

AUDIOVISUAL MARKET PRACTICAL GUIDE





RIO2C 2022 - April, 26 to May, 01 | Cidade das Artes - RJ

RIO2C IS AN ENCOUNTER OF CREATIVE MINDS THAT COME TOGETHER FOR 6 DAYS TO EXPERIENCE A UNIQUE MIX OF CONTENTS, PRESENTATION OF IDEAS, OPINIONS GATHERING, BOILING OF CONNECTIONS AND THE REALIZATION OF GREAT AND INNOVATIVE BUSINESSES.

April, 26 - 2022

April 27, 28 and 29 - 2022

April, 30 and May, 01 - 2022

SUMMIT

CONFERENCE

MARKET

FESTIVALIA

EXPERIENCE



The Rio2C Market is a unique occasion for professionals and entrepreneurs looking for new business and networking opportunities







ONE-TO-ONE
MEETINGS
&
MENTORING



CASES & EXPERIENCES



EVENTS & NETWORKING



## it's all connected

THE NEW TECHNOLOGIES AND PLATFORMS HAVE OPENED DIFFERENT WAYS TO TELL STORIES, PRODUCE IMMERSIVE ENTERTAINMENT AND REDEFINE THE WAY THE CONTENT IS CONSUMED.

THROUGH PANELS AND KEYNOTE SPEAKERS, RIO2C PROPOSES TO DO A DEEP ANALYZES OF THE NEW BUSINESS MODELS, THE ART OF CREATION AND REALIZATION OF PROJECTS, MARKET TRENDS AND DEFINITIONS AND PATHS OF CONTENT IN DIGITAL MEDIA.

RIO2C BOOSTS THE AUDIOVISUAL INDUSTRY BY CONNECTING EXECUTIVES,
PRODUCERS AND CREATIVES IN ONE-TO-ONE MEETINGS, MARKET MEETINGS,
PITCHING SESSIONS, PRESENCE OF REGIONAL AND INTERNATIONAL
DELEGATIONS, WITH AN ARENA OF LAUNCHES, LOUNGES, LUNCHES, HAPPY-HOUR AND EXCLUSIVE PARTIES.

#### **KEY DATES:**

Project registration period: January 24 to February 20, 2022 Agenda release: March 28, 2022 The market will have more connections and transformative ideas in projects

+30
FIRST-EVER PLAYERS

DAYS OF ONE-TO-ONE MEETINGS AND FACE-TO-FACE PITCHINGS

DAYS OF VIRTUAL ONE-TO-ONE MEETINGS

#### BUSINESS HALL

EXCLUSIVE AREA FOR MEETINGS AND
BUSINESS ENCOUNTERS OF THE
AUDIOVISUAL MARKET TO BE SCHEDULED
BY PRODUCERS AND/OR PLAYERS
THROUGH THE MYRIO2C PLATFORM

#### MYRIO2C

A UNIQUE RIO2C ONLINE SYSTEM DESIGNED FOR MEETING SCHEDULING, FOLLOWING UP ON PROJECT SUBMISSIONS, E-TICKETS, CONSULTING OUR CONTACT NETWORK AND TALENT DATABASE, AS WELL AS OTHER SPECIAL CONTENTS



## 2 0 2 2 O N E - T O - O N E M E E T I N G S



**102 DISTRIBUTION** 



**ABISSO STUDIO** 



**AGOGO** 



ANONYMOUS BRAZIL



ARD



ATLTAS INTERNATIONAL



AUTOUR DE MINUIT



BENTOBOX ENTERTAINMENT



BIOME ENTERTAINMENT



CANAL PAKAPAKA - Co-Productions



CANAL PAKAPAKA - Acquisitions



**ENTERMODE** 



**FILME FILME** 



**FILMSHARKS** 



**FWTV** 



IMPACTO CINE MAGOPRODUCTION

MAGO PRODUCTION



modo viagem

**MODO VIAGEM** 



MEMENTO INTERNACIONAL



META MEDIA ENTERTAINMENT LTD



MONODUO FILLMS



NRK



OUTPLAY FILMS



PANAMERICANA PICTURES



PARIS ENTRETENIMENTO



**PARIS FILMES** 



PASSION DISTRIBUTION



RAI DOCUMENTARI



RAVEN BANNER



REEL SUSPECTS





**SH CHANNEL** 



**SHORELINE** 



STAR+



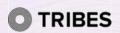
**SYNDICADO** 



#### 2022 ONE-TO-ONE MEETINGS NEW PLAYERS



TONGARIRO



TRIBES MEDIA



UTÓPICA



WINDROSE



wооноо



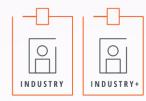
ZODIAK



ZOOMOO KIDS

## HOW TO PARTICIPATE IN THE RIO2C MARKET?

Access to the Audiovisual Market is exclusively for companies (legal person) that pre-purchase INDUSTRY or INDUSTRY+ Rio2C Badges



