

Internationally recognized, the Brazilian youth audiovisual production arrives at MIPJunior and MIPCOM with an award nomination and multi-platform projects

Debuting and returning production companies are part of the Brazilian Content delegation at Cannes and reaffirm the potential of Brazilian independent production in the sector

Once again, the Brazilian youth audiovisual content production reaffirms its potential and excellency in Cannes, during MIPJunior (October 14 to 15) and MIPCOM (October 16 to 19). The production companies that form the delegation of Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), arrive with diversified portfolios in the segment and are confident in their participation at the event.

Zola has a major nomination and competes for the *Content Innovation Awards* in the category of best series launch of the year, with “Valentins”, broadcasted at the Gloob TV channel. The award is a Digital TV Europe and Television Business International initiative, which, since 2015, recognizes the innovation of content providers, distributors and technology companies that are transforming the television industry. The winners will be announced on Sunday, October 15. “Events of this magnitude always create great expectations. We will have meetings with content buyers for our products, licensed series and documentaries, apart from animation production companies from Asia and South America for partnership in a project”, tells José Henrique Fonseca, the company’s director. Zola is taking various projects to the event, including fiction series, factualls and documentaries.

Last year, LUVA was the winner of the international pitch at MIPJunior with the project “The Meaning Of/ O que é”. Marcio Shima, executive producer of the company, believes that it will still be possible to reap benefits of the award. They are taking projects under development, looking for co-production partners, investors and pre-sale, and a kids interprogram series for licensing. “Let’s Play Outside!” “We produced and licensed two episodes with Nickelodeon and we are looking to license it for regions outside of Latin America. We are also looking for coproducing channels to finance a whole season”, points out Shima.

Debuting at Cannes, Pushstart bets on multi-platform and is taking five projects inside this profile to the event. “We already create the projects thinking of various platforms. We believe that this might be a highlight when approaching the players”, points out Vinícius Oppido, the company’s director.

A special occasion for Brazilian content during MIPJunior will be the *WorldScreen Kids Trendsetter Award* presentation to Paula Taborda dos Guaranys, content and program manager at Gloob. This is the first time that the award recognizes a Latin-American executive, which honors television industry professionals that contribute to the market’s development.

Participating production companies

The production companies 2DLab, 44 Toons, Alopra Estúdio, Animaking, Belli Studio, Boutique Filmes, Bromélia Produções, Cabong Studios, Capelini Filmes, Chatrone, CINE Group, Conspiração Filmes, Copa Studio, Cygnus Media, Dogs Can Fly Licensing, DUE Produções, ELO Company, Estúdio Giz, FM Produções, Grifa Filmes, INPUT | artesanora, LUVA, Mixer Films, Moonshot Pictures, Panorâmica, Plateau Filmes, Prodigio Films, Pushstart, Raven Filmes, Red Studio Brasil, Rinaldi Produções, Sato Company, Sétima Cinema, Singular, Split Studio, Synapse, Tortuga Studios, TV Pinguim, Up! Content Co, Visom Digital and Zola form the Brazilian delegation. Representatives from Rio Content Market are also part of the group.

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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