



Kidscreen Summit promises to be a stage for new business deals for Brazilian production companies

Led by Brazilian Content, the country's delegation will bring 23 companies to the event, most of them with experience in this market

For producers of kids content, the Kidscreen Summit is a synonym of good business. The event, which takes place between 12 and 15 of February at the Intercontinental Hotel, in Miami, has already served as entry door for Brazilian companies to reach the international market in full speed. "I've participated in the Kidscreen for many years and the event is very interesting to find channels, producers and distributors. Our goal is to broaden our spectrum of partners, both business and creative ones", says Tiago Mello, from Boutique Filmes, production company nominated for the Emmy Kids International in the last three years and which is part of the delegation led by Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

For Kiko Mistrorigo, from TV PinGuim, the long-term international prospecting work has positioned Brazil as a player in the market and is bringing results. "The Brazilian independent production was very objective in regards to business opportunities with cable TV channels that were coming to Latin America in the late 1990s. We always reach for the international market, always face our activity as a global one. What we have today is the result of a long-term work", he says. He already produced the animations *Fishtronaut* and *Earth to Luna!* and prepares the release of the animation *Ping & Friends*, a partnership with Canada, at the Kidscreen Summit. TV PinGuim has announced last year that they're opening an office in Miami, in order to strengthen the company internationally – previously, the company has used the support of the Apex-Brasil office in Miami to do business; this year, the agency will receive Brazilian producers for a breakfast in the morning of the 12th, with the goal of sharing information on how Apex-Brasil can help companies interested in broadening their activity in the United States.

2Dlab is also part of the delegation and is taking some new productions to the event. "This year we will release a new kids series, *Conta Comigo*. Being the Kidscreen an important fair, we'll be able to show our teaser for possible future buyers", tells André Breitman. Nelson Botter Jr, from Tortuga Studios, hopes to increase the reach of their productions. "Our goal in this event is, apart from sharing and discussing the new tendencies of the market, to expand the international licensing that our animation series are getting. *The Under-Undergrounds* and *A Mansão Maluca do Professor Ambrósio* are series that are licensed today in over 40 countries, and we want our productions to keep on travelling the world."

Nelson Sato, from Sato CO., tells that the event brings a lot of learning. "With the new OTT platforms in the market and consumption trends from the millennials, we're working on content for this media. Kidscreen Summit has always been the ideal market to look for content in this format". For Carina Schulze, from Chatrone, there are many "national projects that end up being bought internationally. We will present new things,



the Kidscreen Summit is very important to us”, tells the producer of the Brazilian series Gaby Estrella, a co-production with Panorâmica and with Globo channel.

The remaining participants of the Brazilian delegation are 44 Toons, Animaking, Belli Studio, Bromelia, Cabong Produções, Capelini Filmes, Cinefilm, Copa Studio, Dogs Can Fly, Hype.cg, Lightstar Studios, Mauricio de Sousa Produções, Monster Movie N'Photo, PushStart, sBusiness, Up! Content Co. and Z7 Company.

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.

Informações para a imprensa

2PRÓ Comunicação- bravi@2pro.com.br
Myrian Vallone- myrian.vallone@2pro.com.br
Fernanda Abigail- fernanda.abigail@2pro.com.br
Livia Scatena- livia.scatena@2pro.com.br
Tel. 55 (11) 3030.9400 /3030.9404
www.2pro.com.br
Twitter: @2procom
Janeiro/2018