COMPARE RIO2C BADGES	REGISTRATION  Audiovisual One-to-one meetings	BUSINESS HALL  Exclusive Access to the Business Hall,  One-toOne Meeting Rooms, Audiovisual  Pitching Sessions,  Audiovisual Lounge,  Meeting Rooms	PITCHING  Access to the Audiovisual and Startup Pitching Sessions and the PitchingShow®	Panels, keynotes and new content areas	EXPO  Access to the Expo, sponsors' brand activations, VR experiences and new content areas	SUMMIT MEIO & MENSAGEM Branded Content	SUMMIT ESPORTES  Panels and debates on the future of sports	FESTIVALIA  Shows, Universo Audiovisual, Palestras & Debates, Mentorias & Workshops, Shows, Audiovisual Universe, Seminars & Debates, Mentoring Sessions & Workshops
INDUSTRY	$\odot$	$\odot$	$\odot$	$\odot$	<b>⊘</b>			
INDUSTRY+	<b>⊘</b>	$\odot$	<b>⊘</b>	$\odot$	<b>⊘</b>	<b>⊘</b>	<b>⊘</b>	$\odot$

### WHO CAN YOU CONNECT WITH?

The Rio2C Market gives you the chance to get your project into the hands of top national and international players

#### PLAYERS ARE DECISION MAKERS FROM LEADING COMPANIES IN THE FOLLOWING SEGMENTS:

. Free-to-air and Pay-TV channels

. Streaming platforms

- . Distributors . Aggregators . Producers
- Players are looking for projects in all genres and formats
- Projects can be at any stage: in development, in production or finalized.

. Programmers

#### TYPES OF PLAYERS WHO WILL BE AT THE RIO2C 2020 MARKET:

#### **Producers**

Looking for coproductions and IP acquisitions (producers and creators)

## Free-to-air / Pay-TV channels

Looking for coproductions, acquisitions and formats

#### VOD / OTT / Streaming

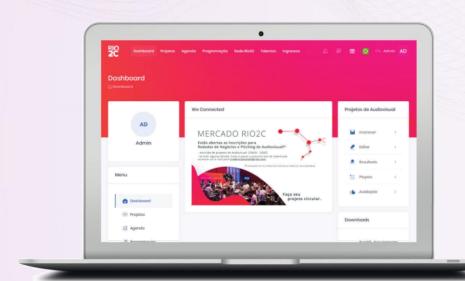
Looking for IP, services, coproductions or acquisitions

#### **Content Distributors**

Sales representatives looking for finished products or formats

#### Films Distributors

Looking for coproductions and/ or distribution opportunities for fiction and documentary films



With the Rio2C Industry badge, you can expand your networking possibilities and meeting opportunities at Rio2C 2022 through the MyRio2C platform.

Check out the advantages:

**Space for registering projects** (exclusive space for registering audiovisual projects)

#### Agenda

- . One-to-One Meetings (scheduled with players)
- . Seminars (exclusive, invite-only seminars)
- . Events (side events for networking)

Rio2C Network (networking tool for players and Rio2C Industry badge holders)

**Virtual Ticket** 

#### ONE-TO-ONE MEETINGS -HOW TO REGISTER

#### January, 24 to February, 20 of 2022

1. Visit rio2c.com, click on MyRio2C in the top left-hand corner of the website



5. Read the Regulation for Participants, click on the box to accept and then click on Next Step



2. Enter your email and password to access the platform



**6. Enter** the required information in the project registration form, **review** each fi eld and click on **Next Step** 



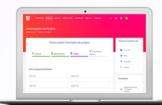
\*Enter YES if you want your project to be considered for the Audiovisual Pitching Sessions, or NO if you do not.

