



11th
**FORUM
BRASIL**
International
TV Market

FORUM BRASIL 2010.
YOUR GATEWAY TO LATIN AMERICA.
JUNE 16-17, 2010.
FREI CANECA CONVENTION CENTER
SÃO PAULO, BRAZIL. DON'T MISS IT!

**Your
gateway to
Latin America**





Brazil is growing. Come grow with us.

Forum Brasil International Television Market is a huge opportunity for you to connect with one of the most dynamic markets in today's world. Brazil's pay-TV and broadband subscriber base is currently expanding at one of the fastest rates anywhere on earth - more than 20%! In addition, audiovisual production is soaring thanks partly to government financing and incentives. Join us on this exciting frontier!



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- **WORLD-CLASS SEMINARS** featuring major names in TV from Brazil and elsewhere, and discussing current trends such as co-production, new media, distribution, independent production, and Latin American co-operations, among others.
- **INTERNATIONAL PITCHINGS:** Major programmers, including Discovery, Cartoon and History Channel, have already used pitchings at Forum Brasil to discover and develop original programs.
- **"30 MINUTES" SESSIONS:** local and international directors of programming and acquisition present their requirements to producers and distributors.
- **NETWORKING:** online relationship network for attendees to exchange messages and arrange meetings, facilitating business contacts.
- **TRANSMEDIA WORKSHOP:** organized jointly with BeActive, a Portuguese company with cutting-edge multiplatform content projects, addresses multiplatform production with a business focus. How best to leverage the various media? What successful international case studies can be discussed? How to reconcile the cost of transmedia production with the resources available?
- **MEETING OF TV STATIONS FROM PORTUGUESE-SPEAKING COUNTRIES:** annual conference of public and private TV stations from the Lusophone community, to swap information, discuss experience and engage in business transactions.
- **EXHIBITION:** companies and partners of the event showcase products and services in the exhibition space, which also has facilities for business meetings.





Some of the speakers from previous editions:



Francois Sauvagnos, *Arte-França*



Leticia Muhana, *GNT-Brazil*



Luiz Marques, *SIC-Portugal*



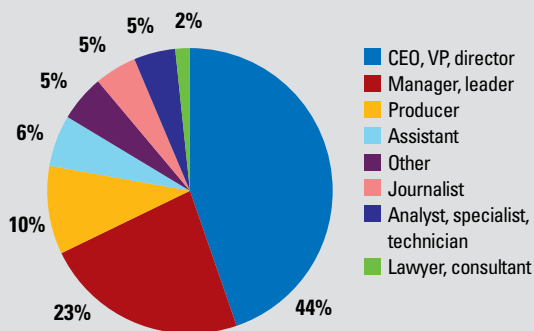
Marcel Vinay, *Comorex-Mexico*



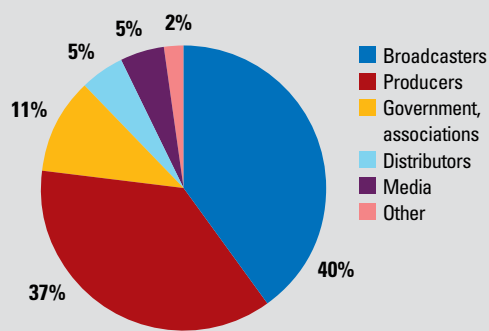
Roberto Blatt, *Multicanal-Espanha*

Attendee profile

Breakdown by job title



Breakdown by industry



Target audience

- Broadcasters, pay TV channels, distributors and independent producers in Brazil, Latin America, USA, Canada, Asia and Europe;
- National and international press, especially the countries of Latin America.

Expected # of attendees: 500



**MORE THAN 20 HOURS
OF PANEL DISCUSSIONS
AND SEMINARS**

**ONLY TRADE SHOW IN
LATIN AMERICA DEDICATED
EXCLUSIVELY TO TV CONTENT**

**MORE THAN 30
COUNTRIES WILL
BE REPRESENTED**

**MORE THAN 120 REPRESENTATIVES
OF TV STATIONS WORLDWIDE
HAVE TAKEN PART IN
LAST THREE YEARS**

**MILESTONE IN RELATIONS AMONG
INDEPENDENT PRODUCERS,
BROADCASTERS, PAY-TV CHANNELS,
AND DISTRIBUTORS**

PARTICIPANTS IN PREVIOUS EDITIONS

GERMANY

Deutsche Welle, Magnatel

ANGOLA

TPA, TV Zimbo, Múltipla

ARGENTINA

Claxson, Pramer, Telefe, Eyeworks Cuatro Cabezas, Canal Encuentro Prensario Internacional

BRAZIL

Bandeirantes, Canal Brasil, Canal Futura, Discovery Networks, EBC/TV Brasil, FashionTV, Fox, GNT, MTV, TV Câmara, TV Cultura, TV Escola, TV Globo, TV Rá-Tim-Bum, Nickelodeon, SBT, TV Record, Multishow, TV Vanguarda, Oi, ABPI-TV, Conspiração Filmes, Bossa Nova Filmes, Mixer, Ancine, Ministério da Cultura, BNDES, Min. das Relações Exteriores, Globosat, Cinema do Brasil, Endemol Globo, RPC TV, SescTV, Elo Audiovisual, Sec. de Cultura do Est. de São Paulo, Giros, HBO Brasil, Abril, TV Pinguim

CAPE VERDE

RTC

CANADA

Bell Fund, CTV, Javelot Medias, Screen and Roll, Balliran Intl., Breakthrough, Canwest, Chum TV, National Film Board, Lunessence, CBC, Alliance Atlantis, FRV Media

CHILE

VTR, Universidad Catolica - Canal 13, Southwind

COLOMBIA

ZonaA, Caracol TV, Gaitán

CROATIA

Kip Entertainment

ECUADOR

Equador TV

GREAT BRITAIN

Discovery Networks Europe

SPAIN

Multicanal, Televisión de Galicia, Prodigius, RTVE, Mondo TV

USA

Al Jazeera English, Altamira TV, Discovery Networks, FMI Media Group, ImaginaUS, National Geographic, Onda Max Films, Telemundo, Cartoon Networks, Boomerang, VIP 2000, Forward Entertainment, ITVS Intl., TPI, Veranda Entertainment, Cookie Jar, Sundance Channel

FRANCE

Arte, Eurodata TV, Canal +

GUINEA-BISSAU

TGB

UK

BBC Worldwide, Mercury Media

JORDAN

Arab Media

MACAU

TVM - Televisão de Macau

MEXICO

Quality Films, TV Unam, Televisa, Comarex (TV Azteca)

MOZAMBIQUE

TVM, STV

PORTUGAL

RTP, SIC, TVI

SÃO TOMÉ E PRÍNCIPE

TVS Televisão Santomense

SWITZERLAND

First Hand Films

EAST TIMOR

RTTL

URUGUAY

TV Ciudad, Associação Uruguia de Produtores, Latinoamerica Television

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Sun Channel, TAL

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MEDIA PARTNERS



PROMOTION



REALIZATION



SPONSORS & SUPPORTERS FOR PREVIOUS EDITIONS

