

With a delegation of 41 companies, Brazilians bet on the strength of animation at MIPCOM 2018

There will be at least 46 animation projects that are already formatted and another 35 under development. Producers are also taking series and feature-film projects

Brazilian animation, which grows stronger and gains more representation in the international market every year, will be at MIPCOM 2018, the world's largest entertainment content market, between October 15 and 18, and at MIPJunior, which focuses on children's content and will be held on July 13 and 14. Brazilian Content, the audiovisual content export project promoted by BRAVI in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), is going for the 15th time to Cannes, France, taking this year a delegation of 52 professionals from 41 production companies. More than half of them are going to present animation projects during the event.

When talking about animation, the production companies are going to present at least 46 already formatted projects and another 35 that are still under development, in search of partnerships or financing for co-production or distribution abroad.

Brazilian animation has gone through a boom in the last decade, driven by public funding, incentives for the creative industry and the creation of quotas in open TV. It is no wonder that this year's edition of the Annecy Festival, the world's largest animation festival, held in June, honored in an unprecedented way Brazilian productions, acknowledging this expansion. Eight national productions were nominated in five categories at the festival. Two of them were awarded. In 2013 and 2014, Brazil received the event's main awards. The expectation is that MIPCOM and MIPJunior will confirm this scenario of optimism, bringing more deals and contracts with relevant players of the international scenario.

Among the completed projects that will be presented at MIPCOM are the fourth and fifth seasons of the worldwide children's phenomenon "Earth to Luna!", from **TVPinGuim**. In addition to the Emmy Kids nomination, the series' success is resulting in a partnership with the United Nations (UN) for the development of a special project, with the aim of promoting sustainability throughout its plot. The character Luna, who is already present in almost one hundred countries, is a girl who loves science and is famous for her catchphrase "I want to know!". Kiko Mistrorigo, director of TV PinGuim, highlights the Brazilian experience of the event: "Us being present in the last years facilitates recognition by the players present at the event. So we remain optimistic about new partnership opportunities", he says.

Tiago Mello, a partner of **Boutique Filmes**, highlights MIPCOM's importance for Brazilian producers: "We have high expectations of our participation in the event, because we are looking for foreign channels and co-producers to collaborate and release our productions internationally. And MIPCOM is the place that makes these

meetings possible", says Mello. Boutique Filmes also has animations in its portfolio this year, such as the "Papaya Bull" series.

Another guaranteed success will return to this year's MIPCOM: "Little Dottie Chicken". Bromélia Produções is taking the series "Lottie Dottie Mini", in addition to the original series in Portuguese, also available in Spanish, English (United Kingdom and United States), Italian and French versions (Mandarin, Japanese and German versions are in production). "International animation has gone through a tremendous growth as new digital windows have grown in numbers, making room and creating opportunities for new productions in various countries. We are constantly looking for these new opportunities in different countries and every year we see more channels coming up. Besides that, the digital audience has also been expanding non-stop, which allows for this consistent multiplication of channels, many of which are only locally strong. We have also begun to see a trend of contents that are successful in the digital format and gain space on TV channels, in an attempt to bring the digital content audience to TV channels", says Miguel Moreira, manager of Bromélia Produções.

Glaz Entretenimento is taking the animated series "Jorel's Brother" (which competed in Annecy), "Haunted Tales for Wicked Kids" and "Trunk Train", as well as some projects still under development, such as "Giga Tuiga" and "Ico Bit Zip".

Six Brazilian companies are going to the event for the first time. At least two of them have animations in their portfolio. **Astrolábio**, with over 17 years of experience in artistic, musical and audiovisual productions, is taking the animation "Chico e Lalá", a project under development. **sBusiness** is taking the animated series "The Adventures of Bob Zoom", aimed at the pre-school audience (ages 2 to 5). The channel currently has 870,000 subscribers and more than 473 million views.

Series and feature films

Brazilian series and feature film projects will also be represented at MIPCOM 2018. Drama is one of the most represented genres, both in series (such as "Hóspede Americano" from **Teleimage Productions**) and feature films (such as "Dear Mom" and "Arigó", from **Moonshot Pictures**). Among the projects under development there are examples such as the "Love is a Stranger" series from **Visom Digital**, and "Cabra Cega", also from Moonshot.

The production company **Medialand** is taking a catalog of 35 series, three of which are original ones. To offer the first licenses during the event, Medialand has selected three series of different genres: the fiction "Making Of", a docucomedy behind the scenes of a TV horror series; "Tunadas", a reality show of a woman piloting cars and motorcycles; and the cooking doc-series "À Brasileira", in which chefs show how they have "Brazilianized" international dishes.

Also in documentaries, **Grifa Filmes** will present at MIPCOM, among others, the productions "Megafauna" (in development), "Lula, Presidente or Prisoner" (in

production), "Operation Pedro Pan" (in post-production) and "Isabella" (in development).

In its last edition, MIPCOM gathered 13,800 visitors, 4,700 buyers and 2,000 participants. In addition to the previously mentioned production companies, the following are also confirmed: 2DLab, 44 Toons, Alopra Estúdio, Animaking, Apiário Estúdio Criativo, Astronauta, Cabong Studios, Capelini Filmes, Chatrone America Latina, Conspiração Filmes, Copa Studio, Dogs Can Fly, Elo Company, Feel Filmes, Flamma, Formata, G Entretenimento & Audiovisual, Hype.cg, JM, Kampai, Lightstar Studios, Manifesto Games, PushStart, Sato Co. Ltda, Split Studio, Synapse, Tortuga Studios, Tree House Studios, TV Cultura, Up! Content Co. and Z7 Company.

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
Jorge Soufen Jr. – jorge.junior@2pro.com.br
Fernanda Abigail – fernanda.abigail@2pro.com.br

Tel. 55 (11) 3030.9400 /3030.9404
www.2pro.com.br



Twitter: @2procom
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