



NATPE 2012

23-25 January

Fontainebleau Resort, Miami Beach

AMERICA, STRATEGIC MARKET FOR SPANISH CONTENT

RECENTLY PUBLISHED DATA CONFIRM INCREMENTAL SALES IN LATIN AMERICA

NATPE.- From January 23rd to 25th, Miami will host the most important international TV content market of America. The umbrella “Audiovisual from Spain” will serve as the commercial platform for the 14 Spanish distributing companies participating at the market: **Boomerang Internacional, BRB Internacional, Edebe Audiovisual Licensing, Explora Films, Expressive Media Project, Errequerre, Filmax Internacional, Imagina International Sales, Imira Entertainment, Motion Pictures, Telecinco-Cuatro, Televisión Española, Veralia, y Vértice Sales.**

The participation at this event is organized and coordinated by the Federation of Audiovisual Producers' Associations of Spain (**Federación de Asociaciones de Productores Audiovisuales de España – FAPAE**) – and supported by the Spanish Institute of Foreign Trade (**Instituto Español de Comercio Exterior - ICEX**) – in collaboration with the **Commercial and Economical Office of Spain in Miami.**

AMERICA, STRATEGIC MARKET FOR SPANISH CONTENT.- According to the data analysis published at the FAPAE Yearly Report in September 2011, sales of Spanish products to the Americas incremented at 2%. This increase of sales volume is mainly concentrated in Latin America which now represents 13% of total exports of Spanish content. On the other hand, the United States hold their position as the third market for Spanish content and the Americas together count for 20% of international sales.

This data has been positively valued by the Spanish distributors, who consider that region as a key for the positioning of their products at the international markets. In fact, they see in NATPE a must event if one likes to maintain the actual business level and the already well established contacts.

- **Carlos Sevillano Sales Director of Explora Films comments the data** *“It is very important for all of us to sell in America. The market is very competitive with their local production industry well developed. The producers and distributing companies are at top level. However, once you managed to place a product and it works at audience level, **there is a very beneficiary halo effect** when talking about business. This means that the sales in the region profit a lot from that. The product moves easily from one territory to another in the region, which in other continents is much more complicated. It is also much easier to create brand awareness for your company”.*
- For **María García Castrillón responsible of Sales and Acquisitions of Fiction of the Group Boomerang remarks** *“...That is why this market is so important. We like to convince our Latin American Partners that this is our natural market, that we have many things in common and that we should both profit from that. I believe that the adaptation of **“FISICA ó QUIMICA”** by **Telemundo** is a big step that can help us to become known, that they learn from our stories, that they begin to see our fiction as a place where to find interesting and promising stories”.*

Commercial success is not only possible in Spanish speaking territories. At these actual times where the industry seeks talent and new ideas, to sell fiction to the United States is well possible. **"PULSERAS ROJAS"**, distributed by **Filmix internacional** is a good example for it.

- **Iván Díaz, Sales Director** and responsible for the commercial management of this series comments: *"Internationally, the series has already been sold in Latin America to **TV AZTECA, for Mexico, and to VME for the USA**. Our intention at NATPE is to close the rest of Latin America. We sell the series as well as the format. For the latter, we already signed an option agreement for the format with **ABC** which will produce an American version of it. For this project we count with very strong partners, taking into account that **Marta Kauffman**, one of the creators of **FRIENDS** is the responsible to write the script of the American version and for this management we are partners of **DREAMWORKS TV**".*

SPANISH NATPE DISTRIBUTORS 2012, HIGHLIGHTS

EMPRESA	GENERO	PROGRAMA
BRB	Animation/series	KAMBU
EDEBE	Animation/series	FOUR AND A HALF FRIENDS
IMIRA	Animation/series	LUCKY FRED
MOTION PICTURES	Animation/series	GLUMPERS
EXPLORA FILMS	Documental/Film	MILLENIANN PERU: THE UNKNOWN HISTORY
EXPRESSIVE MEDIA PROJECT	Documental/Series	SCEPTICS
VÉRTICE SALES	Documental/Series	WILD CONNECTION
VERALIA	Entertainment format	THE GAME OF THE GOOSE
BOOMERANG INTERNACIONAL	Fiction/series	THE RAMBLING HOUSE
FILMAX	Fiction/series	THE RED BAND SOCIETY
IMAGINA INTERNATIONAL SALES	Fiction/series	IN THE HEART OF THE OCEAN
TELECINCO-CUATRO	Fiction/series	THE SCAPE
TELEVISIÓN ESPAÑOLA	Fiction/series	ISABEL
ERREQUERRE	Digital Platform	AUDIOVISUAL CONTENT PLATFORM

AUDIOVISUAL FROM SPAIN (www.audiovisualfromspain.com) is the umbrella brand of the Spanish companies of the Movie and Television sector outside of Spain.

The brand is patronized by the Spanish Institute for Foreign Trade, Instituto Español de Comercio Exterior (ICEX), and the Federation of Audiovisual Producers' Associations, Federación de Asociaciones de Productores Audiovisuales (FAPAE), as well as other autonomous and national institutions.

More Graphic material: www.audiovisualfromspain.com

Information and press invitations: press@audiovisualfromspain.tv

