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THE FIRST EDITION OF ONSERIES LISBON WILL BE PRESENTED DURING MIPCOM

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 health



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O **NSeries Lisbon**, a showcase dedicated to Portuguese fiction, will be presented on October 11 during Mipcom, the global entertainment market which is going to be celebrated next week 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 health emergency.

Even with the challenges the pandemic posed to the audiovisual industry, Portugal is experiencing an unparalleled moment in the development of its cultural and audiovisual policy. **ONSeries Lisbon 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 also to highlight the country's impressive historical heritage along with its natural resources as a filming location.

With almost 270 million people, Portuguese is 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.

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

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