

Prensario Interview

Subject: MIPCOM and MIPJR

Spokesperson: **Mary Morita, executive manager at Brazilian Content**, international program of Brasil Audiovisual Independente (BRAVI), created in 2004 in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil)

Brazilian Content moment

I have recently become, on August 1st, the executive manager of Brazilian Content, after Rachel do Valle's exit. After staying eight months away, I return to this institution, where I had been since 2011 as international coordinator, to carry on the significant work that the institution does to promote Brazilian producers in partnership with Apex-Brasil (Brazilian Trade and Investment Promotion Agency).

From the standpoint of results, year by year we have registered growth in export values of the companies associated with the program - last year alone, the increase was of 35% when compared to 2017. We are optimistic about this year's performance, as there are many indications that we will close 2019 with good results.

In its 16th participation at MIPCOM, Brazilian Content will lead a delegation of 32 companies, represented by 46 professionals, a number that can always grow. At MIPJR, the numbers are 15 companies and 16 professionals. It's a considerable number and our expectations are huge this year.

It is important to highlight that the profile of Brazilian companies this year has grown in experience: only 3 of the 31 already confirmed companies have never attended the event. In our assessment, this reflects a conscious investment by production companies with international experience: MIPCOM is an event that they need to attend annually, either for maintaining contacts or opening new markets. Last year, shortly after the event, deals to be completed over the subsequent 12 months that were closed reached the mark of US\$ 40 million. We are working with results forecasts similar to those of 2018.

Regarding content, animation and fiction are our flagships today. It is also clear that the production of documentaries has stood out, especially considering the one-off market, which Brazilians don't yet produce with the same ease, but which represents a big demand from the international market.

Still in relation to this theme, Brazil is an extremely relevant market in the audiovisual sector and has been a highlight in the production of serial works. In fiction, we highlight the numerous original Netflix productions and the establishment of an Amazon Studios branch in Brazil. At Netflix, over 30 originals were announced during Rio2C including

“Reality Z”, the new series by the production company Conspiração starring Sabrina Sato. In animation we have several successful examples. PenGuin Content, for example, is the production company behind major export hits such as "Fishtronaut" and "Earth to Luna!", the latter present in over 100 territories, and recently debuted "The Charlie Show", a co-production with Discovery Kids and being broadcast throughout Latin America.

For Brazilian companies, this year's MIPCOM will be one of the biggest opportunities of 2019 to present their projects and seek potential co-production partners, besides selling finalized works.

New brand positioning

Brazilian Content is undergoing a branding revision project that will already be implemented during the event. The Brazilian Content booth will be completely redesigned inside a new visual identity for easy identification of our vocations.

We are already internationally recognized for aspects such as our cultural diversity and our creativity. With this new brand positioning, we now want to emphasize to the world that our productions aren't simply made of excellent stories. We also have highest quality technique, well-trained professionals and the latest equipment - which gives us peace of mind to produce projects in all segments, knowing that they may have acceptance at an international level.

Latest deals and projects

As stated above, last year, shortly after the event, deals that were closed to be completed over the subsequent 12 months reached the mark of US\$ 40 million.

Brazilian Content helped to promote numerous meetings between producers and international players last year, as well as organizing business get-togethers with Argentina, in partnership with Argentina's Inversiones y Comercio Internacional (INCAA), and Canada, with the partner institutions Canada Media Fund and Telefilm Canada. In total, there were 35 business meetings between Brazil and Canada; and a total of 32 business meetings between Brazil and Argentina.

Brazil has also been a signatory of the international protocol for 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 was the only signatory of Latin America.

Brazilian producers were also able to strengthen relationships or close deals with partners, mainly from Europe, Asia and Oceania. It is important to bear in mind that last year MIPCOM honored China, the world's largest digital market, with 40% of the globe's Internet users^[1], which yielded great prospects and deals to the country. Elo

Company, for example, was one of the Brazilian production companies that did business with China at MIPCOM 2018.

BRAVI and Brazilian Content, by the way, are looking closely towards China, and have undertaken and given support to a series of actions with the goal of fostering business between Brazilian producers and the Chinese market. One is the China 2020 Mission, involving animation and XR producers, which will take place in April 2020 and will last six days.

This action is the result of a MOU (Memorandum of Understanding) with the intention of mutual collaboration to bring the Brazilian and Chinese markets closer together, signed this year by BRAVI (represented by its federal councilor Mário Nakamura) and the Capital Radio & TV Program Producers Association (represented by its president Liu Yanming). Representatives from both countries highlighted the importance and interest in bringing Brazil and China closer together, aiming at boosting economic and trade cooperation, as well as deepening interpersonal exchanges.

We are also constantly pursuing our strategic calendar, with the participation, in addition to MIPCOM / MIPJR, at other major events of the global market, such as Sunny Side of the Doc, Kidscreen, Mifa, Natpe, MIPCancun, Rio2C, among others.

Here are some of the highlights of Brazil at the event:

BROMELIA PRODUÇÕES: responsible for the worldwide success “Lottie Dottie Chicken”, the company is taking to MIPCOM / MIPJunior the new series “Lottie Dottie Mini”. The second season of the character’s new adventures recently premiered at Nat Geo Kids for all of Latin America and at TV Azteca in Mexico. Now, negotiations will continue at the event, with multiple TV channels and digital platforms in European countries such as Italy and Russia, and Asia, with India and China. The content will be available in multiple languages: Portuguese, Spanish, Italian, French, German, Japanese, Mandarin and English. The series has two seasons totaling 52 episodes of 12 minutes each.

PENGUIN CONTENT: the company is taking as feature products “The Charlie Show”, a talk show animation series for children ages 6 to 8 (season one has 26 11-minute episodes and is multiplatform); and the sixth season of “Earth to Luna!” an internationally acclaimed animation with five seasons already produced. This time, it will feature the main character living in a space station.

COPA STUDIO: The highlight will be the start of sales for outside of Latin America of the animated series “Jorel’s Brother”, a Brazilian success that has won several international awards and is in its fourth season with Cartoon Network. The company will also take their latest productions to the event: “Giga Blaster” (with Gloob channel), “Tito & Muda” (with Discovery Kids), “Ico Bit Zip” (with Nat Geo Kids) and “Friend

Twiga“ (with Zoo Moo Channel). With this portfolio, the company also expects to prospect animation services for foreign productions.

UPVOICE: Brazilian full service dubbing company, it will be attending MIPCOM for the first time and will be the first company of the Brazilian Content delegation to have a booth at the event, taking a dubbing studio as an attraction. Visitors can also get to see the company's headquarters through a guided 360° virtual reality tour.