3. In the section Audiovisual Projects, located in the top right-hand corner, click on Register and then on Register Project 1



- 7. . If you wish to save and edit your project before sending it to players, click on Save. You will be able to view and edit your project later by clicking on Edit in the Projects section
- **8**. To submit other projects, please repeat this process. If you want to repeat a project, click on Duplicate, located under Register Project
- \*\* Once your project has been sent to players, you will NOT be able to edit it

**4**. Enter your company information. If your company is already registered, please verify all the information, and then click on **Next Step** 



#### DONE!

Your projects have been saved and sent to the players of your choice.

Registering projects and products for the One-toOne Meetings does not guarantee that meetings will be scheduled – the players themselves are at liberty to select which projects are relevant for their profiles and needs.

## HOW TO GET ACCESS TO PLAYERS

Access our website rio2c.com and check out all the information on players who will be attending Rio2C 2022 Market.



All players will be listed on rio2c.com on the MARKET page or the HOMEPAGE.



Click on the player's logo to open a popup containing the following information: a brief company description, what they're looking for in the market, project status, platform, format, genre and list of representatives.

MAXIMIZE YOUR RIO2C EXPERIENCE BY CHECKING OUT WHAT EACH PLAYER IS LOOKING FOR

# PROJECTS / PRODUCTS REGISTRATION FOR YHE ONE-TO ONE MEETINGS\*

January, 24 to February, 20 of 2022

# 3 MAXIMUM PROJECTS FOR REGISTRATION

#### YOU CAN SEND THREE PROJECTS TO FIVE PLAYERS.

Obs: If the proponent decides to present only one project, it can be registered three times and each time it will be sent to up to five different players

- Projects with incomplete or incorrect information will not be considered
- Projects sent to international players must be in English. Registrations subject to event validation

All communication must be directed to the email meetings@rio2c.com.
Please frequently check your spam.

PROJECTS
ANALYZED AND
SELECTED BY
PLAYERS

Project evaluation period from February, 20 to March, 07 THE MEETING SCHEDULE WILL BE AVAILABLE ONLINE
VIA THE MYRIO2C PLATFORM

Results on March, 28

#### AUDIOVISUAL PITCHING SESSIONS: REGISTRATION, SELECTION, PREPARATION\*

Select the option "yes", choose the genre (Doc/Factual, Kids, Fiction) and send your project to be considered for the Audiovisual Pitching Sessions

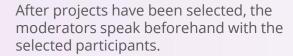
Debaters and moderators receive all projects and products sent for consideration

Moderators choose 10 projects from each genre. A total of 30 projects are selected and proponents are notified by email.









The pitching is conducted in two separate sessions: one in the morning and one in the afternoon

