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Expansion Challenges

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RioContentMarket ended last week, making a clear statement about what the Brazilian market is lacking: better understanding of the global business, less dependency on public funding and less bureaucracy. On the plus side, the market is booming with international co-productions.

* Sebastián Torterola, from Rio de Janeiro, Brazil

The fifth RCM welcomed 36 countries, including 5 international delegations: UK, Canada, Argentina, South Africa and Italy, which attended for the first time. "It was 860 rounds of business, 130 panels, 257 national and international players, 275 panelists distributed in 6 rooms and 3500 attendees in total," said Marco Altberg, president of ABPI-TV.

BY THE NORM. Activities were on point until the end of the market, including a round of debates with **Manoel Rangel**, director-president of **Ancine**, as well as the Minister of Culture **Juca Ferreira**. "I'd like to highlight the presence of Manoel in this debate. In the UK, our authorities would never face a crowd like this," said John McVay, CEO of PACT, British Association of Independent Producers.

Rangel spoke about the program launched by Dilma Rousseff last year, "Brazil of all screens", which defines a total of 1.2 billion reales a year for the industry. "We've been successful in convincing the different areas of government. Otherwise, last year we wouldn't have been able to give 46 million to develop projects, 15 million for **RioFilme** and 15 million for SP Cine; 60 million at the Prodavi of public TVs, 70 million reales to invest until the end of March, being distributed among producers, programmers and distributors; and we wouldn't have launched open calls in 24 Federate states. This is the largest volume of audiovisual content Brazil has ever seen," he said.

He gave this response to answer a question about why the state can't free all the investment each year. Other difficulties noted during the debate included: problem with how fast projects are approved and funded, which is slower than countries like France or England; a new intellectual aw that "probably will go into effect in 2015"; and the 22% cut in the national budget that hasn't been approved by the parliament yet.

"Friends, the process of negotiation for this type of financing will be more painful in the future," he said.

INTERNATIONAL COOPERATION. Making the most of McVay's presence, the president said he's determined to sign a bi-national coproduction deal with the UK this year. After negotiations started in 2012, the process died down, but the British side has said "ok" and is now waiting on Brazil.

"I'm also able to say that the French CNC has decided to extend the deal we have to reach TV productions too," he said. The deal, which was limited to movie co-productions, was waiting on approval this year, and will follow the same model that Brazil has with Germany. "In addition, **Ancine** will launch a funding line for coproductions with Latin American countries in which Brazil

participates with a minority stake," he said.

Moreover, INCAA from Argentina, longtime partner for **Ancine**, announced it has signed several coproduction deals involving independent producers from both countries. In total, they're 10 cultural/educational series and 4 fiction Argentine/Brazilian series currently in development.

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