CINEMACHILE launches MICH! TV as new label to promote Chilean TV content

New sub-brand to be presented at MIPCOM-MIPJunior

Santiago, October 2, 2012 – CINEMACHILE increases its focus on promotion of Chilean TV content. After three successful years of promoting Chilean audiovisual content internationally, the agency for the promotion of Chilean AV content is expanding its scope with a new entity dedicated specifically to the burgeoning Chilean TV sector. Under the banner of “MICH! TV / Deals, Content, People”, CinemaChile will launch this new sub-brand at MIPCOM-MIPJunior.

Adding the promotion of TV content to its focus on cinematic productions is a logical development for CINEMACHILE. It reflects both the close relationships of the sectors within Chile and the growing international reputation of Chile’s TV industry. The vast majority of film professionals in Chile have worked in TV, and many of the defining events in Chilean television have been made by the same producers who put the country on the map of the international cinematographic industry. This is true for co-productions with international broadcasters such as HBO (e.g. the recent series “Prófugos”) as well as for collaborations with national networks (e.g. “Los 80”, “Los archivos del cardenale” or “Gen Mishima”) that had far-reaching impact on their local market. Chilean telenovelas have gained international acclaim especially for the quality of their scripts, and here, too, products like "Esperanza" and "Dama y obrero" have originated in the independent sector. A further strength is children’s programming where Chilean content such as “31 minutos” or “Zumbástico fantástico” has crossed borders into Mexico or Brazil and were picked up by panregional channels such as Cartoon Network and Nickelodeon. Last not least, Chile’s non-fiction programming has also been highly successful, with the series “Con qué suenas”, an endearing portrait of childhood in Chile, winning the 2011 International Emmy for Best Non-Fiction Program.

In view of the launch of MICH! TV, Constanza Arena, CINEMACHILE’s executive director, states: “We are very enthusiastic about leveraging the complementary strengths of the Chilean film and TV sectors. In Chile there are a large number of independent television producers whose work deserves to be known, valued and traded in the international market systemically and synergistically. Together with our partners Prochile with its presence in Europe and America and the support of the Chilean National Television Council we are sure that this initiative will be an unmitigated success.”

MICH! TV will be launched at MIPCOM at the Chilean stand by a large delegation of industry professionals that will present a new catalog specializing in TV content from 2009 to 2013. Other events and activities will round off the Chilean presence in Cannes this fall.

ON CINEMACHILE 2012

CINEMACHILE is the agency for the national and international promotion of the Chilean audiovisual sector. It maintains a presence in the major Chilean and international film festivals and markets for documentaries and features, short films, animations and TV productions. This work enables a strong and coordinated Chilean audiovisual sector, ensuring the presence of Chilean authors and content in international competitions. In this way, it gives a permanent visibility to Chilean audiovisual productions at the world's major industry events, promoting a singular image of Chile through its productions and projects.
This year CinemaChile is present in 13 international festivals and markets, including Clermont-Ferrand, Berlinale, Guadalajara, Cannes, FIDOCS, Toronto, Dok Leipzig, MIPCOM, FICValdivia, the American Film Market, IDFA and Ventana Sur.
CinemaChile's partners are the National Council for Culture and the Arts, the Council for Audiovisual Art and Industry (CAIA); PROCHILE, The National Television Council, the Department of Cultural Affairs at the Ministry of Foreign Affairs, CORFO, the French Embassy in Chile, and the BAR THE CLINIC.

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