mode, from the habitual for Russia and Ukraine line into vertical programming, but also launched an immensely big number of own production projects, including formats and original shows, in comparison with the past years.

Some of them were more successful, some of them not that much, but in general the viewers reacted positively to our search. As many projects were new and interesting, that helped us to overcome the negative tendency of the past years. So now we are observing the growth.

Lately you have rebranded TET channel, changing not only the programming grid but also the team. What goals do you set for the channel? What results have been already achieved?

At TET we gathered a new team with enough own qualities. The group of channels can only be developed if there are enough strong and motivated professionals. TET is now a channel for the young female audience, and has a new, recognizable face with new programs, series and currently, which is very important, we have own production entertainment shows. By fall we would also seriously change the daily lines with lots of in-house content like reality, entertainment, series, that the channel would order independently.

What projects became the most successful in 2011?

We are working in three new projects. One is already on air, our adaptation of *Hell's Kitchen*: this is a new genre for the Ukrainian TV, to a considerable degree revised. Instead of one chef there are three, greatly inset each other. Another interesting project is the local version of *The Voice of...*

Also, I would like to mark *Connected*, an unexpected Israeli format under our name *To Shoot It All*. It is a completely new approach to television, vivid video journals of ordinary people. We already started shooting and the first results are quite encouraging and even surprising.

There are good achievements for 2+2, since this spring there are own news sections on the channel. We hope to attract audiences in the young male demo. Currently, we are producing several new shows for 2+2.

Do you plan to exploit new media platforms? How are you going to attract the Internet audience?

We are actively developing the new media segment. In the nearest future we will present a project

that we are working already for quite a long time on. The existing resources, news portal *tsn.ua* in particular, for the past 2 years have entered in the TOP 3 literally from scratch.

What are your plans for the summer season?

We are not going to have a holiday break deliberately, for the first time in Ukrainian TV practice. During the summer we will show live episodes from *The Voice of...*, there will also be several other premieres during this time of year.

After the format boom of 2010/2011, what would be the next big trend in the new Ukrainian TV season?

Everybody has already learned how to do the formats, quality is now what matters. The quality is already high if we speak about the picture, but we are actively working on the content. The main trend is not so much the new formats production as appearance of new talents. 1+1 is actively working in this way, not only with local talents. We will invite young specialists from Ukraine and start working with internationals – mostly Europeans.



The Ukrainian version of *Hell's Kitchen* offers a twist: instead of one chef, it has three

1+1

2+2

TET

CITI



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KANAL D TURKEY: 'DRAMAS HAVE BEEN AND STILL ARE THE MAIN TREND IN TURKEY'

'Kanal D has been ranked number 1° for more than five years with its high-rated and high quality programs. Most of our main shows and series are locally produced, which almost half of them are our own developments. In the last time we have also increased our productions and sold our drama series abroad, having expanded them in Central and Eastern Europe, among other regions.'

Ozlem Ozsumbul, head of Sales and Acquisitions, offers to PRENSARIO a special interview speaking about the leading TV stations in Turkey, owned by **Dogan Holding**, one of the leading Turkish media groups, which also owns **Star TV** (the fifth channel of the market) and **CNN Turk** (a joint venture with **Turner**), apart from **D-Smart** platform, the second Pay TV operator in the country.

On behalf of the top shows, she describes: 'Since a while back, TV series, especially dramas, have been and still are the main trend in Turkey. We have different prime time TV Series for each day of the week: *Arka Sokaklar*, *Kanıt*, *Fatmagül'ün Suçu Ne?*, *Hanımın Çiftliği*, *Akasya Durağı*, *Kavak Yelleri*, *Nuri* and *Üsküdar'a Giderken*. We work with independent

production companies such as **AlYapim**, **Erler Film**, **Gold Film**, and **Tims Production**, and we have also our own production company **D Production**, which produced the highest rated TV drama of the season: *Öyle Bir Geçer Zaman ki?*

The percentage of our own production at **Kanal D** is 42%. '*Doktorum* is live and a daily program about health, where some doctors meet the patients and talk about and try find a solution to their problems; the late night talk show *Beyaz Show* and *Okan Disco Kralı - Muhabbet Kralı*; the comedy program *Çok Güzel Hareketler Bunlar* and the format adaptation humor program *Şanslı Masa*. Also, the discussion programs *32.Gün* and *Genç Bakış* and the magazine *Magazin D*, completes **Ozsumbul**.

About the ready-made content, the executive is looking for feature films and TV movies; animations are just for early morning at weekends and foreign series for late night. 'We have produced in house some entertainment formats, like *Wheel Of Fortune*, *Deal Or No Deal*, *Survivor*, *Family Feud* or *Pop Idol*, she highlights.

NEW MEDIA

'Digitalization is changing the parameters of the industry. The customer perspective about content has become *Whatever, Whenever, Wherever*', remarks **Ozsumbul** about what is going on new media in Turkey. And she adds: 'According to that we have defined our digital media strategy and perspectives, we are using all the new ways to reach our viewers. For us new media compliments television broadcasting rather than compete with it'.

'Digitalization and the new platforms give the consumers more and better ways to use content; provide flexibility in pricing and windowing; expand number of retail partners; enable direct relationship with consumers; dramatically lowers distribution costs', he says.

The channel website kanald.com.tr is in the first place among other TV stations sites. 'We follow up the new technologies and increase the number of visitors day by day, to reach more people. Open gap to not lose leadership

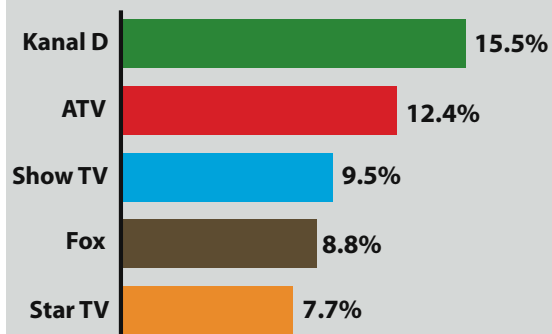


Fatmagül'ün Suçu Ne? is one of the leading drama series on prime time. It is also one of the titles the company is highlighting for Discop East

of with our competitors (TV web sites) by adding new sub-sites, and having more clean and original content'.

As for the VOD strategy, **Ozsumbul** explains: 'We have been working with all major players, telecom and IPTV operators on two main issues: protection of copyrights and business model (Ad VOD-Pay VOD). Mobile display- applications for us is an important way the reach our customer and make us well positioned to benefit of mobile advertising growth. We have developed in-house **iPhone**, **iPad** and **Nokia Ovi** applications. **Kanal D iPhone** application is the most downloaded entertainment application in **Apple Turkey**. We also plan to develop applications for **BlackBerry** and **Android** phone & tablets, as well', finalizes the executive.

TURKEY: TV MARKET SHARE, PRIME TIME (JAN-MAY 2011)



Source: Nielsen Company



Scripted Formats

Girlfriends		Comedy Series 12x50' International Sales: Greece (Adaptation) US (Option)
MR. MOM		Sitcom Seasons 3 Total episodes 60x30' International Sales: Poland (Option) Turkey (Option)
YOUNG BOGH		Sitcom Seasons 16 Total episodes 338x30' International Sales: Serbia, Portugal, Croatia (Adaptation) Turkey (Option)
Living		Soap Opera Seasons 10 Total episodes 2128x30' International Sales: Greece (Adaptation) Portugal (Adaptation) Poland (Adaptation)
the Mall		Soap Opera Seasons 10 Total episodes 2300x30' International Sales: Turkey (Option) Poland (Option) Russia (Adaptation)

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SERIES | MINI-SERIES | SOAP OPERAS | SITCOMS

ACASA ROMANIA: THE HOUSE OF TELENOVELAS

Targeting young women aged between 15 to 49, ACASA has become an important reference in the Romanian TV market. After 13 years on air, the channel competes strongly with powerful generalist channels and it is ranked at #3, with an average share of 9.5%.

It was the first Romanian channel that broadcasted a local telenovela, in 2004. Since then, Romanian telenovelas became the program-drivers in its schedule, hitting one success after another. 'Every full season we had at least a slot of local fiction scheduled in prime time and produced by MediaPro Pictures, one of the most renowned production company in Romania, whose products were sold also in Europe, United States of America and Latin America', highlights to PRENSARIO Vanessa Cernea, managing director of ACASA.

'We are currently airing *In The Name of Honor*, a local telenovela, which treats the subject of killings in the name of honour and presents a forbidden love story between a Romanian young girl and an Arabian Sheikh.

This title was already sold in the United States of America, Latin America, Azerbaijan, the french speaking countries from Africa and in DOM (Département d'outre-mer-Territoire d'outre-mer)'.

The king genre in ACASA, as Cernea says, is the telenovela. 'We are talking about strip programming, which generates fidelity. We have always been very careful on the title-selecting issue, that's why we gained a very good reputation among producers and distributors. This year we are broadcasting *Teresa*, *Soy tu dueña* and *El triunfo del Amor*, from Televisa and *Herederos del monte* and *Reina del Sur*, from Telemundo. The newest and best telenovelas available on the market are shown on our channel'.

About the local TV market, Cernea adds: 'At this moment, best rated entertainment formats in Romania are reality shows and talent shows. Reality shows are based on Romanian tabloid content. "Talent shows" represent also a new trend in Romania, emphasized by the recent success of Romania's *Got Talent*, broadcasted by PRO TV, another channel of CME Group'.

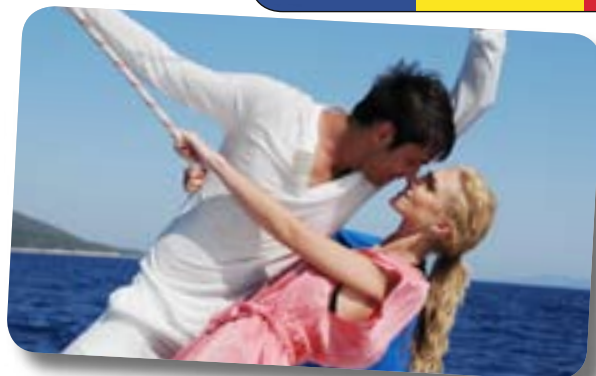
NEWS AND ENTERTAINMENT

Other local productions in the grid are the news program *Newstories*, original format that combines information with emotion and entertainment, and *Romania's Ladies*, a show that tells real life stories of some Romanian women who changed the world with their courage and daring.

For example, **Nadia Comaneci**, the first gymnast ever to be awarded a perfect score of 10 in an Olympic gymnastics event (Montreal, 1976); **Anastasia Soare**, who conquered Hollywood, and named *The Queen of the Eyebrows*, having clients as **Penelope Cruz**, **Madonna** or **Sharon Stone**; and **Queen Marie of Romania**, a very important character in the history of the country, where the producers made artistic reconstructions, specific for the documentaries.

Nextstories will be about **Angela Gheorghiu**, a famous soprano opera singer who had leading roles at New York's Metropolitan Opera, and **Virginia Zeani**, a famous opera singer, listed in 500 personalities of USA and Canada and *Who's Who*.

Lastly, about new media, Cernea says: 'www.acasatv.ro is the official website of ACASA and



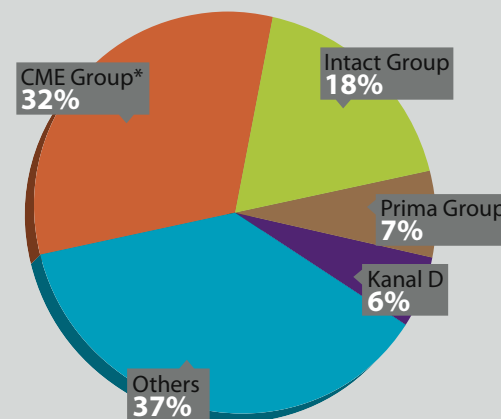
In the name of Honour, one of the top telenovelas ever produced by MediaPro Pictures. It was sold to USA, Latin America, Azerbaijan, the french speaking countries from Africa, among others



Newstories is an original news format that combines information, emotion and entertainment

part of our Internet Bussines Unit Division. As well as the TV channel, the site is female oriented and over there our viewers can find complimentary and exclusive information about the TV shows and the series broadcasted: news, interviews, full episodes, character descriptions, photos & video galleries'.

ROMANIA: TV MARKET SHARE, BY COMPANIES - PRIME TIME (1Q 2011)



* Includes Pro TV, Acasa, Pro Cinema, Pro TV Chisinau, Sport.ro, MTV Romania

Source: GfK Romania/CME Group

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Vanessa Cernea, managing director, Acasa TV

CEE MARKETS SHOW GOOD RECOVERY ON AD PIES IN 2011



PRENSARIO INTERNATIONAL provides this special report about the Central and Eastern European advertising markets in the first quarter of the year, based on AEGIS MEDIA latest forecast for worldwide advertising expenditure. The report includes ten countries of the region: Russia, Poland, Turkey, Hungary, Czech Republic, Romania, Slovak Republic, Lithuania, Latvia and Estonia.

After the global economic crisis that affected most countries in the world in 2009, the worldwide advertising markets have started to recover. In Central and Eastern Europe, a growth of 9.5% is forecast for 2011, with almost all markets following this trend. It is not bad, though the fall-down during the crisis was far deeper.

Russia continues to be the leading advertising market of the region, as it had a significant rebound in 2010 (+15.4% against -27% in 2009). For 2011, growth is expected to slow slightly, but still to be strong at +13.2%. Russia is followed by Poland (+4.8% of ad growth for 2011) and Turkey (+10%).

In terms of television, the report highlights that the sector has remained resilient through 2010 and will continue this way for the next two

years. 'This can be attributed to the scarcity of an alternative powerful mass reach media, and the technological developments that helped to protect the medium', asserts the report.

RUSSIA, TURKEY AND POLAND

With an estimated total ad expenditure of USD 9,475 millions for 2011, Russia continues to be at the top of the region, being TV the biggest medium in terms of coverage and ad spend, with a share of 52.6%.

Last year, the TV ad market increased 15%, almost pre-crisis levels, with further growth expected. There is currently a high demand for airtime, most of which has already been sold. Due to shortage, there is a high TV inflation c. 27%.

Cable and Satellite TV are actively developing in this country; technical penetration increased from 34% in 2007 to 56% in 2010, when 22 new channels were launched. Current share of Cable and Satellite TV is about 1%, with a yearly growth of advertising spends of 25%.

Poland is the second country in terms of ad expenditure: USD 3,355 millions. The ad market is in good condition in general, growing by 4.8% vs. 2009 when it slowed by over -11%, being TV the strongest medium with the widest reach and

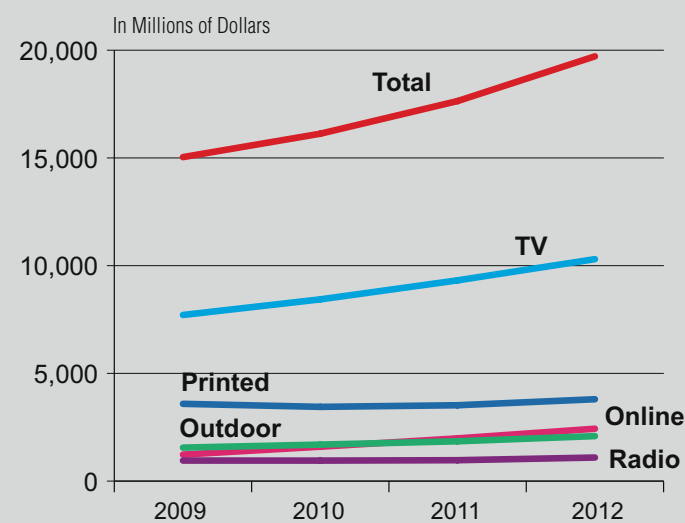
consumption also increasing.

TV ad spend growth is +11% and it is expected to remain strong in the next three years. The average Polish watches over 4 hours a day and there is a dynamic development of digital satellite penetration. TV still attracts over 50% of total ad money and the situation 'is not likely to change soon'.

Polish broadcasters TVP, TVN and Polsat are still the most important players, but cable and satellite channels experienced the fastest growth. Polsat has consolidated aerial TV with satellite and is now developing an Internet offer, and plans to buy one of the biggest mobile operators.

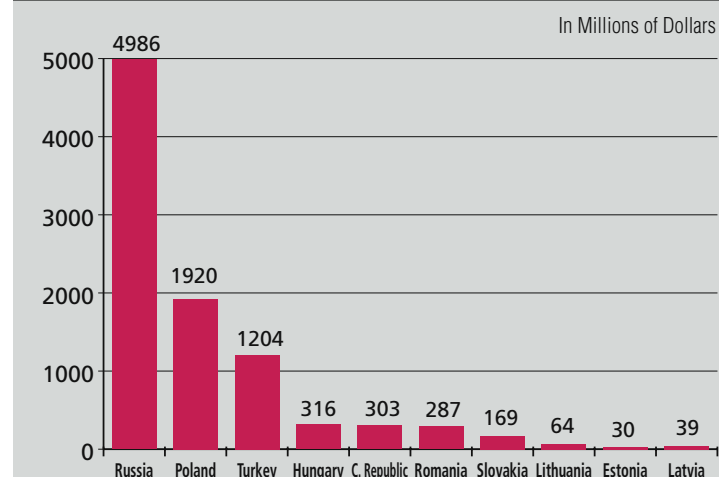
Turkey's ad spend in 2011 will be of USD 2,310, becoming the second market in terms of growth. Last year was a recovery period and growth of media spends for this year is already 19.7%. The percentage share of advertising per media, which has traditionally been stable, is currently undergoing a transition due to the development of digital media. This segment, together with TV will be two of the most dynamic media. Ad spends in TV reaches USD 1,204 millions (52.1% of share). Digital TV

CEE: AD SPEND EVOLUTION, PER MEDIA (2009-2012)



Source: Aegis Media

CEE: TV AD SPENDING, PER COUNTRY (2011)



Source: Aegis Media

in Turkey is developing fast and IP TV is just starting.

Legislation on ad space is having a strong influence on prices; such is the case of ad breaks—including special formats—that can be no longer than 450 seconds, since last October, when the restriction started to run. On the other hand a new law will address the controversial issue of ratings in Turkey (which has been a relevant topic for the public opinion due to allegations of manipulation by rating firms). Firms putting out ratings figures will have to get permission from the **Radio and TV Supreme Council (RTÜK)**, the media "watchdog".

Demand of ad space is increasing and supply remains constant. However, it is at risk of further declining when the new law takes effects. 'Media Groups are giving up some of their competitiveness and are starting to co-operate almost like a cartel, taking advantage of demand to make up for the downturn in 2009', explains.

THE REST OF CEE

Hungary is the most affected market in CEE region after crisis. This year the ad market will continue declining -5.3% (2011 vs. 2010) while is expected to be back to positive growth

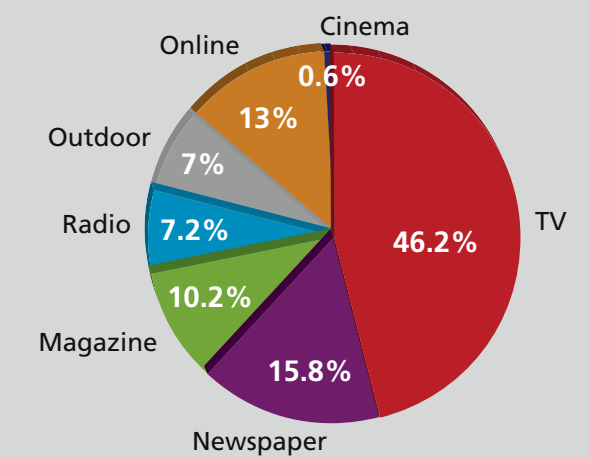
next year. TV shows a further moderate decrease of 4.2% and expenditure in TV reaches USD 316 millions (the share is 35%).

Some positive signs of 'revitalization' are seen in the Czech Republic's market. TV is expected to perform well this year, as current committed spends are 85% of the total volume for 2010. In this context, TV is the key media type with a share of 42% and a total expenditure of USD 303 millions. 'Media landscape is changing in this country, with a further fragmentation of the TV scene as a result of digitalization', says the report.

In Romania, the TV ad market dropped by approximately 15% in 2010. In terms of spending, this media is expected to keep almost the same level as in 2010 in terms of net spending. **MediaPro** remains the main media holding on the market with approximate 30% share of voice of the total Romanian TV market, and **Intact Advertising** remains in the second place with 20% share.

Small increase is expected for this year at the Slovak ad market. TV expenditure share is 43.6% (USD 169 millions). There are two strong players on the TV market: **TV Markiza**

Ad Spending Worldwide, per Media (2011)



Source: Aegis Media

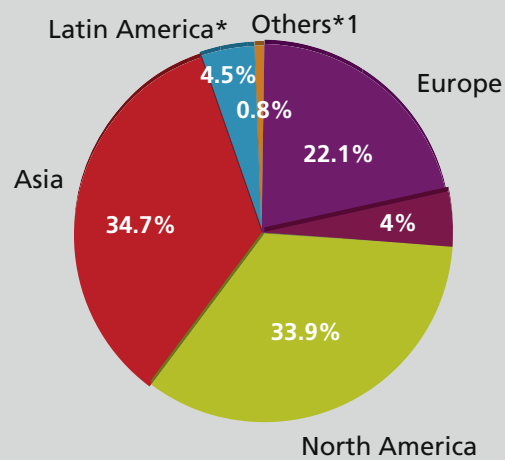
and **TV JOJ**. This market will experiment a full digitalization, as the analog emissions will be off from 2012.

Lithuanian TV managed to maintain a high share of ad revenue during the crisis. This year, a 10% growth is expected with a total expenditure reaching USD 64 millions.

