

Brazilian Content arrives in Cannes with a delegation of 40 production companies for MIPCOM 2017

With eight production companies making their debut at the world's largest audiovisual market event, the Brazilian delegation is bigger than in 2015 and 2016

To make contacts, to seek partnerships, to close deals and to come back home with new ideas filling up the bag. This is the idea behind MIPCOM, the world's most important audiovisual event, at which Brazil arrives with a delegation larger than in the two previous editions. The most prominent production companies of the national market will attend the event in Cannes, between October 16 and 19. Prior to it, on the weekend of the 14 and 15, MIPJunior, which focuses on kids programming, will also take place. The Brazilian participation is made possible through Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

This year, the number of participating Brazilian companies has jumped to 40, against 34 in 2015 and 28 in 2016, which shows a mood of optimism among professionals of the Brazilian audiovisual market, despite the country's yet unstable economic scenario. 56 executives will be there this year, against 49 representatives at the last edition. Apart from that, eight production companies will be attending MIPCOM for the first time - Animaking, Capelini Filmes, Plateau Filmes, Pushstart, Raven, Red Studio and UP!

"Even though it has been a tough year for many sectors in Brazil, there are prospects of growth for audiovisual trades. Our history at MIPCOM shows that many companies that attend the event end up closing deals with contacts that started there", says Rachel do Valle, Brazilian Content's executive manager.

The business get-togethers start on Tuesday, 17, at 9AM, with a breakfast with the Argentinean delegation. The following days will have meetings at this same time and in the same format with representatives from Israel and the UK (on Wednesday) and China (on Thursday). Thanks to bilateral treaties for audiovisual production closed this year between Brazil and Israel, the UK, and, more recently, China, there is great expectation for deals of future partnerships during the event.

Brazilian Content also promotes meetings with representatives from the sector's events that take place in other parts of the world. The meetings will take place at the program's stand at the fair, and will be previously scheduled. The meeting with NAPTE, one of the world's main markets for TV content, which takes place in Miami, is scheduled for the 17, between 3PM and 4PM. Representatives from MIFA, event which is part of the Annecy International Animation Festival, directed at animation producers and which takes place in June in the French city, will be available between 11AM and 12PM on the 18. The meeting with Kidscreen, another market based in Miami and dedicated to animation and live-action production for children, will take place on the 17 at 5PM.

During MIPJunior, the winner of the event's international pitch will be announced. The pitch is open to audiovisual creators and producers seeking financing for their projects.

What's coming up

Apart from settling partnerships and closing new deals, the 40 Brazilian production companies that will attend MIPCOM promise to present new productions soon. **TV Pinguim**, for instance, is working on a coproduction with Canada, while **Boutique** is producing a new season of the 3% series with Netflix. As for **LUVA**, which won last year's MIPJunior pitch with the animation "O Que É?/ The Meaning Of", it will return to the event this year.

Participating production companies

The production companies that form the Brazilian delegation are 2D Lab, 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 | artesonora, LUVA, Mixer Films, Moonshot Pictures, Panorâmica, Plateau Filmes, Prodigio Films, PUSHSTART, Raven Filmes, Red Studio Brasil, Sato Company, Sétima Cinema, Singular, Split Studio, Synapse, Tortuga Studios, TV Pinguim, Visom Digital, Zeste and Zola. Representatives from Rio Content Market will also join 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.

Informações para a imprensa

2PRÓ Comunicação- bravi@2pro.com.br

Myrian Vallone- myrian.vallone@2pro.com.br

Livia Scatena- livia.scatena@2pro.com.br

Ana Carolina Barbosa- ana.carolina@2pro.com.br

Paula Giffoni- paula.giffoni@2pro.com.br

Tel. 55 (11) 3030.9400 /3030.9404

www.2pro.com.br

Twitter: @2procom

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