

NATPE DAILY

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India comes to Miami

Indian programming is poised to be the next big thing in Latin America, according to Indian execs on the NATPE floor.

First-time NATPE exhibitor Star India is here looking to build on recent program sales in Latin America and Turkey. "The initial response to our show *Saraswatichandra*, currently on air in Argentina, Chile and Panama, has been phenomenal," said Gurjeev Kapoor, president of international business at Star India. "Last year, *Iss Pyaar Ko Kya Naam Doon* became the first Indian drama to air in Turkey and was hugely successful. NATPE is a very important market for Star India and the success of our series in key markets represented here is a testament to the fact."

Star drama *Saraswatichandra* airs on Canal 13 in Argentina and is understood to have been licensed to TVN Chile, America TV in Peru and TVN in Panama. *Iss Pyaar Ko Kya Naam Doon* airs on Kanal 7 in



Gurjeev Kapoor

Turkey, one of 45 countries to air the show.

Star has appointed European distributor Eccho Rights to oversee sales of its long-running half-hour dramas *Tangled Sisters*, *Unexpected Love* and *Vera* in Latin America, and Eccho MD Fredrik af Malmberg said: "Indian dramas are already selling around the Balkans and Asia and many buyers now see them as a complement to their Turkish series."

Zee Entertainment is also at NATPE and Sunita Uchil, chief

officer for international business, said: "The Latin American and Indian cultures are very close. It's all about family and relationships – we hold them in great value. The basic sentiments are all the same: love, anger, hate, lust, revenge. That's what dramas are all about."

Another Indian company at NATPE is IndiaCast Media. "We are targeting Latin America because of the cultural similarities with India," said the company's senior VP of syndication, Debkumar Dasgupta. "Latinos love soaps – and Indian soaps, unlike those from Turkey or Korea, are not too short."

IndiaCast, the distribution arm of pay TV group Viacom18, has dubbed two of its dramas, *Uttaram* and *Balika Vadhu*, into Spanish, with the latter recently selling into Costa Rica and El Salvador. Indian execs at NATPE this year are evidently hoping their shows can emulate the success of Turkish dramas in Latin America.

NEWS IN BRIEF

Telefe shops Dear Daddies in Europe

Broadcasters in Europe are set to air local versions of Argentinian comedy *Dear Daddies*. Markiza in Slovakia, CET 21 in the Czech Republic, ProTV in Romania, BTV in Bulgaria, Pro Plus in Slovenia, and Nova in Croatia have taken the Telefe show for local production. All the nets belong to CME Group. The comedy, which tells the story of three dads who meet daily at kindergarten, has already been adapted by Chilean net Mega.

Justice for IM

IM Global Television has secured worldwide distribution rights to Image Nation Abu Dhabi and Beelink Productions' legal drama *Justice*, created by Oscar nom Walter Parkes (*He Named Me Malala*) and Emmy-winning producer Billy Finkelstein (*LA Law*). *Justice* is "the first of many international scripted coproductions for IM Global Television Distribution," said the division's president of international distribution and coproductions Eli Shibley.

Tull leaves Legendary

Thomas Tull has resigned as chairman and CEO of Legendary Entertainment, just over a year after it was taken over by Chinese property and investment firm Dalian Wanda Group (DWG). DWG has named Wanda exec Jack Gao as interim CEO of the *Godzilla* producer while it seeks a full-time replacement for Tull. The exec, who established Legendary in 2005, will retain the title of founding chairman and keep shares in the business.

VIMN bags RuPaul

Viacom has acquired *RuPaul's Drag Race* for Comedy Central in Latin America. Season eight will air across the region this spring. Further deals for the reality show include Kanal 11 in Sweden and Thai AVOD service Line TV. The series is produced by World of Wonder for Logo TV and has been renewed for a ninth season, which is due to air this year.

TLT Venezuela looks for Hogan's Hero

A Venezuelan channel has become the first to pick up a fashion model search program hosted by Brooke Hogan, which is launching at NATPE this week.

Cable and satellite channel TLT has acquired *The Fashion Hero*, a series that grew out of an online movement led by Canadian firm Beauty World Search that, like the series, aims to celebrate diversity and change the perception of beauty in the fashion industry.

Participants will compete for modelling contracts but will also become role models as the experts and judges look for personality, charisma and talent, not just looks.

Caroline Bernier, president of Beauty World Search and exec producer of the show, said: "It's a fashion series for the 21st century. People need to be empowered;



Brooke Hogan

there's too much emphasis on perfection and it's unrealistic.

"The big brands can't reach people any more. Professional models are not the ones buying their clothes, it's everyday people. The

brands will receive our series, and our movement, well because we're reaching their customers."

The Facebook page for *The Fashion Hero* already has more than 500,000 likes. Contestants on the show, which sees people nominated at the end of each episode rather than eliminated, earned their places by contacting the movement through social media.

Miami-based distributor 7A Media concluded the deal with TLT and is handling Latin American sales. Jan Salling and his sales house Missing Link Media is handling elsewhere.

Brazil's Globo eyes int'l coproductions

Brazilian TV giant Globo wants to expand its partnerships with global broadcasters ahead of the debut of its first original drama for the international market.

Supermax, which has been shot entirely in Spanish and is directed by Argentine filmmaker Daniel Burman, has been coproduced with Mediaset in Spain, TV Azteca in Mexico, TVP in Argentina and Teledoce in Uruguay. The psychological thriller, created by José Alvarenga Jr., Marcal Aquino and Fernando Bonassi, is in post-production and was presented to buyers here at NATPE yesterday, along with Globo's new dramas such as *Total Dreamer*, *Above Justice*, *Lady Revolution*, *Burning Hearts* and *Wounded Past*.

Raphael Corrêa Netto, Globo's executive director of international business, said Globo "wants to continue developing new ventures and to contribute to the industry's growth with new partnerships."