

RIO CONTENT MARKET

November 10-12, 2010 Rio de Janeiro, Brazil

BRAZILIAN TV PRODUCERS ANNOUNCES A NEW MULTI-PLATFORM AUDIOVISUAL MARKET

The Brazilian TV Producers Association, Rio Film Commission, RioFilme and the Rio Film Festival, have joined forces to present the first annual **RioContentMarket2010** to focus on business opportunities in the convergence of traditional television and the new multi-platform content environment.

During 3 days, November 10-12, the **RioContentMarket2010** will showcase Brazilian and international multi-platform television programming, encompassing broadcast and pay formats, publicity, branding, animation, documentary, interactive games and television, VOD, as well as online and mobile content, through a series of conferences, pitching sessions and buyer/seller meetings. This unique event is geared to presenting, negotiating and consummating new business opportunities among traditional and new innovative players in the trans-media content arena.

RioContentMarket2010 is sponsored by Brazilian TV Producers Association with the support of the Brazilian Ministry of Culture, RioFilme, Rio de Janeiro State Secretariat of Culture, Rio Film Commission, Festival do Rio, Brazilian Development Bank-BNDES and the Brazilian Trade and Investment Promotion Agency–Apex-Brasil.

The **RioContentMarket2010** will position Rio de Janeiro, confirmed site of the 2016 Olympics, as the leading regional audiovisual reference for buyers and sellers of multiplatform television and new media content, and offer a new vehicle for the promotion, export and marketing of Brazilian content. This will be done through a series of conferences, pitching and business meetings with focus on the new content opportunities. To be on the leading edge of this new ventures, **RIOCONTENTMARKET** will be joining forces with world renown leader markets in order to bring over to the industry the best in content.

About Brazilian TV Producers: Created in 1999 in Rio de Janeiro, the Brazilian TV Producers Association is aimed at promoting the independent production sector as a major commercial force in Brazil and internationally. Its mandate is to develop international business opportunities through co-productions, partnerships and distribution. The BTVP devotes a large part of its activities and resources to professional development. The Association's International Project is a partnership with the Brazilian Export Promotion Agency – APEX – Brasil and the Ministry of Culture – SAV/MinC.

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ABPI-TV
Brazilian Independent TV Producers Association



Secretary of Audiovisual
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SAV/MinC

