

Imagina to Present the Next *Vis a Vis* at Miptv

Imagina International Sales is arriving in Cannes with new high quality fictions with global potential, like *Pulsaciones* and *Noche y día*, aimed to follow down the same successful path as *Vis a Vis*, which recently premiered in the UK.

2016 was a year of great accomplishments for Imagina's international sales division. "We've reached historic milestones for Spanish fiction. We've gathered a fantastic team and we have the support from Mediapro's 36 commercial offices to distribute our content," **Beatriz Setuain**, director of the company's Spanish division, said to **ttvnews**.

Setuain explained that last year, the division was able to get a fiction series -*Vis a Vis*- to air on broadcast TV in the UK for the first time. Premiered on Channel 4, the series "conquered the Nordic noir audience with a Spanish thriller," she explained. "In addition to all the sales we've already announced, I'd like to highlight our deals signed with major international SVOD operators."

These days, Imagina International Sales manages Mediapro's TV content sales, and also commercializes titles from third party producers. "Our goal is to offer our clients the best fiction and entertainment content from Spain, and that's why we look for titles that have great potential to travel," she said.

"Our catalog holds a great variety of genres: we sell taped content and formats to broadcasters, producers and platforms of all types. We know thrillers and telenovelas are working very well at the moment, but we are aware the market is in constant movement and are always on the lookout for new trends," she said.

For 2017, the division seeks to increase its presence in major markets around the world, like Latin America, Western Europe and the US, "not forgetting to boost our presence in markets where Spanish content is still not established strongly, like Asia or Africa," she explained.

In this sense, the company is arriving at Miptv 2017 with its series *Pulsaciones*, a new thriller recently aired on Antena 3; the second season of *Noche y día*, another hit thriller; and the entertainment format *Crush*, now available for primetime.



Pulsaciones

Latin America stands as a "fundamental" market for Imagina International Sales. "In 2016 we moved our head of commercial for Latin America, Miguel García, to our office in Miami," Setuain said. "Having consolidated our presence in this region, we believe working in situ with our clients is a necessary step to increase our sales in the market."