In Estonia, TV remains as the dominating media for advertising together with the digital side. Ad expenditure in TV reaches USD 30 millions for 2011 (32% of share). **Kanal2** and **TV3** continue to be the market leader niche channels. Due to low net TV prices, ad airtime will remain cluttered and peak season months will be sold quickly out.

Latvia is the last country in terms of ad investment. Market decreased by 20% in 2010, but for 2011 the mood is more positive. In this context, there have been some ownership changes in some media channels. Television growth in 2011 is 8%. Due to competition for the Russian speaking audience, main channels are including in their sales packages with products in this language.

ESTIMATED AD SPENDING, PER REGION (2011)



* ONLY ARGENTINA, BRAZIL AND MEXICO
*1 ISRAEL AND SOUTH AFRICA

Source: Aegis Media



LA SCREENINGS 2011: FRESH TWIST FROM HOLLYWOOD

The LA Screenings 2011, held last month in Los Angeles, California, has shown that content business is going up after the global crisis. This year about 1,500 programmers and acquisitions executives from the world attended the Hollywood Studios presentations of their new season TV series and feature films. The figure is 10% up from last year: the economics recovery in many regions and the development of new content outlets—mainly pay TV, DTT channels and digital & mobile platforms—have made the difference.

Some countries of Western Europe—Germany, France—and Asia in general improved their attending communities, while Latin America was flat but with a good concurrence and some regions not fully recovered—as Central & Eastern Europe, Spain, the U.S. domestic market—were slightly down.

After the week of Screenings at the different Studios, worldwide buyers surveyed by PRENSARIO agreed that this year there were more original or not so conventional products than in 2010. An international executive of Fox Television Studios, said: 'During the last two years, with the global crisis around, the studios developed 'risk-zero' TV series, which in the American market means stories about lawyers, medical doctors and especially policemen. But now the times are better and they bet on more innovative pieces.'

He continued: 'There are for instance TV series as *Falling Skies* (Turner) about a hell future or



Germany: Rudiger Boess, SVP programming acquisitions, ProSieben Sat.1, with Eric Welbers, managing director, sales and acquisitions, Beta Film



National TV/ABC Plus, public broadcaster in Romania: Dan Diaconu, Diana Stanciu, Carmen Purie, Anamaria Diaconu

PRENSARIO INTERNATIONAL

Terra Nova (Fox) with special effects and Steven Spielberg involved. About comedies, the single cameras are back, following the line of *The Office*, and we have *The new girl*, with a feature-film actress—Zoëy Deschanel—on TV.

A distributor of Paramount/Dreamworks agreed: 'This year, the US networks are reinforcing their screens for the summer, season when the pay TV business usually takes more push. During the last years, the Pay TV channels have developed a lot of original content, while free TV used again and again the same formulas. Now, we see the networks have taken the leadership and they are betting on innovative series not to leave more share to the pay TV side.'

'With Netflix—the online streaming giant—and the new media push, free TV goes more and more to own production. They say it is very important to be the first window of their product, but it is interesting what HBO does in many regions: it is the only window for original-regional productions the company produces.'

A Turner top executive added: 'Netflix is already the top user of Internet traffic in the US market, and it has 22 million customers. But Fremantlemedia's *American Idol* joins those people in one only prime time night. The broadcasters must evolve, but they have enough market to keep their way if they do the things right.'

About genres, at the major screenings there were, effectively, less 'conventional' TV series—police, medical and lawyers themed series—but also less edgy dramas and series you must watch all chapters to understand the plot. 'Hollywood is understanding that the audience is pushed from more and more attractions and doesn't want to be stacked with one, though so good it is,' said one Central European programmer.

Instead, there were more procedural series, retro series as *PanAm* (Sony) stories with supernatural tips or bizarre characters—the same trend as in the movies industry—and new types of soap operas in the tradition of *Dynasty* or *Dallas*, very well produced—this genre is a new 2010/2011 success in Italy. 'The audience is hooked with them but can miss some episodes from time to time,' the same buyer added.

CHOSEN PRODUCTS

TV series chosen by the buyers (not the studios) for PRENSARIO were: Fox's *Home Land*, with Claire Danes, with a great mystery in the middle; CBS's *The 2-2*, 'very well made' with Robert De Niro as one of the producers, and *Common Law*, which 'follows the line of *Hawaii 5-0*'. At NBCUniversal,



The NBCUniversal Screenings: Belinda Menéndez with her sales and marketing team, and actors of the TV series *Grimm*, from the creator of *Buffy* the vampire slayer



Sony: Steve Mosko, president, SPT, Oliver Platt from the comedy *The Big C*, and Keith LeGoy, president, international distribution, SPT



TV Joj, Slovakia: Erika Tothova, acquisitions manager, and Zuzana Aichová, programming manager



RTL Klub Hungary: Peter Kolosi, programming director, Tibor Forizs, head of programming scheduling and acquisitions

Suits, 'an unusual series of lawyers', and *Smash*, which 'meets the TV-series with the Broadway Musical features', produced by Steven Spielberg (again!) were mentioned.

At Warner, there were the thrilling series *Alcatraz*, by J.J. Abrams (*Lost*) and the crime series *Person of Interest*. At Sony, *PanAm*, because 'it is a good reflect of the 60's glamour', and *Charlie's Angels*, 'a well known series to be programmed'. At Disney, *The River*, produced by Steven Spielberg (again!) in the *Amazonas* jungle, and *Once Upon a time*, magic for kids.

Definitely, innovation and risky bets were well received by the international programming community.

Nicolás Smirnoff and Fabricio Ferrara

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FOCUS ON THE BALTIC COUNTRIES

By NOËLE RIGOT

In 2010, the average daily viewing time across the world stood at 3 hours and 10 minutes per person a day, making an increase of six minutes over the last five years. Across all the 84 territories covered, it is Europe and North America that registered the greatest increases in comparison with 2009, with respectively +6 minutes for Europe (3 hours 48 minutes) and +4 minutes for North America (4 hours 39 minutes).

If Europe recorded an increase in 2010, the TV consumption is different from one country to another. In the Baltic for instance, the habits are different whether we talk about Estonia, Latvia or Lithuania. Estonia is the one recording the highest TV consumption among these three countries with 3 hours and 55 minutes. This result is far ahead of the European average, with no less than +7 minutes (i.e. 3 hours and 48 minutes for Europe, with 42 territories taken into account). In comparison to last year, it represents +1 minute of daily viewing time per individual.

On the contrary in Latvia and Lithuania, the TV consumption is under the European performance, with 3 hours and 35 minutes per day and per individual in Latvia and 3 hours and 27 minutes in Lithuania. If the latter one records an increase between 2009 and 2010 (+1 minute), the daily viewing time per individual is decreasing in Latvia with -1 minute.

What about the TV present in these countries? In fact, by analyzing the top programs aired there, we can notice some differences but also some similarities. In Estonia, the most successful program over 2010 is related to politics and is the event program celebrating the Estonian Republic 92nd anniversary

with the President's reception, which gathered more than 303.000 TV viewers for a 48.8% market share.

In Latvia, the lead is taken by a movie: *Rudolfja Mantojums*. This local production reached a 44.2% market share and seduced more than 377.000 TV viewers, i.e. the best performance of the year on the small screen. As for Lithuania, it is again another genre that is at the top: the variety show *2 Minutes of Glory* ignited ratings and ranked first in 2010 (sport excluded) with 773.000 TV viewers and a 49.3% market share among all individuals.

Though some differences appear, similarities are also obvious. For instance, in these three countries, local fictions perform well. These fictions are series and soap operas and attract a large audience, whereas no foreign fictions managed to enter the top 10 programs of the year 2010.

But what is really obvious in Estonia, Latvia and Lithuania is and of course among them we can count *The Eurovision Song Contest*. It is ranked 3rd and 4th in Estonia with respectively *The Eurovision National Selection* and *The Eurovision Song Contest 2010* – Semi Final. These programs gathered 274.000

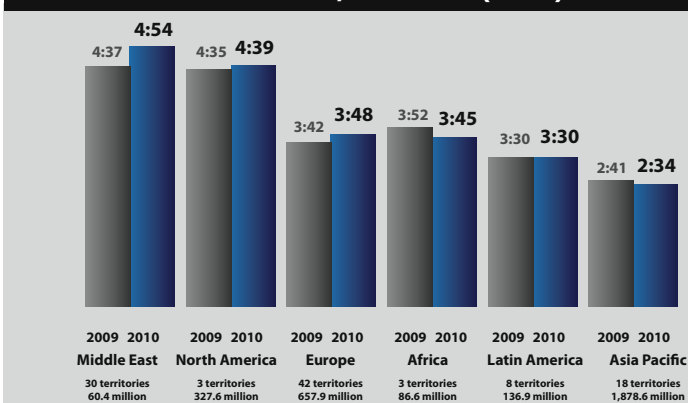
and 269.000 TV viewers for a 20.6% and a 57.6 market share among all individuals. In Latvia, the success is also there reaching the 4th position in the top 10 in 2010 with 340.000 TV viewers and a 45.4% market share. No exception for Lithuania where *The Eurovision Song Contest* attracted 650.000 for a huge 58.3% market share.

Alongside *The Eurovision Song Contest*, the dancing UK format *Strictly Come Dancing* is as well a performing program in these three countries. In this program,



Estonian, Latvian and Lithuanian TV viewers love dancing and singing formats, like *The Eurovision Song Contest*

AVERAGE DAILY VIEWING TIME, PER REGION (2010)

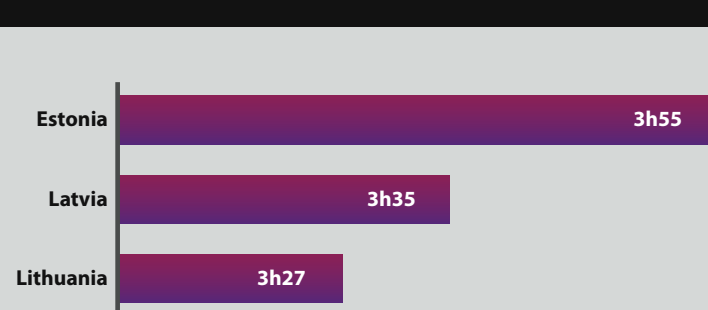


Source: Eurodata TV Worldwide / Relevant partners

celebrities are paired with professionals in a live ballroom dancing competition. Each week, the duo with the lowest score departs the show until two teams remain in the final week. *Strictly Come Dancing* is ranked 2nd in Estonia (300.000 TV viewers and a 44.9% market share), 3rd in Latvia (341.000 viewers and a 32.5% market share) and 4th in Lithuania (644.000 viewers and a 45.2% market share).

In the same trend, *Just the Two of Us*, a reality show adapted for the UK format and featuring celebrities paired with professional singers, obtained good results in Estonia. With 261.000 viewers on average and a 39.1% market share, this singing show reached the 7th position. In Latvia, we can mention the reality show *Singing Family* at the 6th position with 300.000 TV viewers and a 40.1% market share. And as already mentioned the variety show *2 Minutes of Glory* won the 1st position in Lithuania.

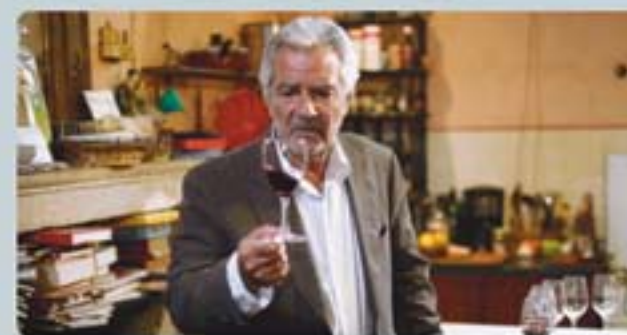
BALTICS: AVERAGE DAILY VIEWING TIME IN 2010



Source: Eurodata TV Worldwide / Relevant partners



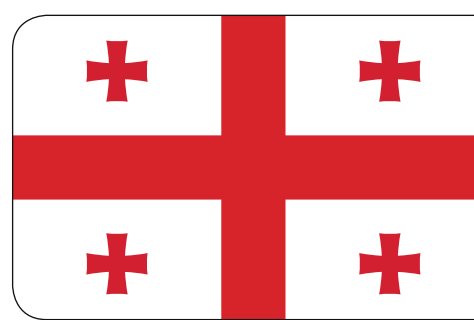
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IMEDI TV, GEORGIA: COMEDY AND ENTERTAINMENT SHOWS, WHAT THE LOCAL AUDIENCE PREFER

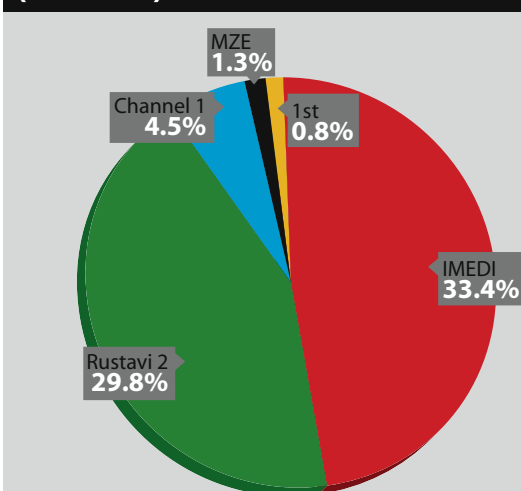


Giorgi Lominadze, head of Cinema Department

The Georgian commercial broadcaster **Imedi TV** is the leading TV channel in its country, very well positioned among its main competitors. According to **Nielsen**, the channel reached 33.4% market share last May, followed by **Rustavi 2**, with 29.8%, **Channel 1** with 4.5%, **MZE** with 1.3%, and **1st** with 0.8%.

Giorgi Lominadze, head of Cinema Department of the channel, explains to **PRENSARIO** about the moment of the channel, the top programming trends he sees in his market and especially about the new media developments

GEORGIA: TV MARKET SHARE, PER CHANNELS (MAY 2011)



Source: Nielsen

PRENSARIO INTERNATIONAL

that are growing in the country.

Regarding to contents emitted by **Imedi TV**, he comments: 'In prime time we have only our own produced programs: the talk show *Nanuka Jorjoliani Show*, the comedy series *In the middle of the city*, the entertainment program *Night show with Otar Tatishvili*, the reality *Shegirdi*, the music show *Musical League*, and the entertainment show *Club of old wives*, among others'.

Half of the total content offered by the broadcaster is original production. 'We collaborate with independent production companies like **The Night Show Studio** and **TBC TV Studio** for our shows. Generally, we are trying to offer comedy and entertainment programs to our audience, as it's mainly what they prefer', explains **Lominadze**. 'With the strong competence we have from the other free channels and cable, we have to manage original product to make the difference. You have to be a first window of your content, not the last one'.

TELECOMMUNICATIONS & NEW MEDIA

This area is taking more and more importance at **Imedi TV**, as the market evolves. According to the executive, new media in Georgia is 'growing rapidly' and he thinks it will soon 'become a competitor for Free TV'. Currently in Georgia there are two main new media providers working: **Silknet** and **Caucasus Online**.

Silknet, a Georgian telecommunications provider, offers consumers a host of new services including Internet, TV and mobile



In the middle of the city is a comedy series produced by The Night Show Studio



The talk show *Nanuka Jorjoliani Show* and the talent-music contest *Musical League* are two of the main programs at Imedi TV

communications. **Silk TV**, a next-generation television with airtime management facilities, offers Silk Internet, high-speed Internet on mobiles, and *Silk Phone* offering calls using VOIP. Up to 125 local and international TV channels are available via **Silknet's** new service.

Caucasus Online is one of the largest Georgian internet service providers (ISP), which controls large part of the Georgian internet communications market. The company provides a range of Internet services including Dial-Up, Wireless Internet access, xDSL Internet access, FTTx, Internet TV, Web Design, Web Hosting, Colocation Service. Also, it operates a submarine communications cable named *Caucasus Cable System* (CCS) which links Balchik, Bulgaria, to Poti, Georgia, and provides high speed internet to Georgia.

'We will see what happens in the future', **Lominadze** finalizes. 'But if we continue doing the things well, providing original programming and keeping our TV market share, we are sure we will continue being a very important player of the entertainment market, in one way or other'.

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THE RUSSIAN TV SEASON 2010-2011: NEW TRENDS AND DEVELOPMENTS



Last year proved to be a good year for the Russian TV ad market. According to the **Russian Association of Communication Agencies** (AKAR) annual review, the total volume of TV advertising in Russia was 130,7 bln RUB (3,25 bln Euro). This was 15% higher than in 2009. 2010, however, couldn't reach the level of pre-crisis 2008 when TV ad revenues were 138,9 bln.

Advertising volume on cable and satellite channels was estimated at some 1,9 bln RUB, only 1,46% out of the total volume of all TV advertising in 2010. This segment posted 26% growth in comparison with FTA's 15%

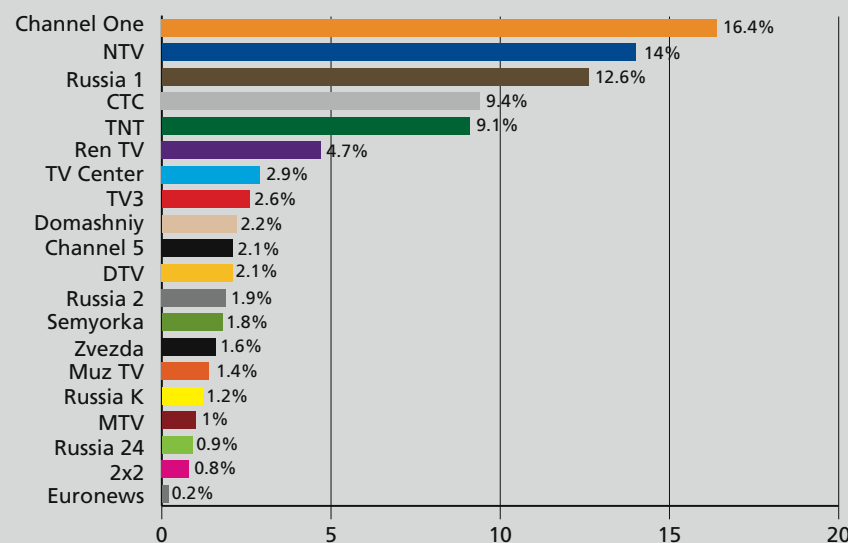


Channel One's local adaptation of *Prison Break*



Andrey Malakhov's talker *Let Them Speak* on Channel One was considered the best TV program in 2010

RUSSIA: TV MARKET SHARE, PER CHANNELS (APRIL 2011)



Source: TNS

(128,8 bln RUR). For 2011, experts forecast a significant growth of advertising prices in 2011, with the sold-out ratio approaching 100% on main channels.

The good news for TV professionals is that 99% of Russians switch on their TV sets at least once a month*. 70% of those watch TV daily, while 60% watch TV more than 1 hour. On average, Russian viewers watch TV 4 hours a day, while young audiences only 2,5 hours. Elder people turn on their sets for 5 hours a day, with pensioners forming 24% of all viewers.

WHAT DO RUSSIANS WATCH?

Ninety percent of all time spent viewing is dedicated to free-to-air channels, with the rest 10% going to niche nets. Russians like their series as 70% of the time they watch this kind of content. 20% is dedicated to movies - this

figure has been very stable during the past few years. Entertainment and news get 8% of the viewership.

There are more than 40 niche channels launched each year in Russia, while 7 close down. The competition is dramatic, though there are less niche channels than in other European countries - around 270. Viewership of those channels grows and from the 70% who watch TV daily, 24% watch niche channels.

Channel One (Perviy) remains the market leader in fall 2010 - spring 2011. Even the unsuccessful experiment with vertical programming wasn't able to sway its positions. **Perviy's** try to air different series on weekdays lasted for 3 months with four titles: the local adaptation of *Prison Break* and local projects *Garages*, *Gangs* and *Voices*.

Local series remained Russian prime-time's main driving force this season. Criminal stories

are in high demand. The typical Russian series would have an honest policeman as its main character, an officer who fights for justice and protects the innocent. The character may also be a female detective who will solve even the most twisted and mysteries cases. The most resonant project for the past couple of years was NTV's *Glukhar*.

Levada-Center had summed up Russian TV in 2010, in a viewers' poll for best programs*. According to the poll, the best TV program in 2010 was **Andrey Malakhov's** talker *Let Them Speak* (*Pust Govoryat*) on **Perviy** and crime series *Glukhar* on NTV. *Let Them Speak* gained 9% of all votes, 5% voted for *Wait for Me*, 3% for *Let's Get Married* - all **Perviy** shows. NTV's *Glukhar* was voted "Best TV Series" with 9% of the votes, second was *Rossiia-1* with *Efrosinia*, third place shared by Ukrainian **Quarter 95 Studio** production *Matchmakers* (*Rossiia-1*), *Interns* (TNT), *The Uni* (TNT) and *The Wedding Ring* (**Perviy**), all with 4%.

In April 2011 NTV premiered documentary project *Vanga Returns!* The secret archive of the popular Bulgarian prophetess* became the most successful project on Russian TV in the past two years. According to **TNS Russia**, the rating in Russians 18+ demo was record-breaking 16,2%, with 40,8% share.

According to **TNS Russia** data*, *Rossiia-1* and NTV share the second and third position this season, depending on the demo. Fourth and fifth were TNT and CTC, both claiming to be the best entertainment channels. TNT continued to score with controversial reality *DOM-2*



Vanga Returns!, a top documentary broadcast in NTV, reached a record-breaking rating of 16,2 points and 40,8% share



Glukhar was one of the most resonant project for the past couple in NTV

(which was banned from daily broadcast by court), hit-sitcoms *Interns*, *Real Guys*, and *The Uni*. TNT even managed to take the pole position in Russia with 15,3% share in February 2011, in the channel's demo - 18-30.

