

At MIPCOM, Brazilian production companies bet on diversifying business models and markets

The interest in new platforms, in the Asian market and in the sale of formats drives the agenda of the Brazilian Content delegation members at the world's largest audiovisual event

MIPCOM, the world's most important audiovisual event, is about to begin. Between October 16 and 19, the 41 Brazilian 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), will be in Cannes with the purpose of expanding their businesses, especially with international players. Many have prepared new material for this edition of the event, diversifying the areas of activity, the business models and the markets in focus.

One of the associates that promises a new path for international players' approach is Elo Company. This will be the first time that Elo, experienced in the distribution market, presents itself also as a production company. Apart from the features and series catalog, Sabrina NudelimanWagon, the company's CEO, is also taking projects under production. They are the result of the development and production center led by the former executive of Discovery Network, Maria Carolina Telles, and the partnerships with the journalists network BRIO, for production of original investigative content, and with the MCN Snack, for some multi-platform formats.

Apart from factual content, Elo is taking other productions it is involved in: the feature film "An Unsung Soldier", which is in advanced production stage and shows the life and work of Andre Liohn, the greatest war photographer of Latin America, and three animation series that are being coproduced with the partners Singular, Mono and Birdo.

Another returning distributor at MIPCOM that is taking something new for this edition is Sato Company, which closed a representation deal with Gloob channel and TV Pinguim for all of its content in the Asian market. Asia, by the way, is increasingly attracting interest from Brazilian producers. "We are very interested in doing business with countries from Asia, which are acquiring more and more Western productions", says Nelson Botter Jr., director of TortugaStudios. The production company sets out for MIPCOM with the series "The Under-Undergrounds" and "Professor Ambrosio's Crazy Mansion", apart from the feature film "Couples Counseling" and the animated series project "Alex Green", in partnership with Moonshot. Botter explains that there is also the expectation that new platforms are getting stronger and more open to buying content.

For Sétima Cinema, debuting at MIPCOM, specialized in organizing film festivals as exhibition platforms and showcases for prospective distribution and production companies, one of the bets is the potential of new formats, such as virtual reality. "We

are closing partnership deals for projects that optimize this new market in Brazil”, points out Ana Arruda Neiva, partner-director of the company.

Panorâmica is taking to this year’s MIPCOM the sale of formats of its success cases in fiction series, such as “Gaby Estrella”, a kids series made in co-production with the production company Chatrone and Globosat, and nominated for important international awards such as the International Emmy Kids Awards and BANFF; “Sem Volta”, an action series made in co-production with the production company Chatrone and Record TV, which has reached significant audience levels on free-to-air TV (Record TV) and cable TV (A&E) and is internationally distributed by Armoza Formats; and “Rotas de Ódio”, a police drama that will be broadcast on Universal Channel in 2018, made in co-production with the production company Modo Operante and NBC Universal, which is also responsible for the international distribution.

Participating production companies

The production companies 2DLab, 44 Toons, Alopra Estúdio, Animaking, Belli Studio, Boutique Filmes, Bromélia Produções, CabongStudios, Capelini Filmes, Chatrone, CINE Group, Conspiração Filmes, Copa Studio, Cygnus Media, Dogs CanFlyLicensing, DUE Produções, ELO Company, Estúdio Giz, FM Produções, Grifa Filmes, INPUT | artesonora, LUVA, MixerFilms, Moonshot Pictures, Panorâmica, Plateau Filmes, Prodigio Films, Pushstart, Raven Filmes, Red Studio Brasil, Rinaldi Produções, Sato Company, Sétima Cinema, Singular, Split Studio, Synapse, TortugaStudios, TV Pinguim, Up! ContentCo, Visom Digitale and Zola are part of the Brazilian delegation.

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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