

## Ventana Sur 2019: "The Future is Limitless"

INCAA President Ralph Haiek opened the Latin American audiovisual market together with Jérôme Paillard from Marché du Film, and they gave key information about the industry in Argentina and the world. *The 11th edition of Ventana Sur will be held until Friday in Puerto Madero.* [PHOTOS](#)

**Buenos Aires, December 2, 2019.**– Ventana Sur is the audiovisual market from the region, organized every year for the last eleven by the Instituto Nacional de Cine y Artes Audiovisuales (INCAA) and Marché du Film of Cannes. From today at 2 PM until Friday at 1.30 PM, representatives from the Latin American audiovisual industry and renowned personalities from the world will get together at the UCA San José Building in Puerto Madero to promote the international co-production, financing and distribution of contents from the region.

*"The world of audiovisual content is now in the Titanium Era, and we can confirm with great joy that Ventana Sur has risen to the occasion. Fortunately, every year we receive more attendees from countries such as Spain, Italy, UK and Peru, and representatives from distribution companies, agents and investors, producers, among other players such as Viacom and Turner",* said INCAA President Ralph Haiek.

*"During these eleven years, Ventana Sur has become a mature market in which the global industry can discover all the Latin American productions from the year, and it is also a great platform for meetings, where producers can find partners, meet sales agents, distributors or very important festival representatives",* expressed Jérôme Paillard, director of Marché du Film at Cannes Festival.

The Market opened with the Keynote speech **"The Future is Limitless"**, given by CEO of Braven Films Frida Torresblanco, and moderated by director and owner of Infinity Hill Axel Kuschevatzky. The conference focused on the path taken by the new business models and the status of co-productions within the new panorama of growing global demand.

*"I have a clear picture of what I don't like. I search for original concepts, an interesting premise. I don't follow the rules, I don't check algorithms. I don't see trends, I follow my instinct thinking about what has not been seen yet. I search for the universal; stories that anybody can feel identified with",* explained Torresblanco, and she highlighted that *"films, series and documentaries in Spanish are being produced as never before. Thanks to Netflix beginning to create its own content, betting on Spanish series, and realizing that the whole world watches them, not only Spanish speakers".*

Braven Films's CEO asserted that *"there is still a way to go for Latin culture in the US audiovisual industry: what happened to the African American community has not happened to us yet, we have to make more noise".*

The ANIMATION! section also had its first conference with the presentation of Bianca Rodríguez, Head of Sales of Cake Entertainment about the Angry Birds success case.

Since 2015, Cake works with **Angry Birds**. Before this partnership, the brand already had three webseries (with episodes of 1 to 6 minutes) streaming on its website and app, but this year they signed contracts with two distributors, Cake and Sony, to promote new series and films.

*"When we learned about the format, we detected that all episodes had different length, so we thought about making compilations of 11 and 22 minutes, the standard TV format", commented Bianca, and added: "Many channels were interested. All series were released in YouTube first, which is uncommon".* Currently, Angry Birds is airing in 190 countries. They came up with a strategy to maximize audiences, to reach the maximum possible amount of people.

Bianca also revealed two secrets to make a brand succeed in all formats: to partner up with specialist distributors in each sector, and to listen to consumers.

Closing the day, Juan Vera, Executive Producer - Artist Director of Patagonik's "Mamá se fue de viaje", Sebastián Aloí, Executive President of Aeroplano, and Marcos Carnevale, contents director of Pol-ka, gave a conference on "Fiction film remakes". The focus of the conversation was the pros and cons of taking a project with a following audience and give it your own imprint. In this case, Marcos Carnevale said: *"As a director, it is convenient to create a remake when we have to face the challenge of deciding what to do without doing exactly what the original director did"*.

Some of the main activities taking place simultaneously during the week are:

- Renowned personalities from the industry will give talks and conferences about relevant topics for the industry, presenting tools to help when it's time to sit around a business table to sell or buy content, new technologies and success cases. During these conferences, you can learn and/or improve tactics to set up pitches, get multilateral funds or circulation.
- There is a content viewing area, where potential buyers can check the Video Library with the available materials, or watch content screenings in movie theaters. These contents may be finished or in post-production stage. Several INCAA projects, such as Primer Corte or Copia Final, take part in this activity and show the most recent Latin American content exclusively.
- Networking areas, round tables, activities by genre and format will take place on the five days of Ventana Sur, allowing the exchange of ideas and experiences and the creation of new professional bonds.

Through its different sections and activities, such as Blood Window, Fiction Factory, Animation!, Primer Corte, Copia Final, Screenings, and Video Library, Ventana Sur includes and promotes Latin American contents of all genres (Fiction, Docs, Animation, Cinema, Fantastic, Latin American Queer) and formats, providing a wide variety of possibilities for business and promotion, unique in the region.

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