At the same time CTC was struggling for viewers with its new offerings this season. One by one CTC's local adaptations of *Amanda O, News* (**Endemol's** telenovela) and *How I Met Your Mother* flopped in prime and disappeared almost immediately after their premiere. Viewers' favorites *The Voronin Family* (*Everybody Loves Raymond*) and *Daddy's Daughters* had to work hard to secure the usual ratings.

In late March/early April 2011, CTC introduced new shows *The Boarding School* (*El Internado*) and *Traffic Lights* that both have finally managed to deliver good ratings for the channel.

This season in Russia was also marked by

RUSSIA: TOP 10 PROGRAMS (APRIL 2011)

Source: TNS

Pos.	NAME	CHANNEL	SHR%	RTG%
1	NEW YEAR'S GREETINGS OF THE RUS.PRESIDENT MEDVEDEV	CHANNEL ONE	37.8	16.1
2	VANGA RETURNS, DOCUMENTARY, TALK SHOW	NTV	39.3	14.7
3	NEW YEAR'S EVENING PROGRAM	ROSSIYA-1	31.1	12.4
4	LET THEM SPEAK	CHANNEL ONE	32.4	12.3
5	GLUKHAR	NTV	36.7	12.1
6	NEW YEAR'S GREETINGS OF THE RUS.PRESIDENT MEDVEDEV	ROSSIYA-1	27.2	11.6
7	SVATY-4, SERIES	ROSSIYA-1	30.7	10.6
8	DAN, MOVIE	NTV	29.2	10.5
9	SPECIAL CORRESPONDENT	ROSSIYA-1	26.8	10.5
10	BIG DIFFERENCE IN ODESSA, THE FEST OF PARODIES	CHANNEL ONE	32.8	10.4

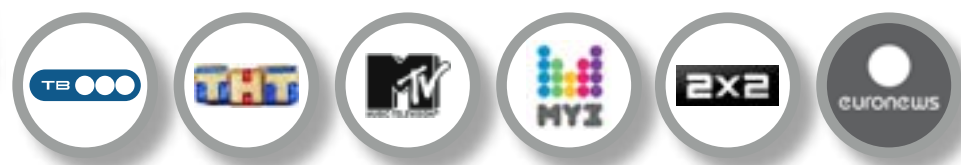
ownership changes at some of the TV stations. Russian mogul **Yuriy Kovalchuk** bought 25% of **Channel One** from **Roman Abramovich**. It was revealed that **National Media Group**, controlled by **Kovalchuk**, acquired the stake for scanty \$150 mln. The deal was finalized in late 2010. There are also rumors that **Kovalchuk** would buy 25,17% of **CTC Media** shares, proposed by **Alfa Group** to another **CTC Media** shareholder **MTG** for 1 bln USD.

"The data announced by Dmitry Kolosov, TNS Russia Development Director, at the conference held during CSTB exhibition in Moscow in February 1-3, 2011.

"The research was carried on representative basis with 1611 people 18+ taking part from 45 country's regions.

*** TNS chart

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FOX BULGARIA/BALKANS: 'PAY TV IS THE MAIN TELEVISION BUSINESS'

'Pay TV industry is becoming more and more competitive in the Balkans, while the TV industry in Bulgaria has been rather dynamic during the last few years: the main terrestrial channels got new owners, there were consolidations and several new cable channels were launched'.

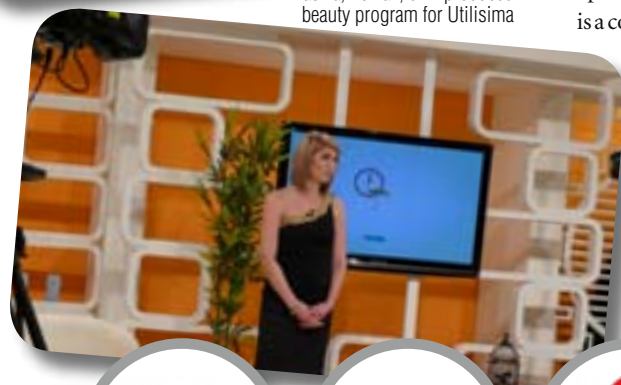
Mariana Dimitrova, head of Programming, **Fox International Channels Bulgaria and Balkans**, describes to PRENSARIO the moment of the industry and highlights: 'The lower financial return of investment during the crisis was another tip for strong competition. European media groups entered the market and **News Corp.** is investing in Pay TV, which is its main television business'.

About the economical situation, Dimitrova says: '2010 was another difficult year for the advertising market in Bulgaria, but **Fox** chan-

Myje v kuhniata, original cooking show to be aired in Utilisima



Krasiva, no kak, own produced beauty program for Utilisima



nels enjoyed a sustainable increase in market share. **Fox Life** highest growth of over 40% was achieved during prime time for the target group cable all 25-54. The channel increased its share among all 18-49 and women 18-49 by 20% in prime time'.

MAIN PROGRAMMING TRENDS

'The Turkish series are booming in the Balkan countries', remarks the executive. 'Unlike the Bulgarian viewers, those from the former Yugoslavia were able to follow emblematic US series, such as *Dallas* and *Dynasty* in the 80's. Therefore, those viewers prefer sophisticated dialogues and they are very demanding of US shows'.

The most successful shows in Bulgaria and the Balkans are local productions, according to **Dimitrova**. 'The boom of reality formats was followed by comedies and recently by dramas. **FIC** Bulgaria has so far acquired ready-made content but it has new projects for local productions', she completes.

'About acquisitions, we look for a balanced mix of latest slates of US network shows with long running classic hits for our daytime slots. We are constantly exploring new opportunities and we are keen on experimenting with launching high quality European productions. Globally, **FIC** has the advantage to benefit from pre-buy opportunities of brand new edgy content, co-financing and co-producing projects. *The Booth*, for example, is a compelling series offering multi platform opportunities' completes.

UTILISIMA IN 2011

'We have launched in Bulgaria and in the Balkans on March 8th, the women's favorite **Fox** channel in Latin America, **Utilisima**. It is among the most preferred entertainment cable channels in 34 countries in North and South America, Australia and Europe with 21 million subscribers', explains **Dimitrova**.

Is a female channel offering lifestyle non-fiction original programming



Dora Nikolova, acquisition manager, and Mariana Dimitrova, head of programming, Fox International Channels Bulgaria and the Balkans

in five genres: cooking, inspiration, health and baby, handcraft and beauty. '**Utilisima** offers a unique mix of recipes and tips presented in the typical step by step manner in a nice and entertaining way'.

'Together with Bulgarian production company **Global Films** and **HP Media**, we are currently producing three lifestyle shows: *Krasiva, no kak* (beauty) *Myje v kuhniata* (cooking show) and another one about handcrafts. The success of our local production would allow the Bulgarian office to become a hub for the more distant operations of **FIC**', finalizes **Dimitrova**.

FOX PORTFOLIO OF CHANNELS

Fox International Channels Bulgaria has expanded its operation in the Balkans by launching new channels, exploring new territories to its footprint and being a pioneer in developing AdSales in pay TV. The company portfolio includes **Fox Life**, **Fox Crime**, the recently launched **Utilisima**, **National Geographic**, **National Geographic HD**, **Nat Geo Wild**, **Nat Geo Music**, **Baby TV** and **Sky News**, operating in Bulgaria, Albania, Bosnia, Croatia, Kosovo, Macedonia, Montenegro, Serbia and Slovenia, reaching over 10 million subscribers with two 2 feeds, one for Bulgaria and the second one comprises the rest of territories.

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DEUTSCHE WELLE

CHELLO ZONE: HOW PAY TV BUSINESS RISES IN CEE

ChelloZone operates and manages 13 channel brands around the world, and some of them are distributed exclusively for Europe, the Middle East and Asia (EMEA): **Zone Reality**, **Zone Romantica**, **Extreme Sports Channel**, **JimJam**, **Food Network**, **Fine Living Network**, and the newest one **Outdoor Channel**, launched in March 2011.

Louise Cottrell, VP Affiliate Sales, **Chello Zone**, explains to PRENSARIO: 'The network of **Chello Zone** channels reaches all countries of CEE including Russia, Poland, Hungary, Germany and Czech Republic. Our priorities during 2011 are to ensure the continued development of our well established brands across Europe through continued strong positioning, programming strategy and localization initiatives, as well as to launch our newer brands, such as **Food Network** and **Outdoor Channel**, across Europe'.

Launched in the region early last year, **Food Network** is available in both SD and HD formats, the same as **Outdoor Channel**. 'Another recent development is **JimJam Polsat**, a joint venture with **Polsat** that started distributing across Poland from last year: it offers Polish viewers a dedicated

branded service for their territory', she adds.

'The **Outdoor Channel** is a new offering for us and launched last year, with the full satellite feed launching in March 2011. It is now already available across the Middle East, Scandinavia and Russia and more launches are planned over the summer months', says **Cottrell**.

The channel is 'strongly positioned' and caters to a focused, but nonetheless important (and significant) audience segment. 'There have been requests for a pan-European channel dedicated to hunting and fishing from various platforms for some time and so we have responded to this with the launch of **Outdoor Channel**', she adds.

'Well positioned channels, with a core target audience and a potentially commercial audience, are important for operators, especially as they are looking for strong driver content for new SD packaging, VOD offerings and HD packaging. **Outdoor Channel** is therefore a good solution for platforms and has an important role in helping operators build additional revenue opportunities'.

CHANNELS OF THE GROUP

Food Network features a diverse line up, including *Nigella Express*, *Barefoot Contessa* and *Rescue Chef* with Danny Boome, or the prime time shows *Iron Chef*, *Chopped* and *Food Network Challenge*.

JimJam emits lively programming mix of the world's favourite animations, sing-a-long fun and captivating storytelling: *Thomas and Friends*, *Bob the Builder*, *Fireman Sam*, *Angelina Ballerina*, *Barney and Friends* and *Pingu*. 'The channel was acquired in September 2007 as part of a joint venture partnership between **Chellomedia**, a **Liberty Global** company, and **HIT Entertainment**', explains **Cottrell**.

Launched in 1998, **Zone Romantica** presents romantic dramas from around the world (telenovelas), music and entertainment from star performers, and magazine and reality shows, while **Zone Reality** is dedicated to unpredictable and extraordinary real-life programming.

Cottrell describes **Fine Living Network** (FLN) as a 'trendsetting style destination on TV and online', and she adds: 'This lifestyle television channel and website (finelivingnetwork.com) are

chellozone
a liberty global company



Louise Cottrell, VP Affiliate Sales, Chello Zone

zone
reality

zone
romantica

EXTREME
SPORTS
CHANNEL

JimJam

food
network

FLN
FINE LIVING NETWORK

OUTDOOR
CHANNEL

the first points of contact for indulgence seekers. Our schedule is packed with a mix of modern living and design entertainment shows from around the world, blended together under five featured topics: home, cuisine, travel, style and wellbeing.'

Fantasy is a channel dedicated to the world of daydreams and nightmares, featuring popular series and films from the action adventure, science fiction, fantasy and horror genres. It was launched in 2006 on **SKY Italy**.

Launched for the EMEA market in August 2010 as a partnership with **Chello Zone**, **Outdoor Channel** offers the largest outdoor programming library in HD, dedicated to traditional outdoor activities (fishing and hunting) and off-road driving to wilderness adventure.

CBS Drama, **CBS Action** and **CBS Reality** are the home of drama, action and reality from the US, respectively. **Extreme Sports Channel** is totally dedicated to action sports and the lifestyle that accompanies them: from surfing to skateboarding, snowboarding to BMX, and Moto-X to mountain biking, and also provides a home for innovative sports such as pro video gaming. Lastly, **Horror Channel** provides popular horror films and series from around the world.



Speargun Hunter, one of the main titles of Outdoor Channel



Zone Reality is dedicated to unpredictable and extraordinary real-life programming, like *You Saved My Life*



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KINO POLSKA TV: ORIGINAL CONTENT WITH POLISH SEAL



Piotr Reisch, president

With only seven years in the market, **Kino Polska Television** is a Pay TV station born to promote the Polish cinema and it has reached the second place among the most popular movie channels in its country. And its perspectives seem to show that it will remain that way.

Piotr Reisch, president of **Kino Polska TV S.A.**, owner of Kino Polska TV, explains to PRENSARIO: 'The channel, available on all digital platforms and offered by the biggest cable operators in the country, has been recognized by viewers for the second time with the "Hot Bird TV Award" (also known as "Satellite Oscar") and "Telekamera" for the best film channel'.

The grid of the network emits all kind of content, mainly aimed to reinforce the national culture. Productions include masterpieces of

Polish cinema, archives, shorts, documentaries, as well as popular TV series, cartoons, old commercials and interviews with famous artists and directors.

'We broadcast old movies, both cult and completely forgotten, as well as new films, including the beginning of avant-garde and independent artists. All films are carefully selected, the most popular programs are shown in specifically tailored series. Every production is supported by interesting archival materials and commentaries of journalists, who explain historical background and propaganda tricks', explains **Reisch**.

Kino Polska exhibits films without commercials: 'We treat movies as works of art, not as a merchandise. Besides, we want to connect generations, trying to be a worthy proposal for a whole family. We also take care of national film heritage by renovating old movies'.

'Some content we produce ourselves, such as documentaries, interviews, magazines about cinema and DVD premiers. For example, the cycle on old Polish movies produced before the WWII: each presentation starts with a short commentary of Stanislaw Janicki, a legend of the Polish TV. Except TV programs, we also produce a feature content: last year, one of our films, a short *Hanoi-Warszawa*, received the "Best Short Film Award" at the European Film Awards in Tallinn'.

Besides its offer of Polish films and TV productions, **Kino Polska** is buying some ready-made programs, such as old movies, TV



Hanoi-Warszawa, feature film produced by Kino Polska TV, received the "Best Short Film Award" at the European Film Awards in Tallinn

series, animations and archives. 'For example, the Czech TV series *The Hospital on the outskirts* or *The Little Mole*, Czech animated series for kids, made up in 1956 and popular till now. Lately we broadcast SF movies coproduced in 70s behind the Iron Curtain. It is a part of our new cycle *Polish Way to Stars*, about first space flights in Eastern Europe', he adds.

NEW MEDIA

Regarding the new media, **Kino Polska TV** is very active on the Internet, especially on social networks. 'Our profiles on **YouTube** and **Facebook** are a vivid platform of communication with our audience. Our portal stopklatka.pl is the oldest film website in Poland with a content both for film professionals and cinema lovers. The site has been awarded by the **Polish Film Institute** for its contribution to the development of national cinematography. We are also part of the Polish VOD market, which is still growing. I am sure that all those tools will let us be even closer to our audience', finalizes **Reisch**.

EXIBITORS

BOOTH BB3

THE GLOBAL AGENCY, FROM TURKEY TO THE WORLD



Catherine Stryker, head of sales

The Global Agency (Turkey) is one of the flags of the Turkish dramas strong expansion through the international market. Its products are screened in leading free TV channels of Turkey as **Kanal D** and

Show TV, and then the company distributes them to all regions. Central & Eastern Europe is the main market for the company, but last month for instance had a suite at the Latin American LA Screenings, to start doing business in that region. TGA offers products also from Greece, Croatia and India, among other origins.

Catherine Stryker, head of sales: 'Everybody is talking about the Turkish series and we want to set up stable relationships to generate a long run business. Our starship drama series now

is *Secrets of Eden*, located in the Magnificent Century of kings, sword fights and passions. It was launched in Turkey in January 2011 with an impressive 71,7 percent of market share, and the same happen in Greece, where we have as top success as in our country'.

'All in all we have about 40 products, with seven brand new drama series. In realities, our hit is *Shopping Monsters*, produced with **Procter & Gamble**. Every week, the contenders have to go shopping with limited budget and to get the best wearing in different styles'.

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MARKÍZA AND DOMA: SLOVAKIA + CROATIA

PRENSARIO INTERNATIONAL provides this special article about TV MARKÍZA and the female-oriented channel DOMA TV from Slovakia, apart from highlighting the moment of DOMA TV Croatia, launched in January 2011 with great success. Both channels belong to one of the most important European media groups, CENTRAL EUROPEAN MEDIA ENTERPRISES (CME), which also operates channels in Romania, Slovenia, Bulgaria and Czech Republic.



Silvia Porubská, Head of TV, both TV Channels in Slovakia

Launched in 1996, TV Markíza is the market leading TV channel in Slovakia reaching an average share of 33.8%, from January to May (all day, individuals 12-54), reaching 38.3% on prime time.

Top programming currently on air on TV

Cuidado con el ángel, from Televisa Mexico, is one of the leading telenovelas on air in Doma

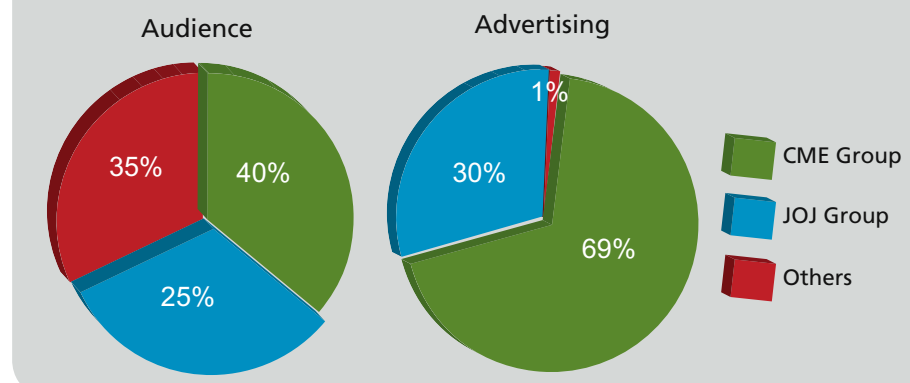


Elveda Derken from Turkey: foreign drama is working well in Doma



SLOVAK REPUBLIC: AUDIENCE AND ADVERTISING MARKET SHARE, PER COMPANY (1Q 2011)

Source: PMT/TNS SK / CME Group



Markiza are the Turkish series *1001 nights* (average share of 43.6%), the entertainment format *Czech-Slovak Pop Idol* (average share of 43.4%), *Best wishes* (average share of 42%), *Rose Clinic* (average share of 32.1%), *Adela Show* (average share of 28.7%), *Come Dine with Me* (average share of 30.9%), *In a good company* (average share of 34.1%). All these shows are a great success in the long-term perspective and help to secure Markiza's leadership in the market.

The second channel owned by CME in Slovakia is **Doma**, targeting women aged 12-54, which reached 3.4% (PT 19-23) and 2.9% (PT 19-22) shares in April 2011. **Doma's** Ad Share achieved 3.7% (main target group) and 2.8% in population from 12-54.

Doma successfully introduced a new Turkish series *Elveda Derken* with 5.8% average share; *Entre el amor y el odio* with 6% average share 2011 (women 12-54); and *Cuidado con el ángel* with 3.3%.

Silvia Porubská, Head of TV for both **Markíza** and **Doma TV**, explains to PRENSARIO: 'Our strategy is to attract a wide range of viewers, so it is the concept of a full format TV with strong news, local production (both reality & entertainment and fiction) and foreign movies and series. The ratio between local and foreign programming is 30% for the local content, which is aired predominantly in prime time. Our main content provider is **MediaPro** Slovakia, also part of **CME** portfolio.'

On behalf of **Doma TV**, she says: 'It is as a smaller channel targeting younger active women. The core programming consists on foreign fiction programming, like the newest telenovelas from Latin America. Apart from telenovelas, we air also feature films, sitcoms, European TV movies or Turkish drama series. Even though we do not air any new local programming at the moment, we plan to strengthen **Doma TV's** brand with attractive local production in near future.'

About the Slovakian TV Market, **Porubská** explains: 'As it happens in other countries, local market is facing a process of gradual television fragmentation. Thanks to the launch of the new thematic channels and increased cable/satellite penetration, there are even higher expectations towards the quality of the local content. The quality is definitely the key to success regardless if it is an entertainment or fiction show. We expect that the percent of local production will increase soon, especially on the main channel. Additionally, our market still provides

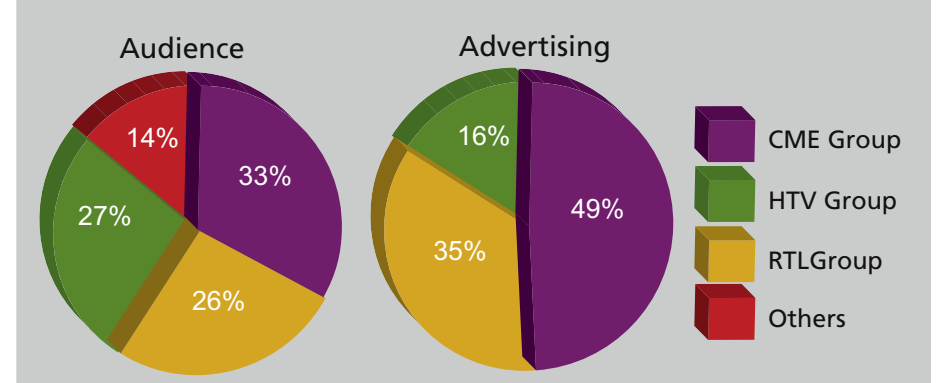


a room for new thematic channels which will be launched in near future'.

Lastly, the executive comments about the new media: 'New Medias are definitely the future of our business and are part of CME's strategy. Our main focus is on Internet live streaming, preview in advance, catch-up and VOD rights. Since we have an extensive experience in content production and acquisitions, it is our ambition to build a strong Internet portal which would offer a unique and quality content for Internet users. We believe new media are not necessarily a competitor to the traditional TV, but rather a must-be addition for maintaining the leadership.

