

MIPCOM 2009 WITH A SPANISH FLAVOUR

The Spanish distributors will offer more than 10.000 hours of programmes, which represents one of the widest offers in the market.
The spotlight, on Ferran Adrià and TVE at the TV fair opening.

The Spanish delegation in this edition, according to the fair's organisation, will consist of 270 companies. Among them, there will be 204 distributors and/or exhibitors. This year, about 450 professionals from all the different audiovisual industry areas are expected. Once again, the Spanish representation is expected to be one of the 5 largest ones. The Spanish offer will be present through 9 different stand: AUDIOVISUAL FROM SPAIN, TVE, Imagina International Sales, Plural Entertainment, Filmax, ONTV, Catalan Films, Basque Audiovisual and Cluster Audiovisual de Galicia.

Ferran Adrià, acknowledged as the best cook in the world, will present the documentary "El Bulli", in what is expected to be one of the major events at MIPCOM. This documentary, produced and distributed by TVE, focuses in Mr. Adrià's life and work, and will be presented to the press and international buyers in the frame of the official talks on the market's programme.

From a product point of view, the Spanish offer is outstanding, as it offers more than 10.000 hours of programmes. Spanish audiovisual currently goes through one of its best times ever, due both to the wide range of genres and the offer's fine quality.

LATEST HIGHLIGHTS

ITALY: The adaptation of Globomedia's *Los Serrano*, called in Italian's Canale 5 "*I Cesaroni*", is having an unprecedented success. The third season's last episode had more than 8 million viewers and 40,2% audience share. The season's average share was 27,9%.

Distributor: Imagina International Sales

FRANCE: The animation series "*Sandra, the Fairy Tales Detective*" premiered on TF1 last spring, and achieved an audience share of 50%.

Produced and distributed by : Imira Entertainment

PORTUGAL: *Todos gostam do verão "Everybody likes Summer"* is the entertainment programme that has made the portuguese SIC channel become the most watched channel for the first time since 1993.

Produced and distributed by: Europroducciones

TURKEY: “*The Children’s night Show*” is a total success for the Turkish channel TGTR, after being the most watched broadcast in prime time for the last four seasons. After broadcasting the Spanish edition, the channel developed the local version of the show.

Distributed by: ZZJ

USA Spanish: Caribevision broadcasts on free tv the fiction series “*Los Serrano*”, “*7 Vidas*”, “*Aida*”, “*Hospital Central*” and “*Escenas de Matrimonio*”.

Distributed by: Gestevisión Telecinco

USA, Europe, Middle East, Africa, Japan and India: “*The Secret Life of Suckers*”, the avant-garde animated series has been acquired for premiere on **Disney XD** in the U.S., Europe, the Middle East, Africa, Japan and India next year. Aimed to 8-10 year old target audience.

Distributed by: BRB International

During the fair, a variety of activities from the official programme will focus on Spanish companies:

- **Sunday, Oct. 4th:** 13:00. Carlton Hotel / MIP Junior:
Animation from Spain Networking Lunch.
- **Monday, Oct. 5th:** 12:45. Palais du Festival, Audi. K:
TVE and Ferran Adrià present the documentary “**El Bulli**”.
Afterwards their guests will be invited to a cocktail reception.
- **Tuesday, Oct. 6th:** 18.00 Riviera Seeview Terrace:
AUDIOVISUAL FROM SPAIN cocktail reception to present the new brand image.
- **Thursday, Oct. 8th:** 10:15. Palais du Festival, Audi. A:
Javier Pérez Dolset, ZED Worldwide CEO, will give one of the key lectures of the fair on “**Content and Mobility**”.

