

**Sunday April 3rd 2016, 16:00 – 17:30**

*Café Roma (first floor) 1 Square MÉRIMÉE (opposite Palais des Festivals)*

## Attend the FRAPA networking meeting and meet top TV executives and leading format professionals!

This year we highlight Latin America; one of the fastest rising territories in the format industry.

In January FRAPA launched the **LATAM Report 2016** (in cooperation with Prensario Internacional and K7). For anyone who would like to do business in- or with Latin America this is the very best overview of the do's and don'ts in an extremely exciting market.

Keri Lewis Brown, managing director K7 will explain the different opportunities in this region.

RSVP via Viktoria Bodrova via [info@frapa.org](mailto:info@frapa.org).

### Agenda: 16:00 - 17:30 hr

- Welcome by FRAPA co-chairman Jan Salling
- Overview of FRAPA activities and Annual Financial Report 2015
- Presentation 'Formats in the LatAm market' by Keri Lewis Brown K7
- Drinks!

Click [here](#) to buy your copy of the FRAPA LATAM Report 2016 Market.



**FRAPA**  
THE FORMAT RECOGNITION AND PROTECTION ASSOCIATION

**FRAPA REPORT**  
The FRAPA report, 'Understanding Latin America: Current Trends in the TV Market' produced by UK-based K7 Media in collaboration with Prensario, provides a valuable snapshot of the region's television industry. It shows an accurate, informed and unbiased picture of the current marketplace, distribution structures and creative players, and highlights the future direction of the region's TV industry.

The report concludes that Latin America is emerging as a creative powerhouse for TV production.

**HIGHLIGHTS**

- the Latin American TV landscape is dominated by Brazil and Mexico representing 75-80% of the market.
- Argentina now boasts over 2,000 hours of content made for export each year.
- Changes in laws and regulations: more local producers and an increase in local production.
- LaAm more and more attractive to international partners.

Order your FRAPA REPORT 2016 now: [www.frapa.org](http://www.frapa.org)

FRAPA office Europe  
Gooimeer 4, Naarden  
# 31 6 51 3686 53  
[www.frapa.org](http://www.frapa.org) • [info@frapa.org](mailto:info@frapa.org)

K7 MEDIA Prensario Internacional

FRAPA offices | Gooimeer 4-15 | NL - 1411 DC Naarden  
Tel. +31(0) 35 - 695 4007 or cell +31(0) 6-46 07 05 99  
[info@frapa.org](mailto:info@frapa.org) | [www.frapa.org](http://www.frapa.org)

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### Contacts

Gooimeer 4-15  
1411 DC Naarden  
The Netherlands  
Tel. +31(0)35 - 695 4007  
Mobile +31(0)646070599  
[info@frapa.org](mailto:info@frapa.org)

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