CROATIA: AUDIENCE AND ADVERTISING MARKET SHARE, PER COMPANY (1Q 2011)

Source: AGB Nielsen / CME Group



DOMA TV, THE NEW OPTION FOR WOMEN IN CROATIA

Doma TV is **Nova TV** groups specialized entertainment channels, launched in Croatia on January 2nd. It is a nationwide network reaching 95% of the country, with 4.4 millions of inhabitants. 'The channel main programming is entertainment, with foreign fiction, lifestyle and reality magazines from local, European and international independent productions, and partly documentary and movies programs', highlights **Zrinka Jankov**, Head of **Doma TV** channel, Croatia.

And she adds: 'With this specialized female-oriented channel, **Nova TV** group is presenting TV premieres to Croatian audience. Target audience is women between 18 and 54 years old, and core target is 18-34 year old. Our all day audience share is 5.4% and 4.9% in prime time (F 18-54, May 2011, **Nielsen Audience Measurement**)'.

Doma TV chooses programs such as series *Rebelde*, *Acorralada*, *Sex & The City*, *Pretty Little Liars* and shows *Bachelorette*, *Fantasy Homes*, *So You Think You Can Dance*. Additionally 5% of the channel's grid contains local formats: magazines *Doma IN* and *Moms World*, and series *Under the Lucky Star* produced in independent productions **Spektar produkcija** and **Ring Multimedia**.

'Traditionally, the highest rated and most popular programs are domestic long running drama series and locally produced licensed versions of entertainment shows like *Got Talent* and *MasterChef*. The latest TV season has shown a new trend on Croatian market:



Zrinka Jankov, Head of Doma, in Croatia

Turkish series that **Doma TV** also has on the air (*Aski-memnu*, *Elveda Derken*, *Anem*)'.

Jankov finalizes: 'Leading TV channels can't be competitive away from the multimedia environment, so we have presence with **Doma TV** on Internet since the launch of the channel and developing new platforms like VOD in the near future'.

*Average share (period Jan - May 2011)



Moms World is one of the locally produced magazines in Doma Croatia

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Story TV4, Hungary: Szollossy Gabor, acquisitions, and András Borsány-Gyenes, COO

Hungary: Janos Zsibrita, manager of Film, Film+2 and Muzsika TV (IKO TV); Edina Balogh, acquisitions, RTL Klub; Gábor Fisher, manager of Cool TV, Prizma TV, Sorozat+ and DoQ (IKO TV); and Tibor Forizs, head of acquisitions, RTL



Andrea Zaras, now head of acquisitions at MTVA Eniko Harsanyi and Ildiko Bolros, acquisitions manager Chello Zone Central Europe, and Adam Jorcsoc, program manager TV2



Viasat 3 Hungary: Farkas Zsuzsanna and Brigitta Prukner



mtv, the Hungarian public TV station: Gyorgy Kosa Simogyi, director of programming, Maria Rencdeczki, program acquisition, Judit André and Zsuzsanna Gyulai, film buyer & programmers



Klara Paszternak, Program Manager TV2, Hungary



Okrös Gergely, production manager, TV2 Hungary



Eva Kis-Bocz, senior acquisitions manager, SPT Networks Central Europe



MTV Networks Hungary/Poland: Gergely Litkai, Head of Channel, Central Comedy (Hungary), with Daniel Reszka and Bartolomiej Major, MTV Networks (Poland)



ATM Grupa, Poland: Martyna Korzelik, Corinne Zema, Jacek Scioblowski and Magdalena Garbacz



Poland distributors: Krzysztof Zamarja, from Welpol Adventure, with Piotr Cholewinski and Katarzyna Koczdanska Szymanska, from MediaWay

ASTRO Poland: Marta Walerzak and Karolina Szymanska



Polish home video distributor Media Services Zawada: Adina Bojica, Ewa Laszkowska, Andrea Matyas, Zsuzsanna Torokne Kurucz and Andrzej Przesmycki



Hrach Keshishyan, producer director, and Hrachuhi Utmazyan, manager of international relations, from ATV Armenia, with Manush Melkumyan, head of marketing of UCOM, a television service provider also from Armenia



Dana Morag, acquisition manager at Yes, satellite platform in Israel, and Laird Adamson, from production company Magnolia Pictures, USA



MediaLink International, Lebanon: Nidal Garcia, head of acquisitions, and Jamal Douba, General manager



TivuSat-Mediaset (Italy): Nella Allegreti and David Bogi



Maria Kastyak from Poland Pay TV channel Religia.tv

Shant TV, Armenia: Laert Soghoian, executive director, Arthur Yezekyan, president



A1 Television, Macedonia: Aneta Kociski, general manager, Nehru Hodza, production manager, Aneta Veterova, program manager



Alsas, public TV Station from Macedonia: Dejan Zerajic, acquisition manager, and Hamdi Rashiti-Diu, program director with Guillermo Borensztein, Telefe (middle)



Emina Daut and Ehlimana Katika, from Radio Televizija Bosnia and Herzegovina (extremes) with Christophe Provins, from Canal France International



Moldavian TV channel: Valeriu Sova, Diana Leahu and Serge Zanoaga



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TRT, the public television of Turkey, is betting on the international markets

Kanal 1 Turkey: Aylin Amber, acquisition manager, Kayhan Haksever, general manager



Radio Television of Republic of Srpska, Branko Lazic, deputy program director, Lada Tomasevic, editor program schedule, Aleksandar Seva and Dunja Krco, promotions



Ricus Janssegers, SVP International Programming & Scheduling, ProSiebenSat.1, Germany, for Central & Eastern Europe



Turkish distributor Alparslan Yapim: Serdar Temeltas and Burhan Temeltas



Firat Gulgen, CEO of Calinos, main distributor and producer from Turkey



Philip Bobinski, Dramedy Productions, Czech Republic



Maria Manescu, head of acquisitions, Antenna1, Romania



Sorina Big, acquisition manager of Pro TV Romania



Alina Tanase, Video Content Manager, RomTelecom, Romania



Old School Productions Bulgaria: Zlatina Rankova and Hristo Hadjitanev



bTV, Bulgaria: Vicky Politova, general manager, Apostol Pentchev, program director



Eurocom Bulgaria: Anna Mailer, head of programming acquisitions

Romanian cableoperator AKTA: Ciprian and Gheorge Minea



TVR Romania: Mioara Dumitrescu, acquisitions coordinator, Cristian Tabara, film department channel and Luminita Boerescu, acquisitions



Dragan Jelacic, Pink TV (Serbia), Peter Marshall, Paprika (Romania) and Dragan Petrovic, Visionary Thinking (Serbia)



TV7 Bulgaria: Nadia Kostova, programming director, and Evelina Koleva, Financial Director



RTL Televizija, Croatia: Eckhard Stressing, Martina Vuletin and Filip Zunec



Kaspar Pflueger, program director, RTL Televizija, Croatia



Daniela Milevska and Peter Karanakov, from Macedonian Radio Television (extremes) with Darije Josic, from the public Croatian broadcaster, HRT

Bojan Gustin and Mladen Gustin, from MG Film Distribution Croatia, with Veneta Arsovska, buyer from Tramis Macedonia



HRT Croatia, acquisitions: Hanka Horvat, Delo Hadziselimovic and Zvezdana Djuranek



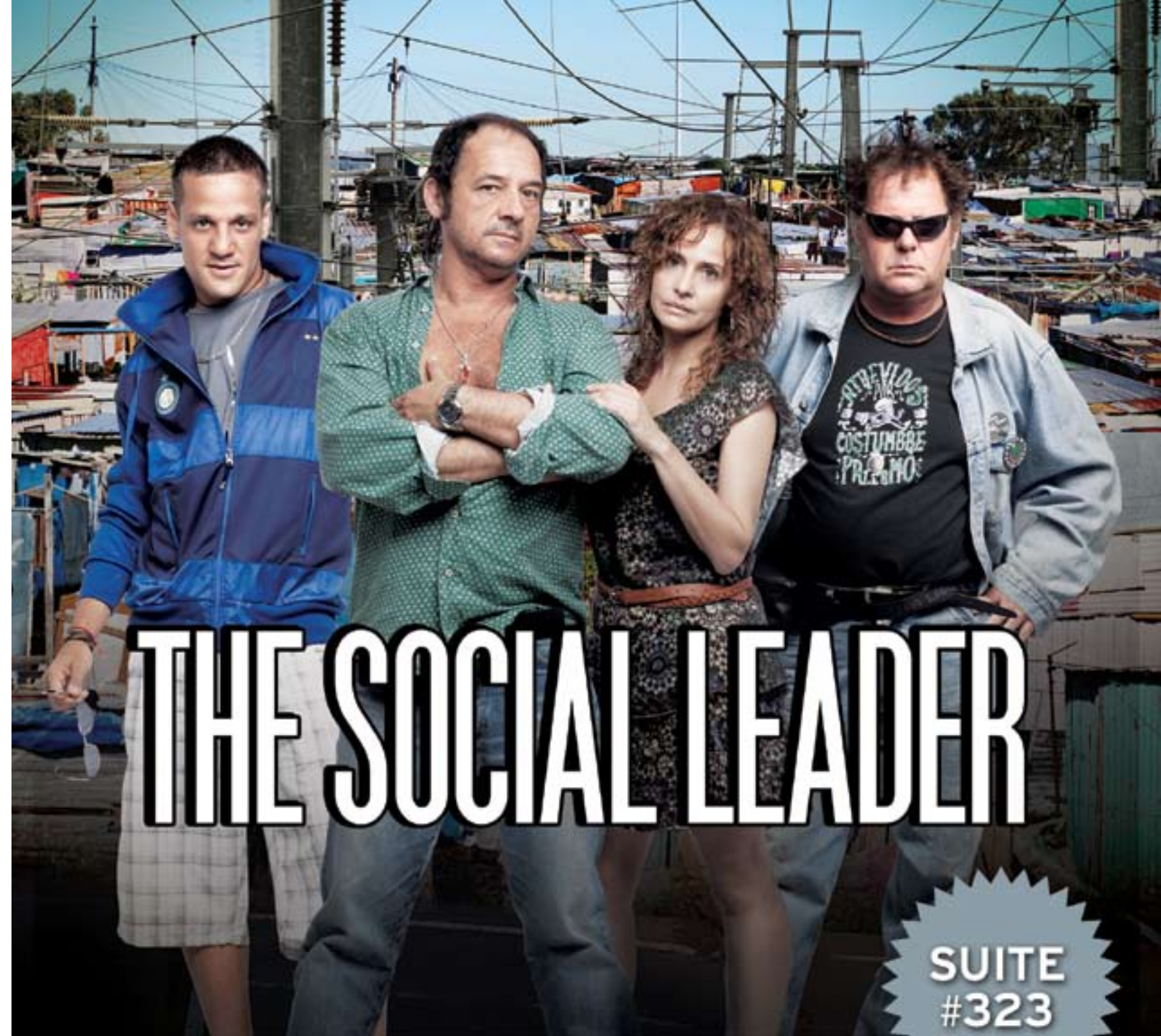
Marijana Vukasinovic, Telekom Srbija, IPTV/VOD operator in former Yugoslavia



RTK Kosovo Radio Television: Alerdita Alaj and Mirind Shala



Laurynas Seskus, TV Play, new media player, Lithuania



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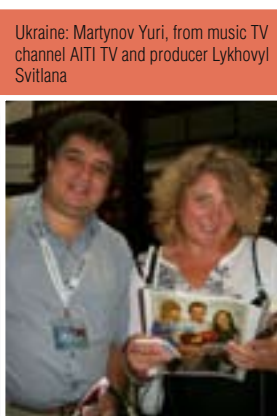
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24 News TV Channel Ukraine: Roman Andreyko, CEO, and Markiyano Protsiv, head of international department



Nataliya Geroyska, acquisitions at Star Media, Ukraine



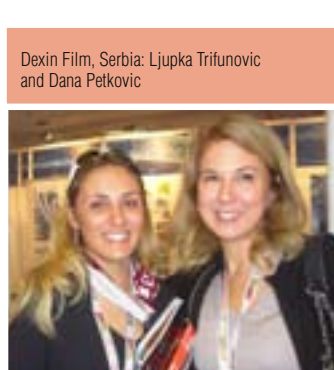
Ukraine: Martyanov Yuri, from music TV channel AITI TV and producer Lykhovyl Svittana



Vakhtang Maisuradze, programming director, Rustavi 2, Georgia



GPB Georgia: Kethi Elieshoili, Ramaz Bluashvili and Giorgi Gachechiladze



Dexin Film, Serbia: Ljupka Trifunovic and Dana Petkovic



Vladimir Radojicic, from Nira Serbia, with Viktorija Jevtic, program acquisition manager, Fox Serbia



Nina Kmetyk and Khrystyna Kmetyk, Malyatko TV, Ukraine



Bidzina Baratashvili from GMG Georgia; Daiva Andrade Gonzalez, head of acquisitions at Lietuvos Ritas TV, Lithuania; Ruso Gamkrelidze, general director, GMG, Georgia; Fabrizio Ferrara, Prensario, Evgeniy Drachov, Film UA Distribution, Ukraine



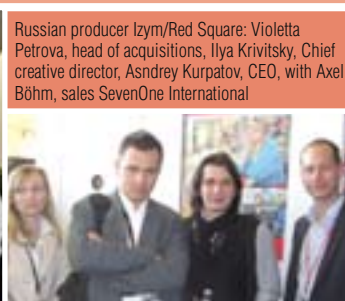
Radio Television Vojvodina (Serbia): Sonja Kokotovic, project manager, and Predrag Novkovic, Program Editor in Chief



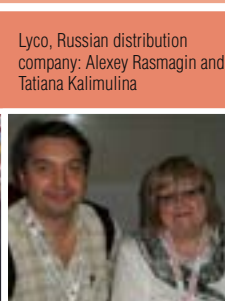
Televizija Vijesti, Montenegro: Boban Savic, production manager, and Aleksandra Radoja, production consultant



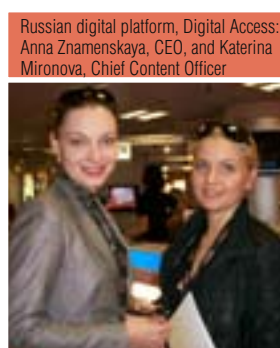
Hauk Markus from CLA, German agency that represents many IPTV operators in Europe



Russian producer Izum/Red Square: Violetta Petrova, head of acquisitions, Ilya Krivitsky, Chief creative director, Asndrey Kurpatov, CEO, with Axel Böhm, sales SevenOne International



Lyco, Russian distribution company: Alexey Rasmagin and Tatiana Kalimulina



Russian digital platform, Digital Access: Anna Znamenskaya, CEO, and Katerina Mironova, Chief Content Officer



CTC Russia: Alfiya Bayburina, head of CIS Programming, and Marat Devlet-Kildeev, Head of Broadcasting Abroad



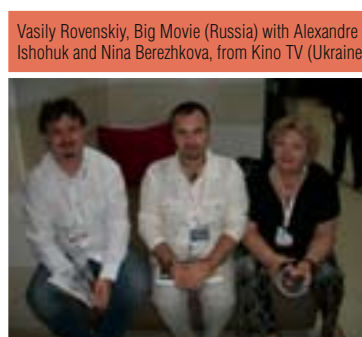
Intra Russia: Igor Fedorov, director of acquisitions, Cristóbal Ponte of Venevision, Antonina Udadlova, senior acquisition executive



Elena Antonini from Dorimedia with Anastasia Suzdalova, from Russian producer Central Partnership



Ildar Davletkhanov, Advisor to Coo at NTV Channel Russia, with Juan Fernández, from WMP



Vasily Rovenskiy, Big Movie (Russia) with Alexandre Ishohuk and Nina Berezhkova, from Kino TV (Ukraine)



Alexey Lazarenko, Gala Media (Russia) with Tatiana Staselko, programming director, and Pavel Korenevski, deputy general director from Belarus public broadcaster Stolichnoe Televidenie (CTV)



Philip Bobinski, Dramedy Productions, Czech Republic



Petr Vasenda, managing director, Vapet Production, Czech Republic; Maciej Taras, owner, Polmedia Poland (DVD, new media)

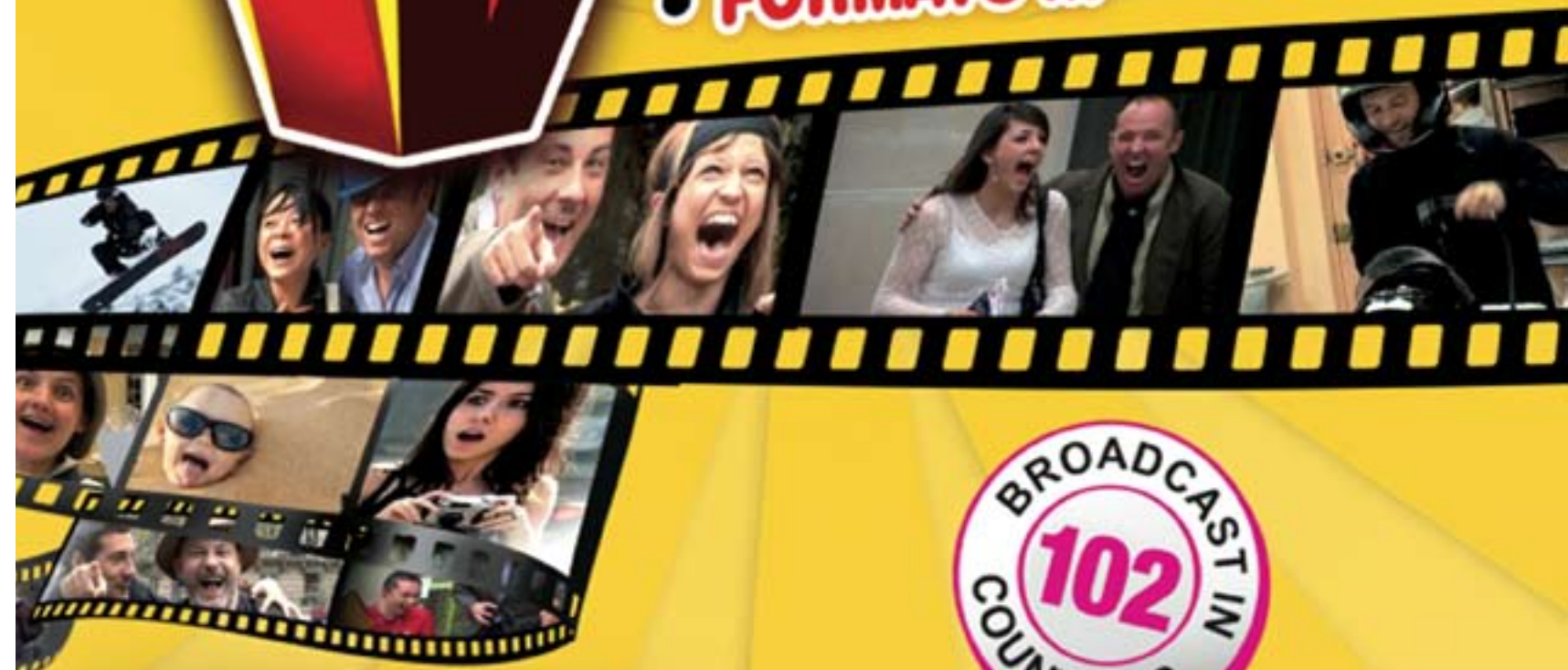


Ceska Televize: Lenka Slovákova and Jitka Bodlakova, import executives

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TV FRANCE INTERNATIONAL, AT DISCOP EAST

THE FRENCH GROUP OF INDEPENDENT PRODUCERS AND DISTRIBUTORS HAS A RICH OFFER THIS YEAR IN BUDAPEST. HERE THERE ARE SAMPLES OF ITS COMPANIES

10 FRANCS

10 Francs offers in Budapest 45 HD new titles never shown. Moreover, its website www.10francs.fr provides an access to almost 1,000 online videos extracts, including year of production, genre, duration, etc. 'There, it could be found the whole library of documentaries, animations, fictions, series we have', says **Yohann Cornu**, sales executive in charge of Discop.



Silvio Berlusconi

SUITE
#236

100 % DISTRIBUTION

Headed up by founders **Matthieu Viala** and **Jean-François Boyer**, 100% Distribution brings together French companies **TetraMedia** and **MakingProd**. It highlights for Discop WWII series *The Line* (36x'52). 'We aim to gain trust from the buyers, so that they understand that French fiction is good, safe and with great quality', explain Viala and Boyer.

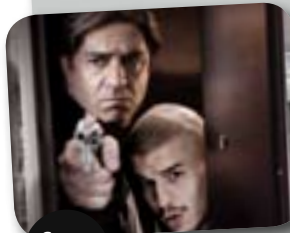


The Line

SUITE
#235

AB INTERNATIONAL DISTRIBUTION

Its catalogue offers over 28,000 hours of programming, including *The Sparrowhawk* (6x'52), sold in Hungary, Czech, Slovakia, Russia and CIS; *Mafiosa* (32x'52), sold to Serbia, Russia and CIS; and *Desperate Parents* (26x'45), sold to Ukraine, Russia, Azerbaijan, Latvia, Montenegro, Hungary and format sold in Poland. The highlight for Discop is its brand new show *Tony's Revenge* (8x'52).



SUITE
#236

Tony's Revenge

CYBER GROUP STUDIOS



Fish & Chips

Is a French independent multi-awarded company that produces and distributes its own and third party audio-visual productions and brands. At Discop East, it brings new episodes of *Tales of Tatonka* (52x'13), with HD live footage; and three fast-paced comedies for 6 to 10 year old kids: *Nina Patalo* (78x'7), *Fish'n Chips* (52x'13) and *Grenadine & Peppermint* (78x'7).