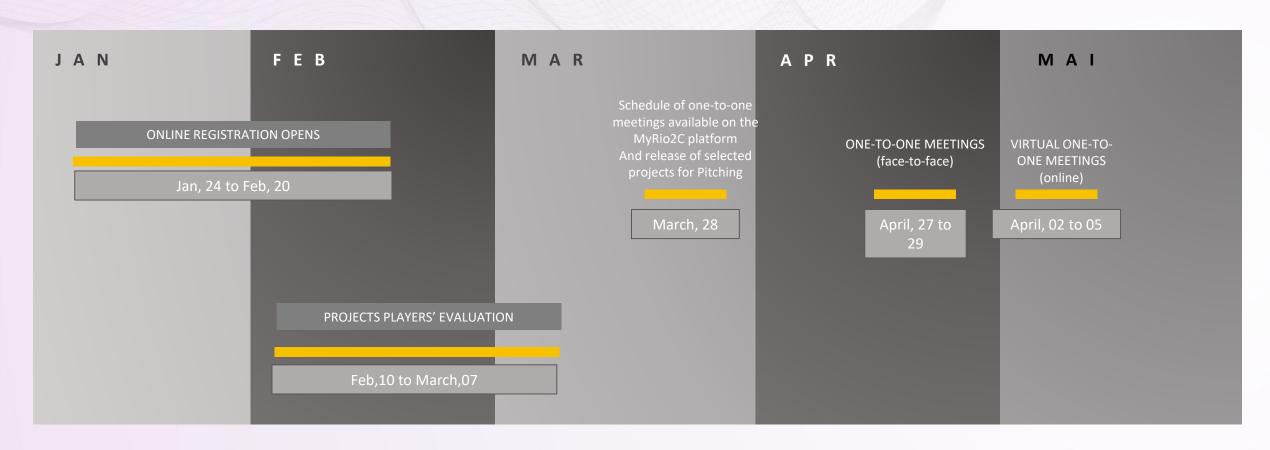






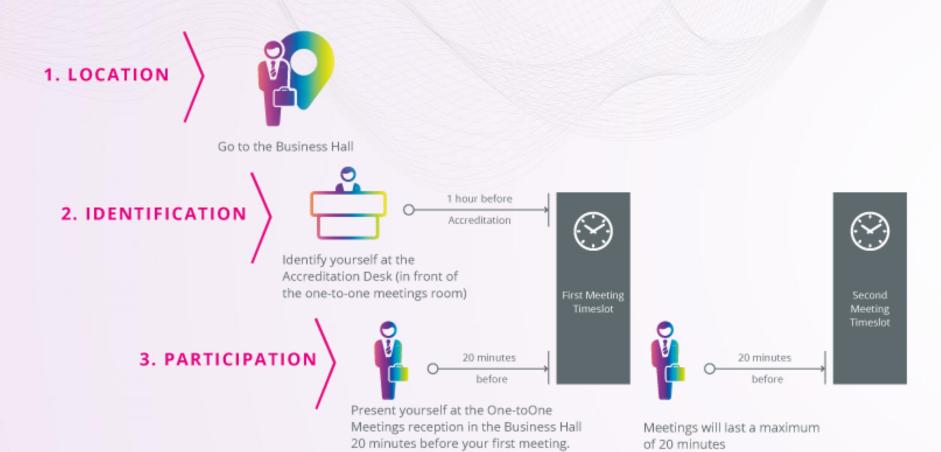


2022



### ONE-TO-ONE MEETINGS AT

April, 27 to 29 - 2022





#### PLAYERS CONFIRMED IN ONE-TO-ONE MEETINGS (FACE-TO-FACE)



2dDLAB



A+E OLE AUDIOVISUAL



**A2 FILMES** 



ACADEMIA DE FILMES



AMAZON STUDIOS SCRIPTED



AMAZON STUDIOS UNSCRIPTED



ÁNIMA ESTUDIOS

ANONYMOUS BRAZIL

ANONYMOUS BRAZIL



ARTE1



**AXN BRASIL** 



**BAND** 



**BELLI STUDIO** 



**BIGBONSAI** 



**BIRDO** 



BIS



BOULEVARD FILMES



**BOUTIQUE FILMES** 



BOX BRAZIL MUSIC



BOX BRAZIL TRAVEL



BOX BRAZIL PRIME



**FASHION TV** 

#### PLAYERS CONFIRMED IN ONE-TO-ONE MEETINGS (FACE-TO-FACE)



**CONTAINER MEDIA** 



**MEDIA MUNDUS** 



CANAIS GLOBO CURADORIA SEAC -FORMATOS



CANAL BRASIL -AQUISIÇÕES



CANAL BRASIL – PROJETOS E CONTEÚDO



**CANAL CURTA!** 



TAMANDUA CURTA! ON



TAMANDUA CURTA! EDU



**CANAL FUTURA** 



**CANAL OFF** 



**CANAL RURAL** 



CANAL SONY | SONY CHANNEL

**Warner**Media

CARTOON NETWORK -COPRODUÇÕES **CHATRONE** 

**CHATRONE** 



**CINEBRASILTV** 



CISUP – COMPANHIA DE IMAGENS E SONS



**CLARIÔ FILMES** 



COIOTE



#RIO2C 2022



CONSPIRAÇÃO FILMES -DOCUMENTÁRIOS



CONSPIRAÇÃO FILMES - FICÇÃO



CONSPIRAÇÃO KIDS



**COPA STUDIO** 



CORAÇÃO DA SELVA



CWA – CREATIVE WEAVERS ASSOCIATED



DELICATESSEN FILMES

DEVISED

**DEVISED TV** 



DISCOVERY – NETWORK



**DISCOVERY KIDS** 



DOWNTOWN FILMES

DRUZ INA

DRUZINA CONTENT

Ē

E! ENTERTAINMENT TELEVISION



TV BRASIL



EBC CANAL EDUCAÇÃO



**EH FILMES** 



**ELITE FILMES** 



ELO COMPANY -DISTRIBUIÇÃO



ELO COMPANY -PRODUÇÃO





**ENCRIPTA** 

**ESPN** 





ESTÚDIOS GLOBO



**ETC FILMES** 



FÊNIX FILMES



**FILME FILME** 



GALERIA DISTRIBUIDORA



**GIROS** 



GLAZ ENTRETENIMENTO



GLOBO – VARIEDADES E FORMATOS



GLOBO FILMES – DOCUMENTÁRIO (PARCERIA GLOBONEWS)



