



## ONSeries LISBOA, WILL BE OFFICIALLY PRESENTED TO THE INTERNATIONAL MARKET AT MIPCOM 2021. (Cannes, France).

- With the tagline **Home of Your Next Story**, it will be presented to the international market in the Portuguese Pavilion on 11 October during MIPCOM 2021.
- Lisbon will become the international showcase for series *made in Portugal* on 25 and 26 November 2021.
- With a programme designed to showcase content, talent, producers, broadcasters, and to introduce Portugal's production services.

**Lisbon October 6, 2021- ONSeries Lisboa**, a showcase dedicated exclusively to Portuguese fiction (TV series and telefilms) will be presented on **October 11 during MIPCOM in Cannes, (France)**. The Portuguese Stand will be the venue chosen for the presentation of the first edition of this event, postponed from April 2020 due to health and logistical reasons caused by the COVID-19 pandemic.

Even with the challenges posed by the pandemic to the audiovisual industry, Portugal is experiencing an unparalleled moment in the development of its cultural and audiovisual policy. **ONSeries Lisboa** is born to support Portugal's independent production industry and Portuguese-language content, with the objective of making the talent and production companies behind the series that are created and produced in Portuguese better known internationally and to highlight the country's impressive historical heritage along with its natural resources as a filming location.

**ONSeries Lisbon will be held at the Centro Cultural de Belém (CCB) in the Portuguese capital on 25-26 November 2021 with co-productions, tax incentives and production services as the main axis of the meeting.**

### PORTUGAL, AN INDUSTRY AND A DESTINATION YET TO BE DISCOVERED. -

With almost **270 million** people, Portuguese is already the fifth most spoken language in the world, a fact that may explain the enormous potential of its audiovisual industry. As of January 2022, digital platforms will be **taxed 1% of their profits**, which will revert to the Film and Audiovisual Institute (ICA) and will have to invest **4% in original Portuguese productions**. In addition, a **30% Cash Rebate** system has recently been implemented, which applies to film, audiovisual and VOD productions, and co-production treaties have been signed with more than **60** countries.

To all of these we must add that for years the fiction of this country has been reaping international awards and recognitions, such as the telenovela "**Ouro Verde**", produced by Plural Entertainment Portugal, distinguished as Best Telenovela at the **International Emmy Awards** in 2018, "**Alma e coração**" an SP Television production, Gold Medal in the Telenovela category at the **World Media Festivals | Television & Corporate Media Awards**, in 2019. From the same production company and

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with the same award, the quality of "**Terra Brava**" was recognized in 2020 and in 2021, the **Celtic Media Festival** has awarded the prize for Best Drama Series to the co-production "**Auga Seca**" by SPi (Portugal) and Portocabo (Spain). Precisely co-productions are one of the growth opportunities for the Portuguese industry, a path that has recently been successfully explored:

### INTERNATIONAL CO-PRODUCTIONS TV SERIES:

#### Already released:

- **Vidago Palace** – HOP! (PT) and Portocabo (SP) – RTP and TVG – Portugal and Spain-Galicia
- **Auga Seca (I)** – SPi (PT) and Portocabo (SP) – RTP1 and TVG – Portugal and Spain-Galicia
- **Chegar a Casa** – SPi (PT) Caos Calmo (PT) and CTV (SP) - RTP and TVG – Portugal and Spain-Galicia
- **A Espia** – Ukbar Filmes (PT) Ficcion Producciones (SP) – RTP and TVG – Portugal and Spain-Galicia

#### Produced and pending release date:

- **Auga Seca (II)** – SPi (PT) and Portocabo (SP) – RTP1 and TVG e HBO – Portugal and Spain-Galicia
- **Sequia** – Coral Europa (PT) Atlantia Media (SP) – RTP and RTVE – Portugal and Spain

#### In production:

- **Operação Maré Negra** – Ukbar Filmes (PT) and Ficcion Producciones (SP) – RTP and TVG - Amazon Prime Video – in postproduction
- **Motel Valquirias** – SPi (PT) and CTV (SP) – RTP1 and TVG – in production

#### In development:

- **Vanda** – SPi (PT), Legendary Pictures (USA) and La Panda (USA/SP) – SIC OPTO
- **Cold Haven** – SPi (PT) and Glassriver (IC) – Portugal and Iceland

In 2020, the number of companies linked to the production of fiction content **exceeded 200** and the volume of hours produced per year by independent production companies exhibited through linear channels - RTP1, RTP2, SIC and TVI - **reached 1240 hours**. So far in 2021 alone, 11 new series have premiered and this figure could almost double by the end of the year due to the number of series that are awaiting premiere and/or finalizing their production. In addition, the phenomenon of streamers, although recent, is not alien to Portugal either, where new partnerships are being established and the race to find original talent to add to these services has already begun.

### SERIES RECIENTLY ANNOUNCED WITH GLOBAL PLATFORMS:

- **Vidago Palace** – HOP! (PT) and Porto Cabo (SP) – **HBO** – May 31, 2020
- **Auga Seca (I)** – SPi (PT) and Porto Cabo (SP) – **HBO** – April 1st, 2020
- **Auga Seca (II)** – SPi (PT) and Porto Cabo (SP) – **HBO** – November, 2021
- **Operação Maré Negra** – Ukbar Filmes (PT) and Ficcion Producciones (SP) – RTP and TVG - **Amazon Prime Video** (release date TBC)
- **Glória** – SPi and RTP – **Netflix** (release date November 5, 2021)

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## ONSERIES LISBOA, PROGRAM PREVIEW.-

The ONSeries Lisboa program has been divided into different sections and includes a project pitching session whose call for projects will open further on this week.

### ▪ ONIDEAS Contest BY ONSERIES LISBOA (call opened since XXX)

For international projects that highlight the talent, the audiovisual industry, and the attributes of Portugal.

- ✓ Contest open to Portuguese and international participants.
- ✓ Projects in Portuguese and English.
- ✓ Deadline for submission October 28th.
- ✓ **Pitching session for finalist projects**

### ▪ Portuguese industry overview

Presented by the country's main broadcasters, production companies and talent, for international participants to get to know the main players in this market.

### ▪ Who is Who sessions: speedating y matchmaking.

100% networking oriented sessions. Concepts specially designed to create connections that facilitate future business relationships and partnerships.

### ▪ Gap financing Sessions.

Specially dedicated to producers seeking to cover the final part of their series' budget.

### ▪ Workshops: What, How, Where and With Whom in Portugal

Focused on providing international and local participants with practical information on: How to produce and co-produce with Portugal; Presenting what and who produces content in Portugal and in Portuguese; opportunities and partnerships for content distribution and, among others, reviewing financing options and tax incentives in Portugal.

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ONSeries Lisboa has the institutional sponsorship of the **Government of Portugal through the Ministry of Culture and the Lisbon City Council**. Additionally, it has the support of the **Association of Independent Television Producers of Portugal (APIT)**, the **Association for the Collective Management of Copyright and Film and Audiovisual Producers (GEDIPE)**, the **Belém Cultural Centre Foundation (CCB)**, the **Portugal Film Commission and the Lisbon Film Commission**, the **Film and Audiovisual Institute (ICA)**, and **RTP**, Portugal's public broadcaster.

The Portuguese showcase is designed and produced by **Inside Content**, the company that has been organizing **Conecta FICTION** in Spain since 2017. The company has also hosted the semifinal of the Emmy International Awards for the Short Series category in 2020 (Pamplona, Navarra, Spain) and 2021 (Madrid, Spain).

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