SUITE
#235

FIGHTING SPIRIT

The company catalogue includes more than 800 hours of top-quality shows, featuring Boxing and Wrestling, Mixed Martial Arts (MMA), among others. **Laurent Pourrut**, CEO, explains: 'We already have partnerships in CEE with **RedMedia Group** in Russia, **Pro TV** in Romania, **CET21** in Czech Republic, **Viasat** in Hungary and **Orange** in Poland'.



Fighting Spirit

SUITE
#231

INSOMNIA WORLD SALES

The company library is composed of award winning independent feature films, documentaries and series. The latest acquisitions are the Serbian thriller feature film *Dejan Zecevic's The Enemy* and the Croatian film *2 Sunny Days*. Also documentaries, like the HD ethnographic series *Native Tribes* or *Dita Von Teese the Unveiled Beauty*, about the real personality of this famous performer



The Enemy

SUITE
#227

ALPHANIM (GAUMONT GROUP)

Alphanim delivers over 100 half-hours of animation each year and recently released its third animated feature film. **Adeline Tormo** represents the company at Discop: 'We highlight the new adventures of the popular little black chicken with his egg shell on his head *Calimero* (104x'13), and our new eco-friendly comedy series *The Green Squad* (52x'13)' broadcast on **France 5** and already picked up by European, Asian and Middle Eastern broadcasters'.



The Green Squad

SUITE
#234



Under the green sun

SUITE
#230

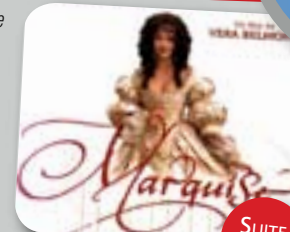
INA

INA's catalogue offers 3,000 programmes, from which it highlights the docs *Under the Green Sun* and *Mysteries in the Archives*. INA is preserving all the archives of the French Public Television and proposes a variety of programmes and treasures covering more than 60 years of television.

LE PACTE

It offers cult hits such as *La Haine* by Mathieu Kassovitz, *The Scent of Green Papaya* by Tran Anh Hung, *Farinelli* by Gerard Corbiau and *Marquise* by Vera Belmont. Also, titles by famed French directors François Ozon (*The Refuge*, *Ricky*), Mathieu Amalric (*The Screen Illusion*, *On Tour*), Christophe Honoré (*Love Songs*, *The Beautiful Person*) and Manuel Poirier (*Cafe du Pont*).

Marquise



SUITE
#229



SUITE
#218

Le petit prince

PGS ENTERTAINMENT

The company represents 12 key properties spanning 500 half hours of animation, including internationally acclaimed series such as *The Little Prince*, *Iron Man Armored Adventures* (**Method & Marvel**), *League of Super Evil*, *Chaplin and Co.*, *Marsupilami & I.N.K.*, *Leon and The Gees*, *Jungle Bunch*, *Mr. Otter* and teenagers show *One Minute Before*.

Philippe and Guillaume Soutter, founders: 'We are already working with major broadcasters such as **Ceska TV** in Czech Republic, **Canal +** **Cyfrowy** in Poland or **Rustavi** in Georgia'.

TERRANOVA

It manages a catalogue of over 900 hours covering science, nature, travel and sports, developing strong presence in CEE through **Kultura TV**, **Duna TV**, **Canal Plus** Poland or **Ceska TV**. **Véronique Commelin** introduces at Discop East *DNA*, *The Brain Boosting Magazine*, a collection of short programs dedicated to science, and the prime time docu-drama *The Volcano Devils* ('90).

Volcano Devils



SUITE
#233

TF1 INTERNATIONAL

Géraldine Lepicard and **Tatjana Pavlovic** represents TF1 International at Discop East, highlighting the newest hit is the thriller miniseries *The Flight of the Storks* (2x'90 or 4x'45), the adaptation of *Le vol des cigognes*; entertaining cop series *Profiling* (30x'52) now in its 3rd season, the mini-series *Teen Mom* (4x'96), lifestyle kitchen program *Chef Secrets* with more than 60 recipes from 13 celebrated chefs in France and 2D animated Christmas series *Red Caps* (26x'26).



SUITE
#219

Flight of the Storks

THE BOX DISTRIBUTION

The Box Distribution attends Discop Budapest for the first time, where it would like to meet the buyers from this region. It is also interested in meeting producers, as it is currently looking for new programs to distribute.

When the World Collapses



SUITE
#232

ZED

Heading **ZED** slate is the documentary *Seduction in the City* – *The Birth of Shopping* (2x'52) produced for **ARTE** and **SBS**. Also, the wildlife program *Wild Orphans* (7x'52) produced for **France 2**. Lastly, the company brings *The Last Days of the USSR* produced for **France 3** and more than 10 international channels.

Seduction in the City The Birth of Shopping



SUITE
#227

NEWEN DISTRIBUTION

The company aims to promote its catalog of over 4,000 hours of programs produced both by **NeweN (Telfrance Group)** and its subsidiaries **BE Aware** and **CAPA**) and by external independent producers. Its catalogue is made up mainly by dramas, documentaries, entertainment formats and animation. It has sold the first ever sale of a non-English language drama to the **BBC** (*Spiral*), and other series to Italy and Middle Eastern.

Spiral



SUITE
#231

TOON DISTRIBUTION

The company promotes its catalog and other independent producers' line up. **Romy Broda**, head of sales: 'We are looking forward to working with CEE territories, even though we have started building relationships there with a package deal with **Viasat** in Latvia. We highlight *Samson & Neon* (78x'7), an impertinent and slapstick cartoon already sold in several countries'.



SUITE
#219

Samson & Neon

SYSTEM TV

The company documentary series are co-produced and aired at **ARTE**. At Discop East, it offers *Let's All Go to the Beach* (20x'26); *Let's All Go to the Sea* (10x'43 or 10x'26); *The Islanders* (20x'43); and *World Peaks* (20x'43).

Bolivia



SUITE
#230



TELEMUNDO: 'CEE IS BACK AFTER THE CRISIS'



Melissa Pillow, sales manager for Europe

Telemundo Internacional (USA) is one of the Latin American content producers with stronger presence in Central and Eastern European territories, the region managed by **Melissa Pillow**, sales manager.

After MIPTV in Cannes, the company has closed many distribution deals about its star series, *The Queen of the South*. Starring **Kate del Castillo** as a drug dealer, the telenovela had a great repercussion in Latin America, US Hispanic (surpassing the domestic networks audiences) and Spain. 'In CEE, we have sold it to Hungary, Rumania, Slovakia, Albania and its being negotiated in some ex Yugoslavian and CIS territories', comments **Pillow**.

Marina, Analia and *Falling Angel* were sold to Czech Republic. The former one has worked 'very well', according to the executive and its being emitted on prime time. 'On behalf of the formats, we received many options for Chilean TVN's series *Where is Elisa?* requested by Slovakia, Poland, Bulgaria, and *Someone's Watching*, in the CIS territories. Moreover, our entertainment format *Quinceañera* is also being negotiated in different countries; it has worked well in India, Indonesia and Kazakhstan'.

Pillow explains about CEE: 'In the last three years, numerous TV channels within the region has been programming re-runs because they have been restructuring their budgets. But, since the beginning of 2011, ad pies from the main Central & Eastern European markets are recovered and this has had a good impact in our sales'.

'As a general result, we see that acquisitions and programming executives are more active in the markets, buying new ready made products and looking for formats to adapt locally. Because of this positive move, we have noticed that a new trend has come back: buying many titles in a package, something we have not seen for a while'.

About the new titles the distributor brings to Discop East, **Pillow** highlights: 'Apart from promoting strongly *The Queen of the South* (62x'60), we are also pushing the new productions *Mi heart bets for Lola Volcan* (130x'60), a traditional telenovela where two young people has to fight against big obstacles for their love, and *Behind Closed Doors* (130x'60), the US adaptation of TVN's teleseries *The Family Next Door*, a suspense and intrigue story about two families that leaves in the same neighborhood.



The Queen of the South, sold to Hungary, Rumania, Slovakia, Albania



Mi heart bets for Lola Volcan, new telenovela for Discop East

TVN CHILE: TWO BRAND-NEW SERIES

Through **Telemundo Internacional**, TVN (Chile) highlights at Discop East two brand-new productions: the suspense series *The Family Next Door*, reaching an average rating of 15.1 points in Chile, and *Forty Something* (80x'60), apart from the Chilean worldwide hit *Where is Elisa?* (50x'60) and *Count Vrolok* (100x'60).

Pillow comments: 'The original version of *Where is Elisa?* is on air on **Romantica**, which covers all Eastern Europe territories; and we sold format options to **Endemol** for *Someone's Watching* and *Where is Elisa?* for Russia, Ukraine and Belarus'.

'TVN catalogue give us a variety of interesting fiction formats for European broadcasters and producers. Their writers create unique and very creative stories, which sometimes are sold first as format and, then, as ready-made. Ninety percent of the formats we sold in CIS territories, Italy, Greece and Spain are from TVN; about canned series, they have great demand for instance in Israel', finalizes **Pillow**.



Forty Something

BB1

SMARTJOG: LOOKING FOR NEW PARTNERS



Jean Mc Guirk, VP of Media Services

Jean Mc Guirk, VP of Media Services of **SmartJog**, offers to PRENSARIO a description of the main objectives of the company at Discop East: 'We connect clients to their business partners, licensees and vendors forming one of the largest international digital delivery systems, offering three types of services to the Central and Eastern Europe market'.

'In the past few years, we have seen an increase

in VOD platforms and New Media initiatives as well as a growth in HD delivery, which has created even more of a need for fast and cost-effective digital delivery'. Currently, **SmartJog** delivers ready-made content from US studios and independent distributors to TV channels or their post-production houses in CEE.

'There is a high demand for local dubbing of TV and theatrical content. Broadcasters are willing to receive the "hot" shows (series and daily shows) right after they aired in the US. Since Latin American telenovelas are very popular in the

region, distributors send their programs via SmartJog directly to broadcasters', she adds.

The expectations for Discop East 2011 include reaching out 'more to certain countries like Armenia, Georgia and Slovenia'. He concludes: 'We will showcase our TV and VOD services, but also market our In-Flight Entertainment solutions. We also look forward to meeting with CEE Distributors to enable them to deliver globally to their licensees and partners abroad'.



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MEDIA EUROPEAN CINEMA

TELEVISA EUROPE: NEW VOLUME DEALS IN HUNGARY AND CROATIA



Beatriz Rodriguez, Manola Martín, Claudia Sahab and Patricia Porto

Claudia Sahab, director of Televisa Europe, highlights to PRENSARIO that the company has grown 150% in the last four years in Central and Eastern Europe, consolidating some strategic markets, where the company has closed second volume deals to recently gained customers.

'We have renewed volume deals with HRT Croatia and Sanoma Hungary and now we are closing second volume deals with other players in these markets, like Nova in Croatia and RTL Klub in Hungary. Our purpose is to follow this trend: today we have from 1 to 3 slots in many key territories', explains Sahab.

On behalf of the genre itself, she mentions: 'We feel that our telenovelas are stronger than ever in CEE territories, with titles like *Teresa* and *Triumph of Love* on prime time and *Cuando me enamoro*, on access prime time. We are also negotiating *The power of destiny* in many markets, too...'

About the programming trends in CEE, she summarizes: 'Entertainment shows are working well everywhere, as well as the American series; in the biggest territories, as Romania and Poland, we see that local fiction is working well, with a good mix of entertainment, too; and, in the small territories, foreign fiction—especially American series but also telenovelas—and entertainment are fulfilling the screens.'

'In Poland there is much entertainment on prime time, especially in the weekend, but also during the week... Moreover, next year the country will have the switch off, so many new thematic channels will see the light, and this will be a great opportunity for us.'

About Hungary, she says that top channels are buying more foreign series because of the financial crisis, and the telenovelas are being emitted after four years without presence in that market. 'We have sold 8 titles annually and we see an incredible growth in the last 2 years', adds the executive.

In the entertainment field, Televisa is doing a great job, too. 'We have the eleventh season of *Dancing for a dream* in Romania, the second one in Slovakia is coming up, and we have recently sold *The Show of your dreams* to Serbia (it has previously produced two seasons of *Dancing*...). We are promoting strongly *Pequeños Gigantes* this Discop East: 'We believe it will be the next *Dancing for a dream*. It is not a contest show



Pequeños Gigantes, new entertainment format that Televisa highlights at Discop

for kids, it is an entertainment show about kids, which is much different.'

'Televisa has grown its presence in the key CEE territories offering a vast and diverse catalog, including fiction and entertainment shows. We have slots guaranteed of our telenovelas in Hungary, Rumania, Serbia, Slovenia, Slovakia, Albania and Croatia, and the next step is betting in Poland', comments Sahab.

For Discop East, Sahab highlights: the telenovelas *Double Life*, which will be premiered in Mexico on June 27th—after the end of *Triumph of Love*—, *Rafaela* (150x'60), *The power of destiny* (100 x '60) and *With you, Without you* (150x'60), launched last MIPTV; and the mentioned *Pequeños Gigantes* (13x'120). Also, two productions from Pol-ka (Argentina): the telenovela *Legacy of Revenge* (150x'60) and the comedy series *The Unique One*.



Double Life, new telenovela launched in Budapest

TELEVISA NETWORKS, PAY TV CHANNELS FOR CEE MARKETS

Televisa Networks, the pay TV channels side of the Mexican titan, has strong presence in many Western European countries and now wants to grow specifically in Eastern Europe, where the company sees important potential for its channels portfolio.

'We have pay TV operators emitting our channels in Romania—Ritmoson, TL Novelas and El Canal de las Estrellas—and also in Slovenia, but we want to expand ourselves to more countries', highlights Valentina Lauria, sales director for Europe.

On behalf of Western Europe, the executive stresses the company's success in the French pay TV market: 'We have closed a deal with the IPTV operator SFR, adding about 500,000 subscribers, besides being in a Spanish thematic package on the other IPTV operator Free with El Canal de las Estrellas, TL Novelas, Tele Hit, Ritmoson, De Pelicula and Clasico'.

According to Lauria, the French market is in its 'boiling point', competing in the pay TV business, IPTV, DTH and cable services. 'During MIPTV, we have had important new meetings with French operators and

we are waiting to announce more distribution agreements soon', she adds.

TL Novelas and El Canal de las Estrellas are working well in Spain, too. 'We are buying better and more specific content for the European audience, such as *Los Toros*, and we are emitting productions developed by Unicable through El Canal de las Estrellas: *El pantera*, *Sexo y otros secretos*, among others', adds Karina Montoya, acquisitions executive of Televisa Networks.

About the Spanish market, Lauria remarks: 'With the TDT and the explosion of digital platforms (such as VOD), consumption habits have changed, and audiences are more segmented: there is a channel for each target'.

The Portuguese networks TLN offers content 100% produced by Televisa. 'It is well positioned in markets like Angola, in Africa, and we are now negotiating it for Portugal', highlights the executive.



Valentina Lauria and Karina Montoya, last MIPTV

VISION FILMS

DISCOP JUNE 21ST - 23RD • IFTA SECTION • TABLE 3E • SOFITEL LOBBY

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Dougray Scott, Claire Forlani, Gordon Ramsay
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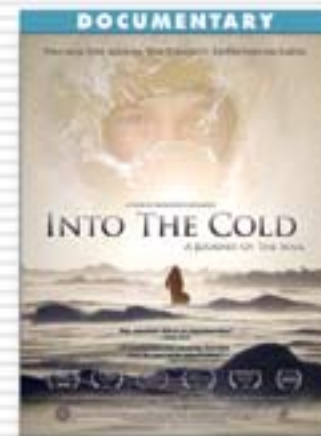
RESTITUTION
Mena Suvari, Mark Bierlein, C. Thomas Howell, William Sadler and Tom Arnold
(99 Min - High Definition)



THE LAST GAMBLE
Steven Bauer, John Savage, Sally Kirkland, Rick Mancuso, Ray Abruzzo
(108 Min - High Definition)



THE TERROR EXPERIMENT
Jason London, C. Thomas Howell, Robert Carradine, Judd Nelson
(85 Min - High Definition)



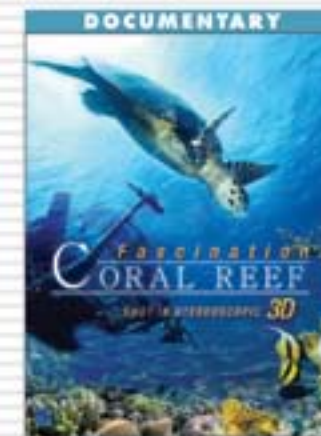
INTO THE COLD: A JOURNEY OF THE SOUL
(87 Min - High Definition) Sebastian Copeland



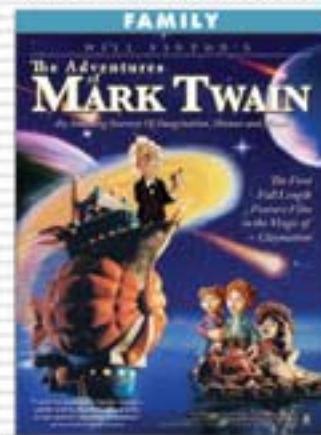
KING GEORGE VI: THE MAN BEHIND THE KING'S SPEECH
(65 Min)



UNSCRIPTED
(175 x 30 Min - High Definition)



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ALL3MEDIA: IMPORTANT DEALS WORLDWIDE

SKINS AND THE CUBE, CURRENT HITS

The leading independent distributor **All3Media International** (UK) is closing important deals in Central & Eastern Europe and worldwide. Currently, two of the top products are the UK version of *Skins*, a youth drama commissioned by **Channel 4**, and *The Cube*, originally produced by **Objective Productions** for **ITV** in England.

The recent sales of *Skins* include: **MTV North American**, a Latin America pan-regional deal with **HBO**, as well as **Globosat Brazil**; **Tcast** in South Korea, **VTM Belgium**, **TV Catalunya**, **SBS & Foxtel** in Australia, **NZ's TV3** and further deals are now concluded in Poland, Canada (**Allarco**), Hungary (**Humor 1**) and **Canal Plus France** – as well as DVD deals in a variety of the TV territories.

The series melds hard-hitting emotional themes with wit and charm, and follows the audacious adventures of a disparate group of teens. The cast of the series has changed every two series as a new gang of students hit the college scene. Series five and six, were commissioned in the UK by **E4**. Format rights to the series are also available from All3Media and a US version is currently in production for **MTV**.



The Cube



Skins

About *The Cube*, there is a big deal with **Mediaset Group Italy**, which has commissioned a first series of the format co-producing also with **Objective Productions** in the UK for 4 feature length specials. **Fabrizio Battocchio**, Head of Format Department at **RTI spa** - Mediaset Group said: 'The Cube is a fascinating game show, full of suspense and high emotions'.

In addition – Ukraine's free TV national channel **STB** has just announced a 12-episode run of the series. Germany's **RTL** is now in pre-production on a 2-hour long special for broad-

cast this Spring, in a co-production between **Objective** and **White Balance** Germany. Also, the show is in production of the second series for Saudi Arabia's **Saudi TV** and UK series 3 is in currently in post-production.

The Cube is a ground-breaking game show format where just seven simple physical and mental challenges stand between you and USD 300,000. The challenges appear to be simple – but games become fraught with extraordinary pressure and tension when played inside *The Cube*.

KANAL D: TURKISH SERIES CONQUER CEE

TABLE 20



Time goes by

Amac Us, sales & acquisitions specialist, and **Ezgi Ural**, sales executive, from **Kanal D**, have good perspectives for this Discop East edition, where the company highlights its drama series catalogue headed by *Time goes by* (40x'95), *Fatmagül'ün Suçu Ne?* (39x'90), *Little Secret* (47x'90) and *Evidence Kanit* (49x'75), among many others.

About the product highlighted in Budapest, **Us** explains: 'Turkish series are unique and the production quality is great, as well. The difference from other drama productions is mainly the length: we currently have series that are still on air and have already been more than 200 episodes of 90 minutes approximately'.

About the commercial objectives for 2011, he mentions: 'We have entered so many countries/territories so far except a few. Our main goal is to expand our catalogue in Far East and Latin America'.

STARZ: SPARTACUS AND MUCH MORE

Starz is the well-know premium pay TV channel of the U.S. market, which from 2007 is developing premium original content. Two years ago, the company got the mainstream of the international market with *Spartacus*, *Blood and Sand*, the action & sex thrilling series. Now, it is offering to all regions its full catalogue, which includes the sequel of *Spartacus*, *Gods of the Arena*, other live-action series, comedies, documentaries, animation and TV movies.

Alisha Serold is the VP Worldwide Distri-

bution, and **Cynthia Burnett** is in charge of Central & Eastern Europe at Discop East. Serold says: 'We have product for Free TV, premium and basic cable, for the new digital platforms. We produce for all types of audiences. We are attending the main shows of the international market to make buyers of all regions, from Eastern Europe to Asia or Latin America, that we are a very good supplying option for them'.

The comedy catalogue offers for instance products as *Onion News Network*, with hard-hitting, merciless journalism. *Party Down*, about

a group of waiters that dream for a better future, with special guests as **Steve Guttenberg**, **Ed Begley, Jr.**, etc. **AFI** considered it as Top 10 programs in 2009. *Gravity* is about a support group of people that have attempted suicide in the past, with **Krysten Ritter**. And *Bollywood Hero*, with **Chris Kattan**, which is about an actor in the B movies industry.

M08



Alisha Serold, Kristen Stais and Cynthia Burnett

AUDIOVISUAL FROM SPAIN

> goes East!