GLOBO FILMES – KIDS (PARCERIA GLOOB)



**GLOBOPLAY** 



**GLOOB - DIGITAL** 



GLOOB - TV



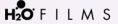
**GNT** 



**GRIFA FILMES** 

Gullane

**GULLANE** 



**H2O FILMS** 



**HUNGRY MAN** 



**IMAGEM FILMES** 





**INTERTV** 



#### CONFIRMED ONE-TO-ONE MEETINGS FACE-TO-FACE)

#RIO2C 2022







modo viagem







LB ENTERTAINMENT

**LEVANTE FILMES** 

LOOKE

**MODO VIAGEM** 

MARIA FARINHA **FILMES** 

**MIGDAL FILMES** 

**MILLENNIALS MAFIA** 



**MIXER FILMS** 



**MOONSHOT PICTURES** 



MOV



**MOVIOCA** 



**MULTISHOW** 



**NATIONAL GEOGRAPHIC** 



**NBC UNIVERSAL** 





**NETMOVIES** 



**O2 FILMES** 



O2 PLAY



**OCEAN FILMES** 



**OLHAR DISTRIBUIÇÃO** 



**PANDA FILMES** 

NETFLIX - ANIMAÇÃO



#RIO2C 2022



**PANORÂMICA** 



**PARAMOUNT PICTURES** DISTRIBUTION



**PARIS ENTRETENIMENTO** 



**PARIS FILMES** 



**PIPA PICTURES** 



**PLAYKIDS** 



**PROMOVERE** 



**RACCORD PRODUÇÕES** 



RECORD -**PLAY PLUS** 



**RED ARROW** 



RT FEATURES



**SATO COMPANY** 



**SBT** 



SIDEWAYS FILM



**SOFÁ DIGITAL** 



SPI



STAR+



**TAMBELLINI FILMES** 



**TELECINE** 



**Tele** Image

**TELEIMAGE** 



TEM DENDÊ PRODUÇÕES -**ACORDOS DE COPRODUÇÃO** 





TEM DENDÊ PRODUÇÕES -LICENCIAMENTO DE PROJETOS EM

**DESENVOLVIMENTO** 



THE WALT DISNEY COMPANY



TV APARECIDA



TV CLIMATEMPO



TV CULTURA



**TVZERO** 



**URCA FILMES** 



VIACOM INTERNATIONAL STUDIOS



**VITRINE FILMES** 



WARNER BROS - THEATRICAL



WARNERMEDIA LATIN
AMERICA |
DOCUMENTÁRIOS HBO E
COPRODUÇÕES
DOCUMENTAIS



WARNERMEDIA LATIN AMERICA | HBOMAX UNSCRIPTED

WarnerMedia

WARNERMEDIA LATIN AMERICA | WARNERMEDIA LATIN AMERICA E HBO MAX -NOVOS PROJETOS



**WOOHOO** 





May, 02 to 05 - 2022



## Virtual (Online) One-to-One Meetings will be conducted through the MyRio2C platform.

For online meetings, representatives of accepted and scheduled projects must test the connection at least 30 (thirty) minutes before the scheduled meeting. It is important to identify yourself on the platform at least 10 minutes before each meeting begins.

Most players will be in face-to-face meetings.



















