

Audiovisual from Spain pavilion, one of the best Trading Opportunities of the market

A high-level delegation of Spanish distributors and producers will look forward to Co-productions, Sales and Joint Ventures during this edition of ATF.

For the majority of the Spanish companies it is well known that territories like Korea, China, Philippines or India are good places for service providers, but today their approach is different, Spanish producers are building up partnership for co-productions as a new way of improving commercial viability and international success. A good example would be the coproduction series “**Sandra The fairytale detective**”, made by Imira Entertainment and DQ Entertainment from India, this one has been sold worldwide getting a very good audiences rating all over.

Animation, fiction, entertainment, factual and documentary producers and distributors from Spain are not completely focus on sales for this market. As said by Jorge Patiño from the Barcelona based animation company EDEBE: “We are also coming to the market **looking for co-producers and high local properties to distribute**. We can **offer infrastructure, expertise and reputation in Europe and Latin America** and we want to take this opportunity to promote ourselves as one of the best options on distribution rights for the producers of the Region who want to reach and success in those territories”. This is a common view for all the Spanish companies not matter their field in the Industry, **CIN TV**, one of the top rated Documentary and Factual production houses in Spain, will have different activities during the event, as mentioned by Gonzalo Sagardia : “**The sales of our international awarded series is one of our goals but also the networking with Asian companies to find the right Co-production partner for our new series “Hot Spots”**”. Christophe Goldberger, Head of Distribution and Marketing at Imira Entertainment, company specialized in youth programming, said: “**Our attendance at ATF has really helped to establish our presence in Asia, forging relationships with broadcasters and licensees**. We’re very pleased to have already signed deals with major broadcasters in the region, particularly for our new series *Sandra, the Fairytale Detective* which we anticipate will do well on Nickelodeon Asia.”

Outside of the circuit of international trade shows and covering the whole audiovisual production genres, **AUDIOVISUAL FROM SPAIN** is developing and promoting the Spanish Audiovisual industry very active. Trough organized commercial business trips they have visited many of the emerging and business developed countries on the region as a part of their global strategy; **on 2007 China, 2008 Korea, 2009 Japan and India**. After ATF a delegation of 14 companies will follow on a business trip to Japan, 7-9-December 09, as a part of the mentioned global initiative. The Spanish companies visiting Japan are: Agencia Efe, BRT News, Cesna Producciones, CinTV, Conta Conta Producciones, Edebe Audiovisual, Explora Films, Hibrida, Imagina International Sales, Imira Entertainment, KWA, Latido Films, and Potenza Producciones.

Sales Roundup:

Program	Genre	Bought by	Producer/distributor
"Edebites"	Animation	Thailand National TV	EDEBE
"Roncho"	Animation	Daekyo Kids (Korea)	MOTION PICTURES
"Elements"	Animation	6-6-8 (Singapore)	MOTION PICTURES
"Alex"	Animation	6-6-8 (Singapore)	MOTION PICTURES
"Telmo&Tula"	Animation	TvBroadcasts (Hong Kong)	MOTION PICTURES
"Waterlife"	Documentary	Al Jazeera	CIN TV
"Waterlife"	Documentary	Landscape (Taiwan)	CIN TV
"The Boarding Shool"	Fiction Series	VTC9 (Vietnam)	IMAGINA International Sales
"Countdonw"	Fiction Series	VTC9 (Vietnam)	IMAGINA International Sales
"Sandra, the Fairytale Detective"	Animation	Nickelodeon Asia	IMIRA ENTERTAINMENT
"Tangerine & Cow"	Animation	HBO Asia	IMIRA ENTERTAINMENT
"Saari"	Animation	Cartoon Network (Japan)	IMIRA ENTERTAINMENT
"Sex, party and lies"	Film/movie	Only Heart (Japan) Planis Entertainment (Korea) Suraya Films (Singapur, Philipines) Schengkui Media (Taiwan)	LATIDO FILMS
"Of Heart and Courage, Bejart Ballet Lausanne"	Film/movie	Cetera (Japan)	LATIDO FILMS
"Paper Castles"	Film/movie	Only Heart (Japan) Activers Entertainment (Korea) Swallow wings (Taiwan) Suraya (Philipines)	LATIDO FILMS

The Spanish program exports in Asia Territories **represented in 2007 the 11% of total turnover sales**. Europe and America continue to be the most common territories, with these two markets taken together accounting for around 81% of the total value of international sales during 2008.

(figures resulting from the annual study carried out by the Federation of Spanish producers FAPAE and available on the Website: www.fapae.com)

ASIA products and Distribution agreements with Spanish companies:

Distributor	Product	Territories
IMIRA Entertainment	"Pororo" (Korea)	Latin America & Europe
EDEBE	"4 Angies"(Korea)	Latin America & Europe
MOTION PICTURES	"Ninja Boy"(Japan)	Spain
	"Kapeta" (Japan)	Spain
ENJOY A LOT	"Battercup Wood" (Hong-Kong)	Worldwide except China
	"Tomato twins" (Hong-Kong)	Worldwide except China
	"Cone control" (Hong-Kong)	worldwide except China

The **Audiovisual from Spain** Pavilion will be situated at the Suntec Convention Center, Halls 601 & 602, Booth H01. The companies listed for ATF are: Agencia Efe, CinTV, Digital Rebel Studio, Edebe Audiovisual, Enjoy a lot, Enne Entertainment Studios, Imagina International Sales, Imira Entertainment, Latido Films, Motion Pictures, Neptuno Films and Potenza Producciones.

LINKS

AUDIOVISUAL FROM SPAIN	www.icex.es/.audiovisualfromspain/
AGENCIA EFE	www.efe.com
CIN TV	www.cintv.tv
DIGITAL REBEL STUDIO	www.digital-rebel.com
EDEBE AUDIOVISUAL	www.edebe.com
ENJOY A LOT	www.enjoywithus.com
ENNE ENTERTAINMENT STUDIOS	www.enne.es
IMAGINA INTERNATIONAL SALES	www.imaginasales.tv
IMIRA ENTERTAINMENT	www.imiraentertainment.com
LATIDO FILMS	www.latidofilms.com
MOTION PICTURES	www.motionpic.com
NEPTUNOFILMS	www.neptunofilms.com
POTENZA PRODUCCIONES	www.potenzaproducciones.com

