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Portugal in Conecta 8: an industry that evolves in an interesting way thanks to TVs and platforms

By AV451 Editorial - June 19, 2024



Audiovissual451, in Toledo.

Portugal is experiencing an interesting evolution in the audiovisual industry, a process in which the alliance of public television and streaming platforms has played an important role, in addition to being a country that has created one of the most competitive incentive systems in Europe. . The Portuguese nation began its participation in the eighth edition of Conecta FICCIÓN & ENTERTAINMENT in which as a Focus Country, together with Brazil, it will present the opportunities and challenges of its market in the 'Panorama' sessions.

Twenty executives from each of these two delegations will be studying Portuguese and Brazilian content and talent from a dual cultural and commercial perspective of the industry, in light of the booming Lusophone audiovisual industry that has generated great expectations in recent years.



In the first of these sessions, Leonel Vieira , producer and director of Volf Entertainment; José Eduardo Moniz , general director of TVI; Piethen Bakker , CEO of Plural Entertainment; and Ricardo Cabornero , Prime Video Content Director for Spain and Portugal, have highlighted, in a panel moderated by journalist José Machado, the importance of Portugal as an audiovisual market, which places great emphasis on local culture, tradition and the language, but whose content travels very well, in addition to the fact that the different agents who work in the industry have the ability to join together to work in the same direction.



Leonel Vieira, one of the best-known producers in Portugal, has pointed out that "what is happening in Portugal is an identical phenomenon, on a different scale, to what happened in Spain , but seven or eight years late" and has reported the entire process in which the main television stations in the country, RTP, TVI and then SIC signed up to produce series, to which was added the interest in these productions on the part of the streaming platforms. «All this means that there is a very special moment that I think can be taken advantage of to produce more and every time, do it better, with better conditions, that is why I believe that Portugal is going through an interesting moment, you can never say that it is a good moment. , because in this sector they are all waves, but we are experiencing an important evolution .>

As an example, he referred to the series 'Rabo de Peixe' (Ukbar Filmes), which was a success in 33 countries. "I think it is a very strong standard because many people do not know what we know how to tell, or how we tell. It happened to me for many years in the markets, that since we have had a very strong development within the film festivals, in the section of auteur cinema, we were always seen as a country that only makes very personal stories."

Piethen Bakker, who arrived in Portugal at the end of the 90s with new formats that became very important, has stated that "television in that country has evolved a lot, and now the formats are increasingly arousing more interest and the characters have more breadth. The borders between the cinema that we considered very serious and television are blurring and now we produce both soap operas with a lot of quality talent and production, as well as series and it is increasingly interesting to develop both genres. He has given as an example of this experience the soap opera 'Cacao' , a Portuguese audience success that can soon be seen in Spain through a Mediaset channel. Onza Distribution is in charge of international sales of this title.

José Eduardo Moniz, who led the strategy of internationalizing the reality show 'Big Brother' on the private channel TVI, and who has also produced soap operas, is considered a reference in the Portuguese industry. "I am not the father of anything and I learn every day," he said, and explained the process of going from soap operas to series , while continuing to produce both genres. "We do not lack creativity or talent, we lack funds and that is why we are looking for alliances and allies wherever they are," in addition to making it clear that "we do not consider streaming platforms to be enemies."

He says that "I have seen the fall of newspapers, I have seen television channels close, we will see what happens with streaming in 10 years , but for now we have to find a solution that benefits both of us," and while noting that there are those who think it is difficult to reconcile the programming of a free television channel with the way products are broadcast on platforms, he gave as an example the series 'Morangos com Açúcar' , created by Casa da Criação, and which was broadcast by the private channel TVI from 2003 to 2012, to now return as an eight-episode series on Prime Video. "Television networks and platforms are a well-matched marriage that recognizes each other's characteristics and abilities," he added.

Ricardo Cabornero, Prime Video Content Director for Spain and Portugal, highlighted that "we believe in Portugal as a territory in which to invest , because it has a local industry with a lot of talent, very creative executives and with a very open mentality ." , and agreed with the other panelists that "we are not competing between streaming and other types of networks, we are trying to capture the attention of the audience and it is better to think about that, even if we have to share cases."



Also participating in the Focus Portugal: Panorama I session were Ana Marques , executive director of the Portuguese Film Commission; Susana Gato , executive president of APIT, the Portuguese association of independent television producers; and Catarina Duff Burnay , associate professor at the Portuguese Catholic University, who have detailed the advantages of the Portuguese country as a filming paradise, both for the diversity of settings, accessible locations , highly experienced teams, natural parks, and for the incentive system that provide stability, security and generate the necessary conditions for the development of projects in the audiovisual industry.

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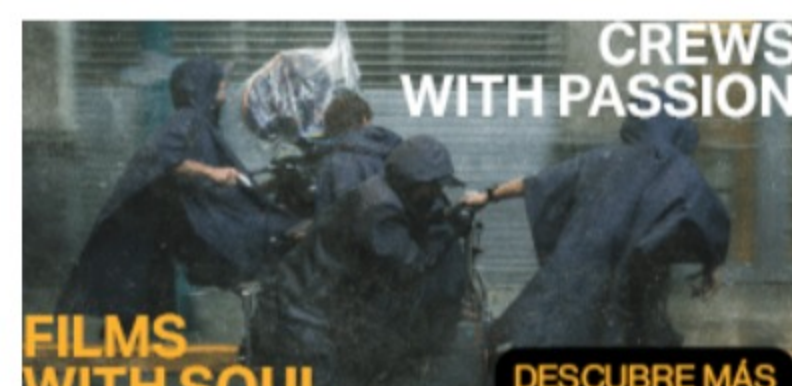


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