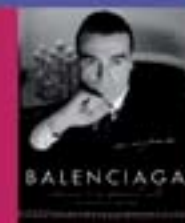
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Lila
Animation Series
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CROMOSOMA
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Animation Series
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Free Birds
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LATIDO FILMS
www.latidofilms.com



Glumpers
Animation Series
(104 x 2'). 2-8 year olds
MOTION PICTURES
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Chuck Chicken
Animation Series
(52 x 11'). 7-11 year olds
NEPTUNO FILMS
Basement Level - T. 28
www.neptunofilms.com



Love in Difficult Times
Drama Series
(1486 x 45')
RTVE
www.rtve.es



Angel or Demon
Drama Series (22 x 70')
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Infidelity
Drama Series
(25 x 50')
TELEVISIÓ DE CATALUNYA
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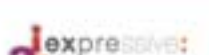
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www.edebesaudiovisual.com



www.explorafilms.com



www.expressive.es



www.imaginasales.tv



www.motionpic.com



www.veralia.com



www.zed.com



www.zinkia.com



A WAY TO MAKE EUROPE

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NBCUNIVERSAL: TV SERIES TO REFRESH THE SCREENS

NBCUniversal (USA) presents this year at Discop East a rich non-traditional catalogue of TV series, headed by the action-adventure series *Grimm* (13x'60) from the creators of *Buffy The Vampire Slayer*, with a new super natural battle, now against common people that turn to monsters. And the drama *Smash* (13x'60) that goes into the Broadway musical shows to tell various stories of the actors involved. Both products were highlighted by most of the international buyers—consulted by PRENSARIO—that attended the studios screenings last May, at the LA Screenings in Los Angeles.

The slate also includes *Bent* (13x'30) a comedy about a resilient, recently divorced lawyer, now raising her eight-year-old daughter as a single mom. Other comedies are: *Best Friends Forever* (13x'30) about a woman that moves back to New York to be best friend; and *Free Agents* (13x'30)

about a recently divorced woman that is ready to start dating; *Up All Night* (13x'30) shows a married couple having to raise a kid.

In *Whitney* (13x'60) comedian Whitney Cummings brings her unique and hilarious perspective of love; *After Lately* (8x'30) is a comedy about the life behind the scenes of the *Chelsea Lately* show. And *I Just Want My Pants Back* (12x'30) is about young couple who try to make a life for themselves in New York City.

About the dramas, apart from *Smash* there are *Against The Wall* (13x'60) *Alphas* (11x'60); and *Suits* (11x'60, 1x'120) the latter mentioned

as a very different lawyer series. The slate also offers *Bachelorette Party: Las Vegas* (8x'60) with women celebrating with their best friends on the eve of getting married; *Bomb Patrol: Afghanistan* (10x'60); *The Dance Scene* (8x'30) Laurieann Gibson, the dance guru behind Lady Gaga's now iconic showpiece performances, is the center of this compelling reality docuseries; and *Made In Chelsea* (8x'60).

Lastly, there are important feature film: *Bridesmaids*, *The Change-Up*, *Intruders*, *Johnny English Reborn*, *The Thing*, *Tower Heist*, *Wanderlust*.



Smash and *Grimm* were the most important products launched at recent LA Screenings, according to the international buyers

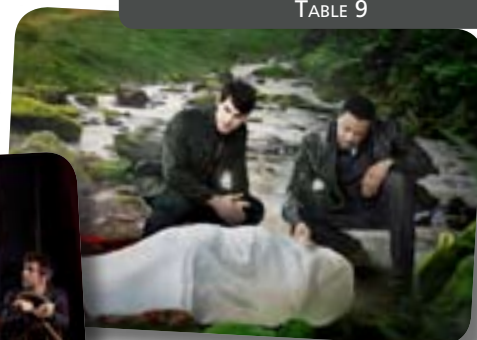


TABLE 9

GLOBO TV INTERNATIONAL: TELENOVELAS AND DRAMA SERIES

Globo TV comes this year to Discop East with its portfolio of telenovelas, drama series and shows for kids, recommending *Cat's Cradle*. Other telenovelas are *Written In The Stars* (105x45'); *Passione* (160x45'); and *The Buzz* (150x45'). It also offers drama series, such as *Starting Over Again* (5x'52); *Miracle Hands* (5x52'); *Internal Affairs* (12x26'); *The Cariocas* (10x25')

The miniseries *Fifties Club* (5x'52), the documentary *Globodoc* (9x'45); the comedy series *The Cleaning Lady* (26x'30) and *Normal People* (17x'30); the format of *Dreamers*; and the co-production *Blood Ties* (310x'45).

Among the kids programming, *DO-RE-MI-Factory* (1x45') and *The Little Emperor's Christmas* (1x45').

SUITE 426

VISION FILMS: MOVIES AND DOCUMENTARIES WITH CELEBRITIES



Adam Wright, in charge of Discop East

Vision Films (USA) is presenting at Discop East a rich new portfolio of thrillers, romantic comedies, action and documentaries. The company highlights in particular *Restitution*, where a

true crime writer investigates a murder spree surrounding insurance fraud, when he uncovers a devastating truth that changes his life and the town forever.

In *The Last Gamble*, a gambler finds himself living on the edge owing money to everyone which leads him down a desperate path with no

way out; *Night Wolf* is a suspense movie about a dark creature who traps a group of friends in their isolated countryside home.

From the comedy and animation catalogue, the distributor stresses the animated series *Boogie* ('98), a 3-D animated film exploding with women, irony, alcohol and non-stop bullets. The Argentinean production company **Illusion Studios** was in charge of the production.

The romantic comedy *Love's Kitchen* ('100) is about a big city chef who gets a new chance at life, and love, when he opens a new restaurant in the countryside; in *Hard Times* (1x'90), the locals in a small village plan to steal a truckload of Viagra and sell it for survival; and *The adventures of Mark Twain* ('85) generates a new version of the famous character.

Then, there are documentaries plenty of actuality: *Into the cold: a journey of the soul* ('87); *King George VI: the man behind the king's speech* ('85); *William and Kate: a fairytale romance, parts 1 & 2*; *Justin Bieber, Beyonce, Britney Spears, Lil Wayne, Eminem, Taylor Swift*, a series of documentaries about music; and *Unscripted* (175x'30). Lastly, Vision Films brings *ITV Live The Concert Series*, with over 75 concerts including: Asia, Belinda Carlisle, Spandau Ballet, Squeeze, Steel Pulse, Joe Jackson, OMD and many more.



Restitution

TABLE 3E

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AUDIOVISUAL FROM SPAIN: LOOKING FOR NEW AUDIENCES IN CEE TERRITORIES

THE SPANISH FEDERATION OF AUDIOVISUAL PRODUCTION COMPANIES (FAPAE) IS IN CHARGE OF THE ORGANIZATION OF THE SPANISH PRODUCERS AND DISTRIBUTORS PARTICIPATION AT DISCOP EAST, WITH THE COLLABORATION AND SUPPORT OF THE SPANISH INSTITUTE OF FOREIGN TRADE (ICEX). THERE ARE TWELVE COMPANIES IN BUDAPEST: SEVEN OF THEM ARE LOCATED AT THE AUDIOVISUAL FROM SPAIN PAVILION: CROMOSOMA, EDEBE, LATIDO FILM, MOTION PICTURES, RTVE, MEDIASET ESPAÑA AND VÉRTICE SALES, WHILE OTHER FIVE HAVE INDIVIDUAL SUITES: EXPRESSIVE, IMAGINA, FILMAX, NEPTUNO FILMS AND TELEVISIÓ DE CATALUNYA.



CROMOSOMA

Trini Cuevas, head of distribution at **Cromosoma**, explains: 'Discop East is a very challenging market where every year there are new players and new opportunities. Our last production *Asha* was well received in 2010, and this year we are launching our new series *Lila* (52x'5'30)'.



Lila

LOBBY 2

NEPTUNO FILMS

Neus Viciano, sales executive at **Neptuno Films**, says: 'We use to make good deals at Discop and we always meet new companies in the region. We highlight *Megaminimals* (104x'7) and *Chuck Chicken* (52x'11)'.

BASEMENT LEVEL
TABLE 28

MOTION PICTURES

Xavi Mas, head of sales at **Motion Pictures**, comments that CEE has always been a 'key potential market' for the company. 'We highlight the animated series *Glumpers* (104x'2), *Van Dogh* (104x'4) and the documentary *Canary Islands: Biodiversity Redoubts* (8x'30)'.



Glumpers

LOBBY 2

EDEBE AUDIOVISUAL

Ivan Agenjo, sales director of **Edebe**, adds: 'This year we promote at Discop our junior detective series *Four and a half Friends* (26x'26), based on books by German author Joachim Friedrich. The books have become a bestseller in many Eastern European countries, such as Poland, Serbia or Slovenia, so we hope the animation series will have a similar good response from the market'.

LOBBY 2

MEDIASET ESPAÑA



Angel or demon

For **Silvia Cotino**, head of international sales at **Mediaset España** (**TeleCinco** and **Cuatro**) Discop represents a 'great opportunity' to introduce the new company to the market. **Mediaset España** is a national television network that produces, broadcasts and distributes audiovisual contents. The group has six channels: **TeleCinco** and **Cuatro**, and the DTT **La 7**, **FDF**, **Boing** and **Divinity**.

'The new titles from **TeleCinco** are the series *Angel or demon* (22x'70), *Pirates* and *Wolves land* (13x'70), while from **Cuatro** we highlight *Extreme Challenge* (37x'52), *21 days* and *Streetwalkers: travellers*', adds Cotino.

EXPRESSIVE MEDIA PROJECT - BASQUE PUBLIC TV

'We are the commercial branch of the **Basque Public TV** and we have a very large catalogue of ready-made programs, mainly animations, like *The Treasure of King Midas* ('70), documentaries, like *Spanish Wine Cathedrals* ('52), and fictions', explains **Aiela Fernández**, international sales manager of **Expressive Media Project**.

BASEMENT LEVEL
TABLE 3

IMAGINA

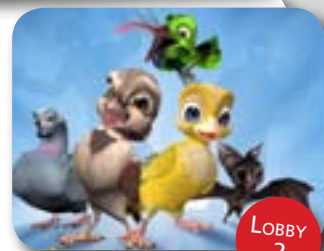
'The goal for this market is to establish new contacts, strengthen existing relationships and expand our catalogue. We hope to close new deals especially for *The boat*, *Ermessenda*, *the queen* and *Countdown*', remarks **Barbora Susterova**, sales executive at **Imagina International Sales**.

SUITE #113

LATIDO FILMS

Latido Film has already a good number of titles sold in different CEE territories. **Juan Torres**, international sales manager, says: 'We already deal with several partners from Eastern Europe but we are convinced that attending this key market is a perfect way to start to approach better the region. We know that our catalogue with more than 130 feature films, including the animated movie *Free Birds*, and documentaries (*Morente*) has a strong potential there'.

Free Birds



LOBBY 2



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RECORD TV: PREMIUM AND VARIED PRODUCTS FOR A DEMANDING MARKET

TEENAGERS, LOVE THRILLERS AND CRIME SERIES



Delmar Andrade, International Sales Director, Record TV Network

'Expansion has remained constant in the last decades for **Record TV Network** (Brazil)', says **Delmar Andrade**, International Sales Director, who highlights to **PRENSARIO**: 'Now we are experiencing a very good moment, which exceeded our expectations. The channel

is strongly investing on its own productions, and this has been reflected in a very important audience growth, both in Brazil and in the international market'.

Regarding the Brazilian local market in particular, **Andrade** says that it is 'more and more demanding and selective' and that is the reason why the company has been developing 'innovative programming, varied and smart to please all kinds of public'.

Continues: 'Brazilian television is recognized by the writers for its creativity and its great diversification of production, which allow them to create big stories full of fascinating characters,

well-developed fiction cities and great investments in production, meticulous direction, let apart the great talent of our performers, born in the theatre and the cinema businesses'.

Record TV Network was born on 27th September 1953, the oldest TV station in the country. However, Andrade explains that it has developed itself a lot and uses 'high tech equipment' that provides all the structure for a perfect image and sound processing. 'Brazil has a strong TV series tradition and we are constantly investing in drama productions together with *RecNov*—Record TV studios in Rio de Janeiro—, where we shoot most of our soap operas and series: it includes big studios and scenarios', adds the executive.

Jackpot! is one of the latest success of Brazilian TV, released on May 2011. Andrade points out: 'It has surprised viewers and advertisers with an excellent reception'. On the other side, *Rebel*, 'has conquered not only the teenage but also the adult audience, tackling topics related to teenage behavior and family relationships, bulimia, bullying and alcoholism'. About the products to come, he says: 'We are selecting the casting for a new miniseries *Rei Davi*, and we'll soon have more information'.

'Our purpose is to attend every territory in the wide and distinctive way we are now following. As we are also broadcasters, we understand the needs of each exhibitor. As a proof of that, **Record** products are spread in the Latin American market, USA

and in an important portion of Europe', finalizes **Andrade**.

DISCOP EAST 2011 OFFERING

For this edition of Discop East, **Record TV Network** brings its portfolio of teen, thrilling and epic series, headed by the mentioned *Rebel*, which shows the lifestyle of a group of rich teenagers that study in an elite institution. In this context, some the young rebels start a music band and experience romances, conflicts confusions, joys and adventures.

River of Intrigues is a contemporary telenovela with different scenarios that shows mysteries that make the viewer each chapter more interested and involved with the story. In a town with beautiful landscape and a river where people practice sports, intrigue, confusion, crime and passion transform all aspects of social life of each resident.

The mentioned *Jackpot!* tells the story of a group of friends that become millionaires after winning the lottery. They live their dreams but they are also involved in a terrible nightmare because of a pact: each one has a mission to accomplish within one year and only those who can accomplish their mission shall be entitled to the other half of the prize that is stored in a saving account.

Esther, the Queen tells the story of a beautiful young lady, and Jewish at a time when her people were persecuted and she must avoid that they're all extinct. The telenovela *Flames of Life* shows love stories, hate, friendship, revenge of two childhood friends who haven't seen each other for many years and are bring back together in a tragic moment.

In *Samson and Delilah*, strength and beauty come together in a game of greed, seduction and power. Lastly, *Another Power*, a telenovela of tragedies and crimes that involve a love story between a criminal and a journalist.



Released on May 2011, *Jackpot!* is one of the latest success of Brazilian TV, having surprised viewers and advertisers with a great reception



The new telenovela for teenagers *Rebel* was produced with Televisa in Portuguese language and is a big success in Brazil

A PLANET OF ENTERTAINMENT

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TELEFE ADDS ORIGINAL CONTENT DIRECT FOR THE INTERNATIONAL MARKET



Michelle Wasserman wants to add value to its customers

Telefe International (Argentina) is the arm of the broadcaster in Argentina that has always been a pioneer in fiction production from Latin America to the world: the company created innovative telenovela hits as *Wild Angel*, has pushed new sub-generes as the adult telenovelas for the late prime time (as *Montecristo*)

tween and teen telenovelas for the access prime time (*Tiny Angels*, *Rebelde Way*) and cult fiction series as *Tiempo Límite*. Also, it developed first the fiction formats side, offering a complete post-sale service (production and creative services) that nobody provides. Now, the company adds a new step forward to its offering.

What is it about? To develop/provide original content beyond they are aired in the broadcaster screen or not, from the international division itself. The first product of this new initiative is an entertainment format, *Weight x Weight*. Within the last years, the company has developed the entertainment format side very successfully, especially with *Just in time*, which now is in its third season and was sold to all Latin America,

Europe and Asia.

Michelle Wasserman, head of sales, formats and production services at Telefe International, says: 'Fiction continues being our core business, but we've been very successful with *Just in Time* and we see we have a good opportunity at the entertainment side. Offering a creative factory directly from Telefe International will strengthen the trend. The content business is evolving fast, the competence now is not lineal, several traditional routines don't go any more. We have to co-produce, to develop, to establish strategic relationship with our customers'.

'We don't want to compete with the format titans, but we have the advantage that we are a broadcaster and we know (and we can directly test) the products that work well. From *Just in time*, we see we can generate successful original formats very simple and easy to produce. We have an incredible talent team and now the concept is to create programming direct to export, added to the broadcaster products'. *Weight x weight* (*Peso x peso*) offers consecutive games related with weight: people, objects, bicycle races, etc. It is very fresh and simple to produce.

About fictions, Wasserman comments: 'We have three brand-new products that mean too a step forward both for fresh scripts and



Just in time is in its third season in Argentina



The new teen sitcom *Superclumsy*

high-end productions: *The One*, in particular, a suspense telenovela full of twists and surprises, co-produced with *El Arbol* with very good ratings in the late prime time in Argentina. *A year to remember*, a romantic comedy co-produced with *Underground-Endemol*, the creators of *Pells*.

And *Superclumsy*, sitcom for teens co-produced with *Utopia*, *RGB* and *Disney*. All these fiction and non-fiction products conform a unique slate for us at this Discop East 2011'.

NOVAVISION: GAGS AND CANDID CAMERA FORMATS



Xavier Poirier, CEO, and Nathalie Nennig, sales manager

Acquiring its competitor **MEG** (Denmark) last February, has been another step for **Novavision** (France) as the worldwide leading candid camera producer and distributor. And to increase its catalogue of 47.000 funny clips of all genres (sketches, gags, home videos, bloopers), the company is buying more and more content from producers and broadcasters around the world.

The company has recently hired a specific sales manager for Central and Eastern European territories, **Lucy Le Gruiec**, in order to increase its presence in the region. 'We have been producing a new line of clips with local production companies that will be ready by the end of the year', highlights **F. Xavier Poirier**, CEO and founder of **Novavision**.

'CEE is a major market for us and that's why we have appointed an executive to be in charge directly on the region. We wish to become a one-stop-shop for each buyer if they are thinking of having well produced programs, including funny, car chase or extreme sports clips', he adds.

Another big news is that **Novavision** is diversifying its catalogue with formats: the game show *The QuizZz* (69x'30) or *The Prize of Surprise*

(40x26') will come and join the *Hilarious Home Video Show* (60x26') and the most well-known program *Pop Corn TV* (400x26'), which will have 100 new more episodes this year.

'MEG has given us a great catalogue of family-oriented contents. We will have more than 60,000 clips to offer by 2012, which confirms our leading position in the market', says the CEO.

About the other regions, the company has signed a strategic deal with **Artear** in Argentina and with **Bandeirantes** in Brazil. 'We have had the same sales growth in Latin America and Asia, both markets have been very keen on our offer', finalizes **Poirier**.



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TV AZTECA/COMAREX ENRICHES ITS GENRE OFFERING

TV Azteca/Comarex (Mexico) comes to Discop East 2011 with a direct slate of products for the preferences of the CEE markets. On



Cielo Rojo



When Night Falls

one hand, the company provides brand-new telenovelas with prestigious actresses in the region, as **Gabriela Spanic**. On the other, a rich offering of TV series (comedies, suspense, teens) and also the introduction this market of entertainment formats.

Marcel Vinay, Jr., CEO at Comarex: 'We are in a very good moment, with many new, varied and very successful products. That's why our sales have been increased significantly during the last times. In series we are offering top products from the Mexican broadcasters and also from top players as **Nickelodeon**. And adding entertainment formats, all needs can be satisfied.'

The telenovelas side is headed by *Cielo Rojo* (120x'60) about a couple that, despite being meant for each other, destiny forces to keep them apart, with Edith Rodriguez. And *Emperatriz* (120x'60) the dramatic story of a woman —Spanic— who has fallen in love with a man but he has betrayed her and taken her new-born daughter.

In series, *Lucho en Familia* (40x'60) is a comedy that follows the life of a retired wrestler with great family values who has to return to the ring



Marcel Vinay, Jr.

to support his family. *Bajo el Alma* (96x'60) is about a family dealing with a pharmaceutical laboratory that is their heritage. *When Night Falls* (20x'60) explores the world of hidden dangers vibrant in society that come to life when most of us are safely asleep.

Drowning City (20x'60) is about an old conspiracy and the disparity that arises between two different worlds in the darkest depths of Mexico City. To conclude, the teen telenovela *Grachi* (75x'60) produced by **Nickelodeon**, tells the story of a young girl who must learn to use her new-found magical powers all while coping with school, boys and growing up. The telenovelas slate adds *Running From Destiny* (130x'60) and *Between Love and Desire* (165x'60), a co-production with **TV Globo** (Brazil).

The main introduced entertainment format is *Queen for one day*, with 3 women that compete to be the Queen and the winner receives a deep make over and attentions as a queen for one day.



AETN: REAL LIFE AND ENTERTAINMENT SHOWS

AETN International (USA) stresses at Discop East entertainment, documentaries and real life shows headed by *Seriously Funny Kids* (20x'30), which follows the supermodel Heidi Klum as she interacts with children bringing out the hilarious and insightful things they say.

Also, the documentary *Gettysburg* ('120), the real life show *Beyond*

Scared Straight (6x'30 and 1x'90), and the series *Heavy* (10x'60), *Storage Wars* (10x'30) and *Stan Lee's Superhumans* (8x'60).



Seriously Funny Kids

ZODIAK RIGHTS: FAMILY ENTERTAINMENT

Zodiak Rights (UK) exhibits at Discop East 2011 entertainment formats, recommending *Stage* (2x'60 and 6x'90), a series where amateur theatre schools compete to have their musical on the big stage, as they are selected via a tough audition process and judged by a panel of theatre professionals.

Other formats available are *Sing If You Can* (1x'60), where talented amateur singers attempt to deliver a winning performance despite a range of scary and occasionally painful distractions; and *That's My Kid* (1x'60) is an entertaining

family program, where parents who know their kid the best win a fabulous family holiday. It was adapted by **CTC Russia**.

