

mipcom NEWS

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DAY
01

COUNTRY OF HONOUR 30

SPIRIT OF IMAGINATION J A P A N

country of honour 2016

A series of conferences and a Japanese-themed opening party mark day one of Japan's tenure as MIPCOM Country Of Honour

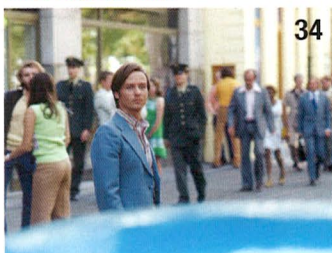
MEDIA MASTERMIND



Sony Corporation president and CEO Kazuo Hirai gives the opening Media Mastermind Keynote in the Grand Auditorium today at 11.30

THE SAME SKY

34



Beta's Cold War series The Same Sky is the Monday Evening World Premiere TV Screening in the Grand Auditorium. Doors open at 18.00

MIPJUNIOR KEYNOTE

12



Corus Kids' Deirdre Brennan told MIPJunior delegates that kids TV should be for all the family

PROTECT
WHAT'S
YOURS

TAKEN

EVERY HERO HAS A BEGINNING

NBCUniversal
TOGETHER TODAY TOMORROW

HG CELEBRATES DECADE OF GOING THE EXTRA MILE

HG DISTRIBUTION will be marking its 10th anniversary with an exciting and provocative line-up. The past decade has seen the firm grow by, as it puts it, meeting challenges and focusing on selling the right thing to the right place. "The company has achieved some innovative milestones like selling the first Canadian animation programme in Asia to Cartoon Network," said Henry Gagnon, president of HG Distribution and HGNet.ca. Gagnon, who is also a jury member for the International Emmy Awards, highlighted the firm's first mobile content sale in Taiwan, which, he said, had begun a trend for short sales and other genres to multiple platforms. "HG Distribution has grown its catalogue always putting its clients first, adventurously taking the paths less taken," he insisted. "I empathise with producers and pioneer projects, and support them with our market expertise, honesty and vision." He said the webseries Time Out had been a particular success story where "we walked the extra mile for the producer." HG Distribution has also established itself as solid distribution partner for products like TV5 Quebec's documentary series Sex Around The World, which is now sold to over 20 countries.

Major drama sales boost Star India's international reach

STAR INDIA is at MIP-COM on the back of a record year, which has seen several of its top dramas, including Iss Pyaar Ko Kya Naam Doon, Saraswatichandra, Sada Haq, Diya Aur Baati Hum and Sapna Babul Ka... Bidaai, sell around the world, boosting channel ratings from Turkey to South Africa. Last November, Iss Pyaar Ko Kya Naam Doon became the first Indian drama to air in Turkey – one of the biggest drama-producing markets in the world – where it quadrupled Kanal 7's ratings. It also entered another major drama market, Latin America, with Saraswatichandra, which has now been sold to more than 40 territories.

Another Star India drama with proven international traction is Diya Aur Baati Hum. The story of a girl who challenges stereotypes to become a police officer has now been sold into some 20 countries. Deepika Singh, who plays the lead role,



Saraswatichandra: into Latin America

said the show had "inspired women across the globe to pursue their dreams". She added: "I think the best thing about Star India's content is that every show has a certain thought, value and quality attached to it."

That quality can also be seen

in Sada Haq, which centres on a girl who dreams of becoming a mechanical engineer and has become a hit in South Africa. Also proving popular in Europe is Sapna Babul Ka... Bidaai, which has achieved impressive shares in Bulgaria and Albania respectively.

CANADA's 108 Media has secured the worldwide live-broadcast rights to Kyokushin karate, a specialised form of Japanese martial arts rooted in a philosophy of self-improvement, strict discipline and hard training.

The deal – the first of its kind for the Toronto-based distributor – includes both upcoming fights as well as archived content. It is also seen as a significant step in 108 Media's ambition to introduce global audiences to the sort of local content seldom seen outside of Asia. Ryo Ebe, managing director of 108 Asia, who brokered the deal, said: "Kyokushin karate has a deep-rooted history in Japan and is widely practised and highly respected. As karate has become an official sport of the 2020 Tokyo Olympics, we believe more audiences around the globe will enjoy its art, discipline and strength."



MISTCO renews Resurrection deal

TURKEY's MISTCO has closed a deal with Kazakhstan's Channel 31 for the second season of TRT's historical drama Resurrection, following a strong performance by the first season of the hit Turkish series. The distributor has also announced that its exclusive agency deal with

public broadcaster TRT, announced last March, has been expanded and extended to include the distribution rights to the full TRT library. Tuncay Yurekli, TRT's TV department head, said the partnership with MISTCO had helped the broadcaster gain momen-

tum in 2016, despite the rapidly changing agenda all over the world, both inside and outside of Turkey. He added that the strengthened relationship with MISTCO, combined with a pipeline of powerful new projects and a rich library of quality content, exemplified by Resurrection and

Ottoman detective drama Filinta, would "keep up this momentum in 2017".

MISTCO CEO Mahmut Ipsirli said: "We are proud to extend our partnership with the leading Turkish TV network TRT. This new and enriched collaboration will give us the opportunity to present the widest range of Turkish content to the world."