

## **Brazil reinforces its relevance in the global audiovisual content scenario**

*With 41 companies, the Brazilian delegation present at Mipcom 2018 is bringing in very positive results, starting with the signing of an international cooperation and audiovisual co-production agreement.*

Having landed for the 15<sup>th</sup> time in Cannes, France, the independent Brazilian production has had a strong passage through MIPCOM, the world's largest entertainment content market, held between October 15 and 18, and MIPJunior, which focuses on children's content, held on October 13 and 14. With 52 professionals from 41 producers, Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), once again ensured Brazil's excellent performance. Animation was this year's bet, with 46 formatted projects and other 35 in development and in search of partnerships or financing for co-production or distribution abroad.

At the end of the event, which this year honored China, the largest digital market in the world, with 40% of all internet users, the optimism of Brazilians could be felt. "This is the most important audiovisual event focused on exports and it is clear that Brazilian content is increasingly valued. We came with a very broad catalog, focused on export, and an animation line up. We have already closed sales deals with China, but I cannot disclose further details until the contract is signed. We are also negotiating a documentary with India", said Sabrina Nudeliman Wagon from Elo Company.

"As a result of our participation here at Mipcom, we are closing deals with new partners with whom we started contact in previous editions. Among these deals is the airing of Little Dottie Chicken on NatGeo Kids, starting in November, throughout Latin America. Another important accomplishment is the distribution and licensing agreement of Little Dottie Chicken for Italy, where the character will be called "Gallina Puntolina", revealed Guilherme Coelho, from 01 Digital, the distribution company of Bromélia Produções, creator of the character.

Zé Brandão, from Copa Studio, had the same positive perception. "It's the first time we brought "Jorel's Brother", our most well-known series in Brazil, to internationalize it, and we have already had very positive responses from countries in Asia, Europe and Oceania. Other series, such as "Haunted Tales for Wicked Kids" and "Trunk Train", were also very well received." Furthermore, the newcomer Tree House Studios did not stay behind. "We have partnered up with an Indian company for the feature we are producing, apart from doing business with a New Zealand company for the audio and color of two projects we brought," says Márcio Moraes.

"Our participation was quite intense, better than I had expected. Super-objective meetings, with the real intention of closing some business or co-production project. I still cannot disclose details for contractual reasons, but we have concluded and closed a deal for the commercialization of two new series for the international market and for Brazil, with a launch planned for several countries, in addition to a great project that we

have been developing since last year and we closed the deal yesterday. We are proud to be the Brazilians who will be in it", revealed João Daniel Tikhomiroff from Mixer.

For the second year at Mipcom, Vinicius Oppido, from PushStart, celebrated the mentioning of one of his productions at MIPJunior as a case example for trends. "This has brought us a lot of visibility and increased the number of accesses of our MIPJunior video library, which buyers access. Another thing I've noticed is that maintaining attendance at the event is very important, because relationships with the market are strengthened over time." Gabriel Garcia, from Hype, also agrees that Mipcom is always an opportunity to close great deals. "We got to do 30 meetings with 10 different countries and for us it was very good. We want to return in the coming editions of the event."

"We are deeply encouraging international partnerships for the sector and it is of fundamental importance to be here, participating at Mipcom," said Diogo Almeida, from the Division for Audiovisual Promotion of the Ministry of Foreign Affairs. Like him, Tiago Mello, from Boutique Filmes, was also excited about meetings with international channels, producers and partners. "Brazil has once again brought a large delegation and is gaining more and more international space."

Finally, the positive surprise of those who participated for the first time - Sebastião Braga, from Feel Filmes. "I'm shocked at the size of it here. It's very big and it's the kind of market that we have to prepare before we come, and organize our schedule well. We already were at Sunny Side of the Doc and we came with some co-production contacts with France bound from there. Since we film in several countries in the world, this is also the ideal place to close some production service deals", he concluded.

### **Argentina e Canada Matchmaking**

In addition to the numerous producers' meetings with international players, Brazilian Content organized business get-togethers with Argentina, together with the country's National Institute of Cinema and Audiovisual Arts (INCAA), and Canada, through partners Canada Media Fund and Telefilm Canada.

The first of these took place on the 16<sup>th</sup> with Canada, with a total of 35 business meetings between the two countries. For one hour, Visom Digital, hype.cg, Moonshot Pictures, Capelini Filmes, Kampai, Feel Filmes, Aloptra Studio, PushStart, 2DLab, G Entretenimento, Copa Studio, Manifesto Games, Apiário Estúdio Criativo, Flamma and Split Studio met with Canadian producers and distributors interested in potential partnerships with Brazil. On the Canadian side the participating companies were Yowza Animation, Aux Mode, Group PVP, All Pictures, Productions Avenida, Less Brand, Anaid Productions, CineGroupe Corporation, A etios Productions, Landslide Copernicus, Big Bad boo, Blue Ant International, Fifth Ground and Mirinly.

On the 17<sup>th</sup> it was Argentina's turn. The representatives of Brazil in the 32 business meetings between the two countries were Cabong Studios, Visom Digital, Kampai,

Copa Studio, Moonshot, Tree House Studios, Feel Filmes, PushStart, Manifesto Games, Apiário Estúdio Criativo, G Entretenimento, Medialand, Capelini Filmes and Hype. On Argentina's side of the matchmaking were Can Can Club, Federal Distribución International, Jaque Content, Yellow Kingdom, Glowstar Media, Very B International, Zoomin S.A., Waira, VLexus Animación, Onceloops Media, Chulengo, Etermax and Puerta Amarilla Cine.

### **International protocol on audiovisual cooperation and co-production**

On the 14<sup>th</sup>, Brazil signed an international protocol on audiovisual cooperation and co-production, an initiative led by the UK's Producers Alliance for Cinema and Television (PACT) with the support of Brazilian Content. The country is now the sole signatory of Latin America. BRAVI's Federal Counsellor, Kiko Mistrorigo (TV Pinguim) represented the association at the signing of the agreement. "We are very happy because, of course, this agreement can create many opportunities for the more than 650 independent Brazilian producers represented by BRAVI," he said.

Dawn McCarthy-Simpson, director of international strategy for PACT, also commented on the initiative. "We have just signed this global alliance of creativity that will bring together associations from 15 countries. This way, they can share production ideas through an online platform that everyone will have access to and can find content from different countries. Brazil is Latin America's only partner of the UK. I believe that co-production is becoming a vital part of production in general, and now everyone can exchange information, meet and discuss co-production between their territories."

Apart from BRAVI, the protocol signatories are SP – Screen Producers Australia (Australia); VOFTP – Viaamse Onafhankelijke Film & Televisie Producers (Belgium); Canadian Media Producers Association e AQPM – (Association Québécoise de la Production Médiatique (Canada); HDNP – Croatian Association of Independent Producers (Croatia); TV France International (France); Film und Medien Verband NRW (Germany); Producers Guild of India (India); ANICA – National Association of Cinematographic Audivisual and Multimedia (Italy); Spada – Screen Production and Development Association of NZ (New Zealand); APIT – Independent TV Producers Association (Portugal); AIPRO – The Association of Independent Producers (Singapore); RAPA – Korea Radio Promotion Association (South Korea); PACT – Producers Alliance of Cinema & TV (UK); and NPACT (USA).

### **Sobre o Brazilian Content**

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

internacional e integra o plano de negócios de coprodução de inúmeras TVs e produtoras.

### **Sobre a Brasil Audiovisual Independente (BRAVI)**

A BRAVI reúne produtoras independentes de conteúdo audiovisual para televisão e mídias digitais e possui mais de 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.

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