Summer Crush (26x'30 and 40x'30) is a story of love, friendship and adventure on the paradise islands of the South Pacific that provides the backdrop for a series of incredible adventures featuring the friends and the tribal natives who teach their guests about the history and culture of the islands.

Lastly, it offers the popular factual film *9/11 The Fireman's Story* (1x'60), that tells the he-



That's My Kid was adapted in CTC Russia

roic story of the firemen of the 9/11 who died, those who survived and those who still bear the scars.



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MEDIAPRO: ORIGINAL STORIES AND HIGH QUALITY PRODUCTIONS

MediaPro Distribution (Romania) offers at Discop East its telenovelas, dramas and action series, highlighting one of the latest hits *In the Name of Honour* (140x'60), a telenovela that treats the killings in the name of honor. The series presents the forbidden love story between two soul mates separated by a river of traditions,



Lara's Choice

SUITE #426

GLOBO TV: TELENOVELAS AND DRAMA SERIES

Globo TV International (Brazil) offers at Discop East its telenovelas, drama series and shows for kids, recommending *Cat's Cradle* (110x'45), about the life of a rich and intolerant man, and its vindictive, arrogant and futile woman.

Other telenovelas are *Written In The Stars* (105x'45); *Passione* (160x'45); and *The Buzz* (150x'45). In drama series, appears *Starting Over Again* (5x'52); *Miracle Hands* (5x'52); *Internal Affairs* (12x'26) and *The Cariocas* (10x'25).

secrets, betrayal and religion.

In Budapest, the company specially premieres *Lara's Choice* (152x'60) about a love story that has to overcome endless obstacles, as the main characters are separated by the seas. Full of emotional highs and lows, the shocking turn of events and the subtle manner in which faith interferes in the life of the characters will keep the tension high throughout the whole story.

Ruxandra Ion, the general producer of *In the Name of Honour* and VP of **Media Pro Pictures**, states: 'Our productions have been very well received in many CEE territories as well in Latin America and Western Africa. Our main assets are the original stories we bring to life and the high quality of our productions, whereas the actors are just as important'.

The distributor also offers the action series *Organised Crime Unit* (16x'75) based on true



CME's Mediapro Distribution: Anca Trutá, general manager, Alina Oneata, Antoaneta David, Claudia Stavrositu, with Ruxandra Ion, from Mediapro Pictures

events with an authentic story line with a dense atmosphere, which keeps the suspense at high rates. An elite police unit created to fight organized crime, stops siding with the law.

Lastly, the film *The Godmother* ('107) that follows the story of a woman that, living in Romania and married to a Romanian crime kingpin, gets in shock when her husband is arrested without any warning. Left to move on her own, she and her young son David spin a tale of mafia, arms and drugs trafficking to protect herself and her family from her husband's enemies.

AFL: POLICE SERIES AND COMEDY MOVIES DRAMA SERIES

AFL Productions (USA) presents in Discop 2011 its portfolio of comedy movies and series, headed by a full of action and crime series *Police Patrol* (16x'104), and the romantic movie *The Tower of Pisa* ('96). Also, *Bachelors* or *Sex & the Town* ('82), *7 Days with a Russian Beauty* ('110) and *Animal Wars* ('74), sold to 25 countries including UA, Greece and Mexico.

WORLD MEDIA PICTURES: TELENOVELAS, LIFESTYLE AND LIGHT ENTERTAINMENT



Juan Fernandez, VP

Juan Fernandez, executive with a long experience in the CEE markets, has officially launched its new own company last April: **World Media Pictures**, which has started to distribute a catalogue of ready-made content but also promoting co-productions projects.

At Discop East, it brings a slate of telenovelas, light entertainment and documentaries, recommending *Amores como el Nuestro* (71x'60), a love story between a traditional young woman that

belongs to a very conservative family, and her impulsive boyfriend, an impulsive man, who will execute the revenge of his family with the beautiful grandmother of his worst enemy.

The series *Sabrosa Pasion Plus* (52x'60) is a talk show with interviews to famous personalities of latin TV in the kitchen, discussing many different topics, sharing gossip and recipes. The lifestyle series *A Tu Salud* is a show about health, available in two formats: *A Tu Salud Light* (52x'30), a weekly magazine that offers tools that will help the viewers achieve improvements in their health and their looks; and the regular *A Tu Salud* (104x'3), which offers a summary of



Sabrosa Pasion

health information, with experts' advices about how to improve one's quality of life.

Bellas en Accion (26x'30) is a show to discover the most beautiful women and Latin American Misses, watching regional sports; and *Pasión Natural* (26x'30), a format that will showcase spectacular natural wonders in Latin America and the US. It visits natural monuments, abandoned or contaminated places. Guided by a narrator, the hosts will live closely the beauty and passion of nature.

SUITE #222



CEE TV is the largest professional websource for Television in Central and Eastern Europe.

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MONDO TV: WORKING ON BIG BRANDS



Alessandro Venturi,
sales manager for CEE

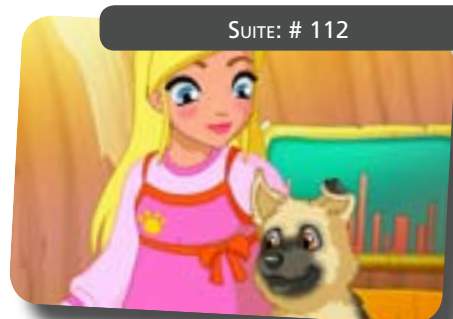
Mondo TV (Italy) is expanding its business in the Central & Eastern European markets, based on the strategy developed during the last years: to work on big brands.

Alessandro Venturi, sales manager of **Mondo TV** for CEE territories, explains to PRENSARIO: 'Apart from a historical catalogue with many classic features, our goal is to develop only big properties. In many cases, we produce animation programs born from already spread toy lines, so they are well known by the audience from the beginning.'

Such is the case of *Puppy in my Pocket*, one of the latest titles that will be on air starting from the coming months in more than 160 countries, as result of a *Pan European* deal with the **Cartoon Network** platform.

The European market is 'particularly important' for **Mondo TV**: 'It is difficult to estimate, but the percent of sales in the region is really high. As a European company, we are pleased to attend every market this area increasing our presence with new partnerships and in cooperation with the most important channels and active distributors in the animation business.'

The company recommends for Discop East *Puppy in my Pocket* (52x'13), co-produced with **Meg Toys** and **Giochi Preziosi**. It is a show about friendship, based on the pocket-size collectable



Puppy in my pocket

pets by **Meg Toys US**. *Dino Froz* is another series produced after a popular toy line developed by **Giochi Preziosi Group**, which has already been spread in many countries.

Virus Attack (52x'13) is a co-production with **Suk**. It was shot in full HD 2D animation with CG effects and it tells a story about the inhabitants of a pacific land that have been kidnapped by a supreme and evil mind to be transported to planets used as incubation machines. Lastly, the HD animated series *Playtime Buddies* and *Power Buggz*.

RCTV, THE TELENОВОLA PEOPLE

RCTV International (Venezuela) is one of the most traditional telenovela distributors from Latin America, based on the broadcaster with the same name that operated in the Venezuelan market up to the president Chavez stopped its broadcasting license because of its political opposition. The company continued emitting through pay TV with impressive success, and now its products are on the prime time of Televen, now one of the two leading broadcasters in the country.

About the international sales, RCTV has a new team led by **Haydee Pabon** and **Katy Paulheim**, and wants to continue the long-run relationship it has with broadcasters of all the world, but especially in

the telenovela strong territories as Central & Eastern Europe.

Pabon says: 'We are producing now two new telenovelas for the prime time of Televen, which has improved significantly its ratings with our products. And we want to sell them worldwide. *Que el cielo me explique* is the latest success. Also, we have large and famous library that can be taken both in ready made or format versions.'



Haydee Pabon and Katy Paulheim

EDEBE: CONTENT TO BE DEVELOPED 360°



Ivan Agenjo, sales
director Edebe

Eastern Europe.

Ivan Agenjo, sales director of **Edebe**, describes to PRENSARIO the main deals and product sales made in the CEE region: 'Currently, we are closing different agreements that involve the presale

Edebe Audiovisual (Spain) presents at Discop East its main animated series of adventure *Four and a Half Friends* (26x'26), a story about detectives based on a popular book collection, edited in several languages for different countries of Central and

of *Four and a Half Friends* in Croatia, Poland, Turkey, and Germany, among others, which have shown interest in the TV program. We are finalizing the details for a sales deal.'

Agento has 'great expectations' for this show. The executive explains: 'There are several promotional events around this project. We are trying to create content that can be developed in different platforms and where kids will be able to interact. We have a project involving mobile phone games and a website that will work together, getting feedback from each other.'

Edebe has sold its animated series *4 Angies* (76x'11) to the Turkish channel **Minika**; the series targets girls up to 10. It was launched last February, coinciding with the launch of

LOBBY 2



4 Angies

the channel, and obtaining good reviews', adds **Agento**.

The company is also working on an original production that will be presented on the next *Cartoon Forum* of Sopot, Poland, next September. It consists on an animated series 2D called *Wilbur Willmore* (52x'13), where a beginner knight will have to rescue a princess in different ways each episode.



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RTVE: HISTORICAL SERIES & TV MOVIES



RTVE sales: Antonio López, Rafael Bardem, Alessia di Giacommo and Raúl Molina

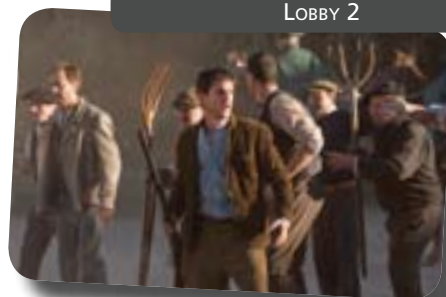
Radiotelevisión Española (RTVE) emphasizes at Discop East its historical TV series and TV movies, highlighting in particular its long-running series *Love in Difficult Times*, which is already one of the most successful TV series of Spain. **Antonio Perez** and **Raul Molina**, sales executives, are in charge of the market.

In its sixth season, *Love in Difficult Times*

(1466x'45) have recorded 22% average market share since it was launched in 2005. Co-produced with **Diagonal TV**, the series already has important sales worldwide, from Asia to Latin America. Now the company wants to go deeper in Central and Eastern Europe.

Vintage (13x'70) is a fictional series with the story of two wine-growing families and all their secrets, treacheries and entangled love lives. Continuing with the historical drama series, the new *April 14th. The Republic* (13x'70) describes a period of impossible love stories and violence.

After its success in **Caracol TV** (Colombia), the distributor stresses also *Operation Checkmate*, about the kidnapping of Ingrid Betancourt at the hands of FARC, the Colombian terrorist force. And the police series *Mom Detective* (6x'70), co-produced with **Ida**



April 14th. The Republic, new historical drama series

by **Vuelta Producciones**, about a mom who is a brilliant police inspector, must face complicated cases and, also, to be in charge of two small potential criminals: her children.

Lastly, the TV movie *Clara Campoamor – The Neglected Woman*, about the vindication of women's rights; *A country worth eating* (13x'50), starred by Imanol Arias and Juan Echanove, about the two actors and friends that discover the scenery and people in each country by what they eat and drink; and *Remember When* (216x'70), about the irruption of television set in the life of a Spanish family by the end of the sixties.

CABLEREADY: LIFESTYLE SHOWS

This year, **CABLEready** (USA) presents at Discop East its portfolio of TV shows in HD, headed by *Avec Eric* (23x'30), a lifestyle show about food, where the cook Eric Ripert turns simple meals into great adventures to share with friends and in great locations.

It also recommends *Hollywood Dailies* (30 Minute Weekly Series), with the newest movies and blockbuster trailers and *Inside The Actors Studio* (54x'60), where James Lipton interviews the most accomplished artists that open up with him and confess their deepest thoughts about their craft.

Quest For Sunken Warships (4x'60) follows a veteran wreck diver, an underwater cameraman and a specialized dive team as they sift through the wreckage that now rests on the bottom of the world's oceans. Lastly, *Rescue Helicopter* (48x'30), which shows how the Finnish Border Guards can be victims of emergencies that occur at arctic latitudes in Finland, with only a chance of survival.

B36



Avec Eric

PROMOTING AUDIOVISUAL PRODUCTIONS IN ARGENTINA

BY ENRIQUE AVOGADRO, DIRECTOR OF CREATIVE INDUSTRIES AND FOREIGN COMMERCE DEPARTMENT

Since the past 10 years, Argentinean TV production has been growing consistently, mainly due to the surprising creativity of its highly qualified professionals, and to the exchange rate that makes Buenos Aires one of the main destinations for international productions.

Today, Argentina is the 4th international exporter of TV formats, and Buenos Aires has become a production hub for reality and entertainment formats. More than 40% of what is produced in the local TV industry is sold abroad. The list of productions that have been exported is long: *Montecristo*, *Successful Mr. Pells*, *Teen Angels*, *Rebelde Way*, *Lalola*, and *Champs 12* are only some examples of the dozens of fictions that have been licensed during

the past two years to markets like Spain, Israel, England, Germany, France, Russia, Colombia and USA.

Also, main international broadcasters and production companies have installed their Latin America headquarters in Buenos Aires, like **MTV Networks**, **Turner**, **Disney** and **Fox**, among others.

For these and other reasons, the Government of the City of Buenos Aires considers the audiovisual activities as a strategic sector of the economy. That is why the Bureau of Economic Development has three areas aimed at strengthening the development of this sector: **Opción Audiovisual**, which creates training and advisement programs for local SMEs; the

Buenos Aires Film Commission (BACF), which promotes the city encouraging international audiovisual productions to come to film to Buenos Aires; and **BASET**, the office that grants permits for shooting in public spaces in the city.

Furthermore, the Government is working on the creation of an *Audiovisual Law*, which establishes that the activity is an Industry, and creates an "Audiovisual District", where all audiovisual companies can concentrate and do not have to pay local taxes.



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CARACOL: MORE DRAMA AND POLICE SERIES



Camila Reyes, sales executive for Eastern Europe

CaracolTV (Colombia) brings to Discop East its portfolio of police series and drama, and its traditional telenovelas, which are gaining space in Central and Eastern Europe in both, canned and formats. **Camila Reyes**, sales executive for Eastern Europe, is in charge of this market.

Heading **Caracol TV** catalogue is *Infiltrated*

(40x'60), which illustrates how the National Police addresses homicides, robberies, rapes, black mail, kidnapping and all sorts of crimes has created the G.I.C., an elite group with fast and efficient response when solving special cases.

In *Yellow Team* (120x'60), a group of street warriors are always exposed, living on the mercy of those unknown and temporary companions that are their passengers and in that way, it is not strange, that the stories and conflicts of others get them in their own adventures.

Then, the brand-new *The Witch* (25x'60), which mixes politics, witchcraft and drugs: is the story of a town teacher that discovers that her powers as a witch will gain her access to places she never imagined. It was premiered in **Caracol TV** on May 30th, reaching a market



The Witch reached a market share of 38.3% during its premier on May 30th

share of 38.3%, winning the slot to the main competitor (33.3%). According to channel sources, more than 5 millions of Colombians are following the story.

Love And Fear (90x'60) is a co-production of **Caracol** and **Sony** that follow the story of a woman that stages her suicide to escape from her husband, the town's conservative leader and head of the depraved secret police. Lastly, the telenovela *The English Teacher* (110x'60), the dramatic series *Confidential* (55x'60); *Couple's Therapy* (40x'60); and *Women on the Edge* (120x'60).

SUITE #113

MEDIASET STRONG FOCUS ON FICTION FORMATS

Mediaset Distribution (Italy) has a catalogue of more than 500 titles, investing annually in new drama productions over 200 million Euros. 'In the last years, we have had a successful increase in sales of its scripted format unit', highlights to **PRENSARIO** **Clare McArdle** and **Manuela Caputi**, international sales managers, who are in charge of this Discop East edition.

In Budapest, the distributor presents its new fiction productions, highlighting *Beyond The Lake* (12x'50), a drama series that shows how the mysteries of today are linked to those of many years before and perhaps only the lake holds the key. Also, *Follow Your Dreams* (8x'100) is a family series about a group of young performing artists who want to participate in a popular talent show to become famous, and to have their

talent recognized by winning to reach the height of success.

Beyond Fashion (season 1, 10x'50 - season 2, 12x'30) is a lifestyle show aimed to be a point of reference for every self-respecting fashion victim. The program has become a privileged viewpoint in the world of TV for understanding the trends, events and what's new in fashion, design, cars, art and architecture.

About the scripted formats, **Mediaset's** executives recommend *Mr. Mom* (12x'50 or 6x'100). 'With three seasons in Poland and Turkey, the series shows single fathers and modern family situations', they add. Also, ten seasons of *The Mall* (230x'30), which shows a fashionable



Beyond the lake

shopping mall in Italy with an endless variety of stores, where you can breathe an atmosphere created by passion, hard work and family ties.

Lastly, the company has recently began the international distribution of **Mediaset Italia**, a new linear channel that offers the best of Mediaset's programming, just a few hours/days after airing on its local mainstream TV channels (**Canale 5**, **Italia 1** and **Rete 4**). Its targeted to the 60 millions Italians living around the world.



Follow Your Dreams

SUITE #324

SEVENONE: SERIES AND GAME SHOW FORMATS

SevenOne International presents at Discop East its portfolio of movies and series, recommending *Isenhardt* ('125), the action and adventure movie about the first profiler tracking down serial killers in the Middle Ages.

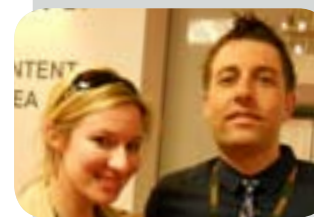
Zone City (52x'45) is a detective series that varies from the serial killer looking for revenge, a sexual crime in a hotel to the murder of African refugees. In the late 1980s a young cop is seriously

injured during a mission and ends up in a permanent coma in the detective series *The Last Cop* (26x'45). The new prime-time ratings hit series on **Sat.1**, on of the free TV station of **ProSiebenSat.1 Media AG** group.

From its formats catalogue, brings *You Deserve It*, the new **Dick de Rijk's** game show, and *My Man Can* ('90), the game show where women gamble with the abilities their partners possess, and put the men's courage and skills to the test.

SUITE: #224

VMI WORLDWIDE: ANOTHER MAN'S WAR



Brittany Mullikin and Andre Relis, last MIPTV

Specialized in independent films, documentaries, music content and animation, **VMI Worldwide** (Vantage Media/Vision Music) is the natural expansion of **Vision Music** after moving to its new Hollywood headquarters in late 2010. **Andre Relis**, president, and **Brittany Mullikin** manage the company.

At Discop East, it highlights three new

feature documentaries: *Another Man's War*, which **Lionsgate** will release in theatres this fall, *Bob And The Monster* and *Hit So Hard*. Also, *Sxsw*, *Silverdocs*, *Sheffield* and *Hot Docs*. Company's music content includes the new titles on *Justin Beiber*, *Rihanna*, *AC/DC* and *Pink Floyd*.

About films, **VMI** catalogue includes the romantic comedy *Take Two*, the brand new horror film *The Hike*, *Inkubus* and *Infected*. The first animated titles are the widely popular 3D series *Buttercup Wood*, *Little Dinosaur's Diary* and *Happy Fruit Village*, focused on children from 3-10 years old.

SUITE: #226

PURA VIDA BY J GROUP: HIGH-END OPTION FOR WILD LOCATION FORMATS



Julieta Camarda

Pura Vida by J Group is a new company that manages brand-new open sky studios in Costa Rica, Central America, to develop formats in wild locations with top quality requirements but very effective costs. The idea is to take projects from Central & Eastern European broadcasters providing them important advantages.

The venture is part of **J Group**, the company owned by **Julieta Camarda**, an Argentine expert about formats held in wild locations that produced

many versions of *Survivor* and *I'm a celebrity, get me out of here*, both for Western and Central & Europe. For instance, she carried out two seasons of the latter format for **RTL Klub** Hungary, in Misiones, Argentina.

Camarda says: 'Our open sky studios are located in the southern limit of Costa Rica at the Pacific Coast, and they are perfect to develop new versions of the most well-known wild location formats. The dimensions of the set are so important that we can produce from 4 to 6 different projects at the same time. We made a scouting in February and everything is ready. It is a unique development for the international content business. We are in advanced conversations with leading broadcasters of Central & Eastern Europe to start working soon.'

Meanwhile, the company is developing other important new ventures. On one hand, it has

set up an alliance with **José D'Amato**, a prestigious broadcasting production expert, to form **Broadcast Logistic Solutions**, a company that will provide logistic solutions for broadcasters of the world in London during the Olympic Games 2012. 'We think of the TV channels of emergent countries that can't afford the costs of the official IBC (International Broadcasting Center). We will provide everything to operate, from locations to equipment and qualified human resources.'

On the other hand, **J Group** will provide production services for the TV Channel **Al Jazeera** during the America Cup (football) that is taking place this July in Argentina. 'We will provide them live emissions from 6 cities and the broadcast of the final match in HD'. Third, a pilot of its project *The Colony* is to be developed by **HBO**. 'We have important business projects evolving', **Camarda** concludes.



IMAGINA: SPANISH FICTION ON TOP



Barбора Susterova, sales executive in charge of Discop East

Imagina International Sales (Spain) offers at Discop East almost 6,000 hours of programming, including TV series, formats, animated series, documentaries and music content. The distributor is part of the **Imagina Group**, which also owns **Grupo Globomedia** and **Mediapro**, the free-to-air channel in Spain, **la Sexta**, and other smaller production companies.

In Budapest, the company highlights *The Boat* (13x'70), selected by consultant company **The Wit** as one of the best fiction products at MIPTV. After being broadcast in **Antena 3** Spain, it reached four millions viewers and

19.5% of market share. It is a series of adventure and mystery about a 70-meter long boat which becomes the only home for forty young pupils after getting lost at sea.

