



Production companies go to Vidcon US with Brazilian Content to explore the digital content and media market

Companies that integrate the Brazilian Content delegation believe in the event's potential for business and hope to gain knowledge to develop profitable web projects

Il Vagabondo, Tortuga Studios and Elo Company are going with Brazilian Content, BRAVI's export program in cooperation with the Brazilian Trade and Investment Promotion Agency (Apex-Brazil), to VidCon US. The event, which focuses on online video, takes place at Anaheim, in the US, between the 21st and 24th of June. This is Brazilian Content's first international endeavour at an event exclusively focused on digital content and media.

Sérgio Martinelli, executive director at Il Vagabondo, tells that his interest is based on the possibility of acquiring knowledge. To participate in talks and workshops with big players in this market, such as Amazon and Netflix, may point to ways of elaborating profitable projects. "The future of content is in social medias and the internet. We began to direct our production towards the web. The American market can turn internet products into highly profitable products and that's what we need to learn", he points out. Martinelli will take two finished series to the event, "X-Coração" and "Buscando Buskers", as well as the "Zooparky" channel, launched by the company on YouTube last January. The goal is to launch it in other languages.

Il Vagabondo's series are distributed by Elo Company, which is also going to the event with six finished projects. The highlight is the feature film "The Space In Between – Marina Abramovic in Brazil", which shows the artist's journey in her trip throughout Brazil, researching spiritual communities, people and places. With the expansion of the online video market, the company bets on the event and believes in its potential for business. "We are going through a period of global competitiveness, therefore Elo Company has decided to also bet on original content production, having VidCon as the opportunity to make deals directly with the players", says Sabrina Wagon, the company's CEO.

Nelson Botter Júnior, producer and director at Tortuga Studios, also bets on digital media. "We work with animation and believe that these platforms will eventually dominate our market", he says. The production company has virtual reality series in development and is looking for partnerships. Tortuga is taking to VidCon three preschool web series and apps ("Os Piratinhas", "A Turma do Pug" and "Os Baby Dragões"), apart from television series that can work well on the internet, such as "Os Undergrounds" and "A Mansão Maluca".

Botter has already participated in other events with Brazilian Content, such as MIPCOM and Kidscreen, but believes that, unlike these, which focus on big business deals, VidCon will allow a larger volume of deals with smaller players.

Sobre a Brasil Audiovisual Independente (BRAVI)

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

Sobre o Brazilian Content

O Brazilian Content é o programa internacional da Brasil Audiovisual Independente (BRAVI), criado em 2004 e realizado em parceria com a Agência Brasileira de Promoção de Exportações e Investimentos (Apex-Brasil). Com o objetivo de promover o conteúdo audiovisual independente no mercado internacional, o BrazilianContent viabiliza parcerias entre empresas brasileiras e estrangeiras (por meio de coproduções, vendas e pré-vendas para canais de TV, internet, telefonia celular e mídias digitais). O Brasil hoje é considerado um importante mercado no cenário internacional e integra o plano de negócios de coprodução de inúmeras TVs e produtoras.

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