

NEW TECH SERIES FROM GLOBALIVE

BEYOND Innovation is a new magazine show that its creators believe will plug a gap as existing networks are failing to satisfy audience's hunger for in-depth innovative-tech stories relevant to their daily lives. It is produced by Canada-based Globalive Media, a multimedia production firm and digital-platform operator co-owned by venture capitalist Anthony Lacavera and journalist Michael Bancroft, who hope to make the show and its format available to networks and platform operators worldwide.

A show dedicated to covering, profiling and analysing the emerging technologies that could change people's lives for the better is not available anywhere, Lacavera said.

"TV currently focuses on only the Fortune 500 tech companies, the giants like Apple, Facebook or China's Tencent and Alibaba Group, and usually in the news segment. There is no network that goes after stories about Apple before it became the Apple Inc. we know today."

As an example of the type of tech ventures that interest Beyond Innovation, Lacavera mentioned a company in China where the female founder is combining stem cells and nanotechnology to make massive progress in heart-related remedies. "And she is a female founder in a male-dominated culture; that makes a compelling story," he said.

Yet, Bancroft argued, there should be more scope to examine the business viability of such amazing developments and not only when they have billion-dollar valuations.



Globalive Media's Michael Bancroft (left) and Anthony Lacavera

Applause in Cannes exploring scripted-format partnerships

INDIAN content studio Applause Entertainment has been at MIPCOM this week talking to potential partners about comedy and drama formats. A subsidiary of the \$50bn Aditya Birla Group, Applause has become a major player in the Indian OTT market after just a year in business.

"We specialise in premium Indian-language drama," said head of marketing and revenue Ashok Cherian. "Some of our shows are original ideas but we have also adapted formats such as Hostages from Armoza Formats, and The Office and Criminal Justice from BBC Studios." Because of its deep pockets, Applause doesn't have to secure Indian commissions before it greenlights shows, said Cherian: "We can just focus on getting the content right and then look for the best home for it. But we know the demand is there because the Indian OTT market

is already at around 100 million and growing fast."

Applause's slate ranges from comedies to thrillers, with titles including book adaptation Marry Me, Stranger. While Cherian is not prescriptive about subject matter he says the company is typically looking for ideas that

can be produced as multi-season franchises with around eight to 10 episodes per season. An added advantage of this, he said, is that "this format will make it easier for us to license shows overseas. I think it's probably the right time for the world to be introduced to Indian noir."



Applause Entertainment's Ashok Cherian

Countdown to MIP Cancun 2018

WITH less than a month to go to the fifth edition of MIP Cancun, which starts on November 14, the leading Latin American TV market is shaping up to be bigger and better than ever before, Ted Baracos, Reed MIDEM director of market development, told the international press yesterday.

Baracos recalled the first MIP Cancun in 2014, which attracted 32 distributors and 30 buyers from across Latin America. "Four years later, we have 205 distributors coming to Cancun, along with nearly 200 buyers," he said. "We also have 160 co-production agendas and 15 exhibitors."

Among the 2018 MIP Cancun highlights is a focus on blockchain and its likely impact on

not only the Latin American industry, but the global business of content creation, funding and distribution. Baracos introduced blockchain expert Alexander Shulgin, founder and CEO of Russia's Gruppa Kompaniy Familia, who will be speaking in Cancun on the technology that is set to transform the television industry.

The 2018 programme will also feature sessions on the new funding models and creative partnerships that are reshaping TV production across Latin America, a series of conferences on content development, and screenings from Fox and Inter Medya. Virginia Mouselier of The Wit will also showcase the region's top-performing Latin American, Spanish and Turkish

programming.

The line-up of keynotes and superpanels will feature, among others, Grupo Secuoya's Raul Berdones, Hemisphere Media Group's James McNamara and Televisa Studios' Patricio Wills. Key executives from Latin America's leading channels and studios will also talk about programming and production strategies, and new business creative strategies in a series of 30 Minutes With... talks.

In closing, Baracos also announced that All3Media International would be organising an unscripted-format pitching competition at MIP Cancun 2019, and would be issuing a call for entries in the coming months.