

## Generating Massive and Participative Audiences

*Ventana Sur is a space which creates the opportunity to get to know projects, distribution companies, producers from all parts of the world. Also, conferences are aimed to present novelties within the industry.*

*Kuky Pumar, founder of Leader Entertainment, presented a new strategy and business from the creation of El Reino Infantil. Additionally, the Latin American audiovisual Market featured a conference on E-Sports, specialists in generating new audiences.*

### VS Photos Day 4

**Buenos Aires, December 5th, 2019.**– The fourth day of the Latin American audiovisual market organized by the National Institute of Cinema and Audiovisual Arts (INCAA) and Marché du Film - Cannes Festival was full of conferences about how to generate new audiences and innovation when planning disruptive strategies and businesses within the worlds of film, television and new platforms.

**"El Reino Infantil: New Strategies and Businesses"** was a talk given by Kuky Pumar, CEO of Leader Entertainment, which was born as a record company but turned into a global business owning the Youtube channel in Spanish with most views.

Pumar focused on record production, work that became difficult in the new millennium: *"With broadband, people downloaded songs. We felt that networks were our enemy"*, said Pumar. *"There were three industries quite affected by the digital revolution: mail, photography and music. The physical support was our way to monetize"*, he explained.

*"We saw that the future was online and so were teenagers, watching music"*. So the record company arrived to Youtube. *"We started developing that: Kids like children's songs and cartoons. We made videoclips for kids"*.

Looking for something autochthonous, they arrived to the fields, the farm, animals, the gaucho figure. But it was a risky play: *"Since 2007 it was investing towards something that we didn't know whether it would work or not. Only by 2011 YouTube started paying us for views"*.

It has been a decade in which El Reino Infantil hasn't stopped growing: millions of subscribers, tenths of channels in several languages: *"We are the only company with 3 diamonds, for the subscribers amount in a single channel. Our plays are super successful in, at least, 14 countries. It was all developed from YouTube"*. *"Today we are number 11 in the most seen channels in YouTube history, and the first most seen in Spanish"*, he concluded.

Also, global competences of online games dominate an industry with millions of daily views and gain audiences in multiple live streaming platforms and massive events. Daniel Morales, E-Sports Account Manager for Latin America in Riot Games; Lucas Besasso, Production Head, creative brand solutions in TWDC-ESPN; Tomás Korn, director of Mandariná Contenidos and Frankkaster, founder of 9Z team, streamer "Desafío ESPN", discussed how this model can be taken to increase audiences in film, in the conference: **"Generating Massive and Participative Audiences: E-Sports"**.

*"In the last year, we began streaming E-Sports finals in theaters. This increased significantly audiences in movie theaters; E-Sports have a collective vision, as well as the finals, in which fans want to watch streaming together, to cheer and share together with 100 more people such an important moment. We will continue to do this in the future, as we obtained great results this year", explained Daniel Morales - E-Sports Account Manager LATAM at Riot Games.*

Additionally, this Thursday the winning documentary projects of the 2019 Incubator were announced; the event was organized by INCAA. The 23 participating projects were acknowledged with diplomas, but only 10 of them received a trip to an international market, including accommodation, tickets and accreditation, with the goal of looking for financing to make the project:

1. **"Álbum de familia"** (ex "Ángela de las travas") by Mostra Cine S.A.S.
2. **"Di Benedetto - El fin de la espera"** by Año Luz S.R.L.
3. **"Ita"** by Cecilia Guerrero
4. **"Itatí"** by Carolina Álvarez
5. **"Los Calvos"** by Julián Palacios
6. **"Me gusta cuando hablas"** by Silvina Estévez Vona
7. **"Partió de mí un barco llevándome"** by María Soledad Laici
8. **"Sonidos salvajes"** (ex "Buscando tu secreto") by María Laura Salvo
9. **"Una canción para mi tierra"** by Sebastián Luis Carreras
10. **"Una mirada honesta"** by Juan Andrés Baldomero Martínez Canto

Five projects also won an additional money contribution from INCAA to produce the documentary project:

1. **"Álbum de familia"** (ex "Ángela de las travas") by Mostra Cine S.A.S.
2. **"Ita"** by Cecilia Guerrero
3. **"Los Calvos"** by Julián Palacios
4. **"Una canción para mi tierra"** by Sebastián Luis Carreras
5. **"Una mirada honesta"** by Juan Andrés Baldomero Martínez Canto

Lastly, two projects were selected to participate at MAFF (Málaga Festival Fund & Co-production Event). The prize includes pitch tutoring the two days previous to the event, accommodation and accreditation in the MAFIZ Industry Zone:

1. **"Sonidos salvajes"** (ex "Buscando tu secreto") by María Laura Salvo
2. **"Una canción para mi tierra"** by Sebastián Luis Carreras

In continuation with awards, **"Blanco de verano"**, part of the **Copia Final selection**, will be going to the Sundance International Competition; it is a Mexican film directed by Rodrigo Ruiz Patterson, written by Rodrigo Ruiz Patterson, Raúl Sebastián Quintanilla and



produced by Alejandro Cortés Rubiales. Rodrigo is a solitary teenager, a king in the private world he shares with his mother. Things change when she takes her new boyfriend home to live. He must decide if he fights for his throne and crushes the happiness of the person he loves the most. Cast: Adrián Rossi, Sophie Alexander-Katz, Fabián Corres.

Closing the day, the **Cannes Festival Film Week in Buenos Aires** will feature the presence of the French-Argentine director Gaspar Noé, who will teach a Master Class and will present his film "Lux Aeterna", a moving work on respecting belief, the acting work and the art of direction.

To see the program of the Cannes Festival Film Week, click on the following [LINK](#)

**Press contact**

[Prensaincaa@incaa.gov.ar](mailto:Prensaincaa@incaa.gov.ar)