Also, *Ermessenda, Queen of Kings* (2x'85 / 4x'45), a fiction of historical drama, which follows the story of Ermessenda, Countess of Barcelona, Girona and Osona, a woman who governed for 60 years, despite having a son and grandson. She reigned in a world of men and did so without hiding in the shadows of her descendants.

3 Meters above the Sky ('118) is a dramatic film about Hache, an emotionally damaged and rebel soul and Babi, a wealthy but disobedient high schooler, that fall in love unexpectedly to live an impossible love, in which two opposing worlds are about to clash. Lastly, the com-

pany recommends *Fish & Chips* (50x'30) a game show that stimu-

lates English language learning in children through games and music. Thanks to its innovative, video game-like set and graphics, it allows viewers to participate and learn from home just like the contestants on the show.

Laura Miñarro, head of sales: 'We have five years selling directly our content to the international market and we've kept ourselves growing every year, even despite the crisis. We are going to trade events in all regions, from Latin America to Asia. Central & Eastern Europe is particularly strong for us'.



The Boat

SUITE #113

ARTEAR: MULTI-AWARDED SERIES AND DOCUMENTARIES



Julieta Gonzalez, sales executive, and Marian Fernández, international sales manager

Artear (Argentina) exhibits at Discop East its portfolio of series, telenovelas and documentaries, highlighting the latest production *The Social Leader* (36x'60), which tells the story of a political staffer, a man that keeps his dreams alive in a very peculiar way: through the political and social work within a very poor neighborhood.

Currently on air at **El Trece** Argentina—the

main free-to-air channel of **Artear**—the series reaches an average rating of 17.7 and a 44% of the market share, over the five broadcasting stations in that country. Its also being emitted to the rest of Latin America through **El Trece Internacional**, gathering 50% of BC audience and 70% of the under 49 audience.

Another top program of the distributor is *Left on the Shelf* (36x'60), which was the biggest winner in the **Martín Fierro Awards**, the most important prize of the Argentinean TV. It's a dramatic series about three single sisters that come realize that the death of their dreadful mother is absolutely no liberation at all.

Be Kind to Me (37x'60) is about a 22-year married couple that goes through a midlife crisis and at the same time has to solve the problems of their two kids; *More Than Partners* (39x'60) is a legal *dramedy* based on the lives of three



SUITE #323

The Social Leader is one of the leading TV series on air in Argentina, reaching an average rating of 17.7 and a 44% of the market share

lawyers who decide to form a law firm; and the telenovela *Gypsy Blood* (250x'60) brings love in the middle of the hate of two families, a story with revenge, friendship and betrayal.

The documentary line up is headed by *Fantastic Biographies* (8x'30) that shows the life of prominent characters that have impacted audiences; *Methods* (13x'30) approaches different branches of art and culture, the creative process behind a work of art; and *Tasting Notes* (57x'30), a new series dedicated to the world of wine that invites the audience to learn about the latest national and international events in the industry.

DORI MEDIA: INTERACTIVE PRODUCTIONS



First Love

Dori Media Distribution (Israel/Argentina) presents at Discop East its portfolio of series headed by *Diggers* (60x'30) that follows a kid that was left at a foster home, more than a decade ago, and now prepares his return.

First Love (150x'4) is an interactive project of 150 short movies, shot in full HD, which document real love stories of youngsters for teenagers. *Checked in N.Y.* is a 40-episodes docu-reality that tells the stories of different

people through the locations that marked their lives in the city.

Simon is a reality show based on trendy street games, where three groups of contestants are sent into the night with a list of 99 tasks each, competing with the other groups on the number of tasks they will accomplish before dawn.

Lastly, *Cupid, The Business of Love* (120x'60) where two rival divorce lawyers die in car accident and are on their way to hell. They swear to devote their lives to bringing people together if they are spared and their wish is granted.

SUITE #120

DEUTSCHE WELLE: BRAND-NEW ENVIRONMENTAL DOCUMENTARIES



Ulrich Wartmann, head of Distribution Europe

Deutsche Welle (Germany) attends Discop 2011 in Budapest stressing an important catalogue of documentaries about environment, globalization, technology, science, culture and politics.

Ulrich Wartmann, head of Distribution Europe, is in charge of this market. He points out: 'Discop has always offered a way to not only get out there and to meet different buyers with different backgrounds, but also to offer us a way to get real insights into the regional media landscape.'

'It still remains a very efficient way to meet

with smaller, regional buyers. It has traditionally been a very important conference for us. The decision to attend might not correlate directly with results, but rather on what we gain in general from attending, networking and promoting our content and services', completes.

This time, **DW** presents documentaries all available in Arabic, English and Spanish, headed by *SOS – Earth Calling!* (6x'30), focused on the threats of global warming, presenting local projects that help minimize some of the consequences of mankind's exploitation of the Earth's resources.

Nuclear Power – A Controllable Risk? (6x'30) is a full report that deepen the aspects of nuclear fission: from nuclear weapons to Chernobyl and the radioactive waste; *Global Energy* (5x'30)

presents major types of renewable energy, showing examples from various countries that serve as best-practice models to help to prevent problems caused by the growing demand for energy in newly industrialized countries.

Faster, Higher, Stronger – Tomorrow's Technology (7x'30) is about the challenges and adventures of modern engineering; *Once Upon a Time... Fairytales of the World* (22x'3-7) —available in English, German, Portuguese, Spanish— tells fairytales from different countries and cultures all over the world.



SOS - Earth Calling!

M19

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VENEVISION: MUCH MORE THAN TELENOVELAS



Venevision, sales: Hector Beltrán, Manuel Perez, Cesar Diaz, Miguel Somoza, Daniel Rodriguez y Cristobal Ponte

Venevision International (Venezuela/USA) highlights at Discop East the telenovela *The Black Widow* (120x'45), a love story with mystery and suspense, that for moments seems a police thriller, but where passions, revenge and intrigue are the main thing. The offering of products, though, includes a wide range of genres and interesting tips.

'After our successful participation at the recent L.A. Screenings, we are prepared to focus

on the European market, presenting a comprehensive programming proposal of diverse genres that will meet the specific needs of each territory in the region', stated **Manuel Perez**, VP & CFO, who manages the company's operations from its headquarters in Miami, Florida.

Eva Luna (120x'45) is another big telenovela: the story of a woman whose father is killed and starts suspecting the man she loves. It was co-produced between **Venevision** and **Univision**, the US Hispanic leading media group. *The Perfect Woman* (120x'45) tells the story of six totally different women with one thing in common: they all want to be perfect. Other telenovelas include *Woman's Sacrifice* (101x'45); *OMG! (Oh My God)* teen sitcom (50x'30).

XRC (Xtreme Reality Clips) delivers footage coverage available: over 400 hours of high-speed pursuits, destructive crashes, shocking shoot-outs and cliff-hanging rescues. *Tribulation: The Battle Before the End* (13x'60) is a science fiction series about a police captain that can see the demons that actually motivate murderers to commit their acts. *See the World* (52x'60) is a series that invites to visit the most fascinating



The Black Widow



XRC (Xtreme Reality Clips)

places on the planet through the TV screen.

Other productions are: *Work of Genius* (13x'60); *LOL (Laughing Out Loud)* (13x'30); *Time Compass* (16x'30); *Safari Tracks* (52x'30); *Bet You'll Laugh* (52x'45); *Kandela* (100x'35); *Animal Atlas* (156x'30); *Platinum Documentary Series* (17x'60), besides the available list of formats: dramas, talk shows, game shows, as well as proven telenovela scripts.

SUITE #117

POWER: TREASURE ISLAND

Power (UK) exhibits at Discop East the multi-million dollar productions *Treasure Island* and *Neverland*, along with new miniseries and a slate of new movies from the producer **RHI** (USA).

Neverland, the prequel to **JM Barrie**'s classic *Peter Pan* that shows how

Hook and Pan became enemies, and *Treasure Island* is a miniseries that will be broadcast on **Sky** in the UK and **SyFy** in the US and are being tipped as some of the highest quality minis ever created. Miniseries catalogue is completed with *Blackout*.

SUITE #118

TABLE 12

CCI: ARTZOOKA!



Federico Vargas, director of Sales Latin America, Iberia, CEEMEA

CCI Entertainments (Canada) offers in Budapest its catalogue of shows for kids and realities, highlighting *Artzooka!* (46x'30), a series of art for children with live action and animation to show kids that art is everywhere and that there is an artist in each one of them.

Making House (13x'30) is a lifestyle reality series about a personal story that exposes what really happens to a family when they battle drywall and dust in an attempt to create their dream home. Lastly, the movie *Modra* ('80).

MBC: EXPANDING KOREAN DRAMAS

MBC is a leading free-to-air channel and one of the major content producers in South Korea. The company attends Discop East to continue expanding the Korean drama series in all the regions. Company's catalogue also includes documentaries, entertainment programs and dramas that have been licensed mainly within Asia and Latin America.

The main titles are *Coffe Princes*, *My lovely Som-Soon*, *Princes Hours* and *Royal Family*. 'Korean series are intense and full of action, as they are mix with dramatic comedies, teenage and family focused shows', highlights **Nahee Kim**, director of Contents and Planning of **MBC**.



Peter Park, Marketing, Nahee Kim and Gilhwa Jung, of Latin Bureau, last LA Screenings

SUITE #424

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SUITE
#318/319**THE POWER OF DESTINY – TELEvisa, MEXICO**

IT IS ONE OF THE LATEST TELENOVELAS OF THE MEXICAN TITAN (100 x '60) IN TIMES WHERE THE GENRE IS STRONG BACK IN MAIN CEE MARKETS. THIS PRODUCT IN PARTICULAR IS ABOUT TO BE SCHEDULE IN 3-4 CEE PRIME TIMES.

BENT – NBC UNIVERSAL, USA

AT THE RECENT LA SCREENINGS, THIS COMEDY SERIES (13x'30) WAS ONE OF THE MOST COMMENTED BY INTERNATIONAL BUYERS. IT IS ABOUT A RESILIENT, RECENTLY DIVORCED LAWYER, NOW RAISING HER EIGHT-YEAR-OLD DAUGHTER AS A SINGLE MOM.



TABLE 9



TABLE 2

LOVE IN DIFFICULT TIMES – RTVE, SPAIN

IN ITS SIXTH SEASON, THIS TV SERIES (1466x'45) HAVE RECORDED 22% AVERAGE MARKET SHARE SINCE IT WAS LAUNCHED IN 2005. CO-PRODUCED WITH DIAGONAL TV, IT SERIES ALREADY HAS IMPORTANT SALES WORLDWIDE.

SUITE
#113**NICE COP – IMAGINA, SPAIN**

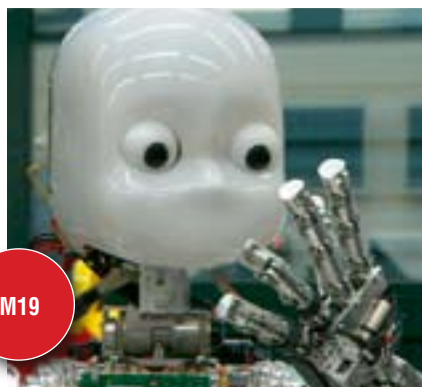
IT IS A SITCOM (13x'45) ABOUT A LOCAL POLICEMAN DUMPED BY HIS WIFE AFTER 20 YEARS TOGETHER. READY TO FIGHT FOR WHAT HE LOVES, HE MOVES IN WITH TWO GIRLS IN THEIR THIRTIES, RIGHT IN FRONT OF HIS EX-WIFE'S HOME.

ORGANIZED CRIME UNIT – MEDIAPro, ROMANIA

WE HAVE HERE A CZECH TELEVISION ACTION SERIES (16x75') THAT DETAILS THE STORY OF AN ELITE POLICE UNIT THAT TEAMS UP WITH THE GANGSTERS FOR AN UTTER CONTROL.

SUITE
#225**GRACHI - TV AZTECA/COMAREX, MEXICO**

FOR TEENS, HERE THERE IS AN ORIGINAL SERIES (75x'60) PRODUCED BY NICKELODEON, TELLING THE STORY OF A YOUNG TEENAGE WITCH WHO MUST LEARN TO USE HER NEW-FOUND MAGICAL POWERS ALL WHILE COPING WITH SCHOOL, BOYS AND GROWING UP.



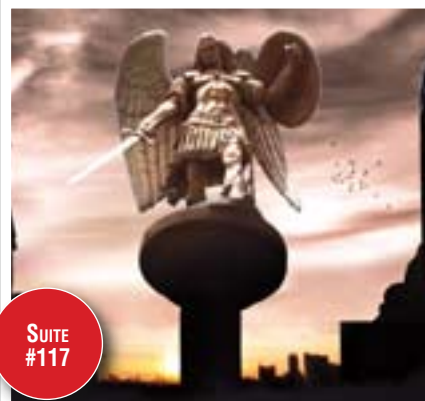
M19

TOMORROW'S TECHNOLOGY – Deutsche Welle, GERMANY

WATCH AT THIS TV SERIES (7x'30) THE CHALLENGES AND ADVENTURES OF MODERN ENGINEERING. IT SHOWS, FOR EXAMPLE, SUBJECTS TESTING NEW PARACHUTES IN THE SKY OR INSTALLING PIPELINES DEEP ON THE SEABED.

LOVE AND FEAR – CARACOL, COLOMBIA

IT IS A CO-PRODUCTION WITH SONY PICTURES (90x'60) THAT PROVIDES ACTION AND SUSPENSE IN THE LINE OF SUCCESSFUL FORMER CARACOL SERIES, AS WITHOUT BREAST THERE IS NO PARADISE AND THE SNITCH CARTEL.

SUITE
#113SUITE
#117**TRIBULATION: THE BATTLE BEFORE THE END – VENEVISION, USA/VENEZUELA**

FROM LATIN AMERICA, HERE THERE IS A SCIENCE FICTION SERIES (13x'60) ABOUT A POLICE CAPTAIN THAT CAN SEE THE DEMONS THAT ACTUALLY MOTIVATE MURDERERS TO COMMIT THEIR ACTS.

SUITE
#324**ABOUT MY BROTHER – MEDIASET, ITALY**

IT IS A SUCCESSFUL DRAMA (6x'100) INTERNATIONALLY SOLD BOTH IN ITS READY-MADE VERSION AND AS A FORMAT: A 30 YEARS OLD LAWYER AND HIS AUTISTIC BROTHER ARE FORCED TO LIVE TOGETHER AFTER THEIR MOTHER DEATH.

ESTHER, THE QUEEN – RECORD, BRAZIL

IT IS AN UNUSUAL EPIC MINISERIES (10x'60) THAT TAKES PLACE IN PERSIAN EMPIRE AND IS FOCUSED ON A BEAUTIFUL YOUNG JEWISH LADY, AT A TIME WHEN HER PEOPLE WERE PERSECUTED.

SUITE
#124SUITE
#121**THE FAMILY NEXT DOOR – TELEMUNDO/TVN CHILE/CHILE**

THE CHILEAN CREATORS OF WHERE IS ELISA? ARE BACK WITH A NEW SUSPENSE TV SERIES, WHICH HAS REACHED AN AVERAGE RATING OF 15.1 POINTS IN ITS COUNTRY. IT ALREADY HAS AN US VERSION.

SUITE
#112**DINOFROZ - MONDO TV, ITALY**

IT IS A 2D-ANIMATED SERIES (26x'30) IN FULL HD WITH CG EFFECTS, ABOUT FOUR CHILDHOOD BUDDIES THAT ACCESS TO A PARALLEL TIME DIMENSION, WHERE THEY FIND THEMSELVES AS DINOSAURS FIGHTING DRAGONS.

LEFT ON THE SHELF – ARTEAR/ARGENTINA

THIS IS A PREMIUM TV FICTION (36x'60) FOR THE LATE PRIME TIME, ABOUT HUMAN BEING RELATIONSHIPS. IT WAS THE TOP WINNER OF THE MARTIN FIERRO AWARDS, THE MOST IMPORTANT AWARD OF THE ARGENTINEAN TV.

SUITE
#323SUITE
#119**THE MODEL AGENCY – ALL3 MEDIA, ENGLAND**

IT IS A 7x'60 DOCUMENTARY SERIES THAT EXPLORES THE BUSINESS OF BEAUTY GOING INTO WORLD-RENNOWNED MODEL AGENCY PREMIER MODEL MANAGEMENT.



TABLE 3E

LOVE'S KITCHEN – VISION FILMS, USA

THIS ROMANTIC COMEDY ('100) IS ABOUT A BIG CITY CHEF WHO GETS A NEW CHANCE AT LIFE, AND LOVE, WHEN HE OPENS A NEW RESTAURANT IN THE COUNTRYSIDE. ROMANCE WITH TWISTS AND FOOD

THE ONE – TELEFE, ARGENTINA

WE HAVE A SUSPENSE-TELENOVELA FULL OF TWISTS AND SURPRISES, CO-PRODUCED WITH EL ARBOL (SPAIN) AND WITH IMPORTANT RATINGS AT THE LATE PRIME TIME IN ARGENTINA.

SUITE
#217SUITE
#222**AMORES COMO EL NUESTRO – WMP, USA**

THIS A GOOD AND SHORT TELENOVELA (71x'60): A LOVE STORY BETWEEN A TRADITIONAL YOUNG WOMAN THAT BELONGS TO A VERY CONSERVATIVE FAMILY, AND HER IMPULSIVE BOYFRIEND, WHO WILL EXECUTE THE REVENGE OF HIS FAMILY.

End of Party

Fin de Fiesta

By
Stalker

For those who don't know me, I am a shadow in the content business. I attend the markets working as a waiter in the closest bars or restaurants, to catch interesting or funny stories from industry members. As this time we are in Budapest for Discop East, let's talk about my friends from Central & Eastern Europe.



Daiva Andrade Gonzalez, head of acquisitions at Lietuvos Ritas TV, Lithuania

A Nordic lady with Latin heart

Daiva Andrade Gonzalez, head of acquisitions at **Lietuvos Ritas TV**, Lithuania, has a particularly story, not common for the Baltic countries. The lady, blond-haired and tall as many around there, has a husband from Venezuela, South America. And undoubtedly, she loves the Latin manners: just before last MIPTV, he agreed she spent two days alone in Paris, to attend the concert that Enrique Iglesias, a famous Latin singer, offered there. Then she flight directly to Cannes, very happy. *Experiencia religiosa (Religious experience)* is the title of the most famous song of the singer.

Two of my best friends in the Central & Eastern buying community are **Igor Fedorov**, director of acquisitions, **Intra Communications**, Russia,



Igor Fedorov, director of acquisitions, Intra Communications, Russia, Giorgi Lominadze, acquisitions, Imedi TV, Georgia

The secrets of two brave men

and **Giorgi Lominadze**, head of cinema & acquisitions, at **Imedi TV**, the leading broadcaster of Georgia. **Igor** keeps a big secret: the *Fountain of Youth*. I met him for the first time then years ago, and he is younger now. His passport tells an age entering his forties, but nobody who watches him says he is more than 30 years old... it is a very special case, you can believe. See the picture...

Giorgi, on the other hand, is a pillar of the content industry. He attends all the markets (even the American ones) and he always tells us interesting tips about the market. Last MIPTV, he said: 'You can produce very non-expensive prime time programming: easy to produce game shows, contest shows in the weekdays, sitcoms at the weekend. We covered our prime time with own productions like these (with costs of few thousands of dollars per episode) and ratings have blown up'.



Dragan Petrovic, head at Visionary Thinking, regional distributor and IPTV channels owner in Serbia

Going to new media with love

Talking about interesting experiences, it is always good to follow **Dragan Petrovic**, the owner of **Visionary Thinking**, Serbia. He is a traditional regional distributor of content for free TV and pay TV, but now he also operates 3 IPTV TV channels, hosted by **Serbian Telekom**. He tells: 'Currently, at the IPTV channels, you don't manage much money, but it can be a healthy business. You provide libraries of product—our channels are devoted each on TV series, films and documentaries—and you develop special niches, as European series, because you can't compete with the Hollywood Studios. It's free IPTV, you enter the website and watch'.

One of the most special characters of the Central & Eastern content community is undoubtedly **Gordan Bobinac** of **KIP Croatia**. As Dragan, he is a veteran from the first years of the



Gordan Bobinac, KIP International Croatia, with Tatjana Saudet of Saudet Media France, with her husband, and Andreja Sertic, Media Acquisitions, Croatia

Why not??

industry. Five-six years ago, he got very popular attending the evening-night parties of Discop with sandals, or very colored shirts. 'Why not?', we wondered when somebody asked him. 'Aren't we on happy hour?'. But, last time at MIPTV, I saw him buying at the female sector of *Galleries LaFayette*, in Cannes. 'A wife is always a wife', he answered. The content market? 'It's more noisy than effective', he completed. Will the sandals be back for this Discop East?

Concerning to women, some of the most charismatic are the Romanian ones, for sure. Full Latins, but in the heart of Central & Eastern Europe, surrounded by Slavic people. At the **CME Group**, we have for instance **Ruxondra Ion**, CEO at **ProRomance**, who loves smoking pure cigars. **Anca Trutá**, CEO at **Mediapro Distribution**, who is hyperactive, she had a baby last year and few weeks after she was attending Mipcom. And **Ines Turturica**, acquisitions manager at **Acasa**, who is very candid, but she changes the color of her hair almost every market. What fascinating must be to be a husband in Romania...



CME Group Romania: Ruxandra Ion (programming), Ines Turturica (acquisitions) and Anca Trutá, Mediapro Distribution

The Romanian women, forever

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