**102 DISTRIBUTION** 

**ABISSO STUDIO** 

**AGOGO** 

**ARQUIPÉLAGO FILMES** 

ARD

**ARTE** 

**ATLAS INTERNATIONAL FILM** 

**AUTOUR DE MINUIT** 



**BENTOBOX ENTERTAINMENT**  **★BEYONDTNC** 

**BEYOND DISTRIBUTION** 



**BIOME ENTERTAINMENT** 



**BLUE ANT** MEDIA INC.



**CAKE** 



CANAL PAKAPAKA -**Co-Productions** 



**CANAL PAKAPAKA -Acquisitions** 









**DREAMWORKS** 









**DISNEY CHANNEL** LATAM

**DYNAMO** 

**EBS** 

**ENTERMODE** 

**EPIC PICTURES** 



#### PLAYERS CONFIRMED IN ONE-TO-ONE MEETINGS (VIRTUAL)

#RIO2C 2022















MAGOPRODUCTION

**FILMESHARKS** 

**FIRST HDTV** 

**FWTV** 

**GLOBALGATE ENTERTAINMENT** 

**HADDOCK FILMS** 

LIC

**MAGO PRODUCTIONS** 







**META MEDIA ENTERTAINMENT** LTD



**MIGHTY** 



**MONODUO FILMS** 







**OUTPLAY FILMS** 



**PANAMERICANA PICTURES** 



**PASSION DISTRIBUTION** 







RAI **DOCUMENTARI** 



**RAI RAGAZZI** 



**RAVEN BANNER** 



**REEL SUSPECTS** 



**RTP** 





RTP 2

**SCORPION TV** 







SHORELINE



SILVER MOUNTAI PRODUCTIONS











**SYNDICADO** 



**SWR** 



**TONGARIRO** 



TRIBES MEDIA



**TRT WORLD** 



TV UNAM



UTOPICA MEDIA



WILD SHEEP CONTENT



**WINDROSE** 





ZODIAK

## TIPS FOR SUBMITTING PROJECTS

#### Take the best advantage of this opportunity

- Registration period: January, 24 to February, 20;
- Check all the details that are important for your project. Not all fields are mandatory;
- Review your project before submitting and for any additional material, include a link in the extra information field;
- Remember: your project will have more chance of being selected if you provide as much information as possible.
- Before choosing a player, carefully research the profiles of the company and the executive that will be present at the One-to-One Meetings. Rio2C only provides basic information

- Look for companies that have the most synergy with your project;
- Make sure that the representative chosen to present your project has a Rio2C Industry or Industry+ badge
- Check the player's preferred language. If the presentation has to be in English or in the player's native language, Rio2C will not provide a translator
- The more you know about the players, the more you will be prepared for your meetings, and the more chance you will have for a match!
- Good Luck!



#### **PRE-EVENT**

The Rio2C market team will hold a virtual and live meeting presenting the players and opportunities in the audiovisual market.

It will be an opportunity to answer all your questions.

Date: February, 17 - 2022 Time: 5 pm to 7 pm

Link registration:

https://zoom.us/meeting/register/tJlqf-mvrTwiHdw1GkGb9ofJl1MqnhV5DREG

After registering, you will receive a confirmation email with information on how to join the meeting.

#### **CO-PRODUCTION**

#### Three meetings will be held:

- · Kids & Family,
- Fiction
- Documentaries

#### Each meeting will have 2 special guests:

- a national
- an international

#### Networking with producers:

- national (regional)
- International

Stay tuned for more information on the www.rio2c.com.br

Limited vacancies

# CO-PRODUCTION WORKSHOP

By Pauline Mazenod & Michel Pradier (will be held in English)

#### **STEPS**

- 1. General presentation on international co-productions
- 2. Presentation of int. co-production funds
- 3. How to launch, how to write your movie presentation / bible
- 4. Roundtable pitch and consulting by Pauline and Michel (limited the number of participants): 4' pitch + 6 minutes of comments per Project

#### Producers fill out an online form to register in which they indicate::

- Producers fill out an online form to register in which they indicate:
- The country of origin
- The target territory (ies) for its co-production
- Broadcast, streaming or movie
- Film genre: documentary, fiction, animation, music, other performances
- Duration of production and number of episodes (s)

Limited vacancies

#### **CONSULTING**

Area dedicated to meetings for consulting and mentoring to projects at any stage and support in the planning and restructuring of a production company. There will be meetings of up to 20 minutes that can be scheduled with specialists in the legal, marketing and planning area, among others.

Public: Entrepreneurs, producers and creators

Find out who the experts will be and take this chance to learn from those who have experience: www.rio2c.com

Limited vacancies

# CHECK OUT SOME IDEAS THAT, DRIVEN BY RIO2C, CIRCULATED IN THE HANDS OF THOSE WHO DECIDE AND HAVE BECOME REALITY

BELLE ETOILE

Grifa, Arte e Discovery





WINES OF SOUTH
Viacom, DO Prod. África do Sul



BRAZOOCUP

Movioca, Pmanet Nemo França



**DETETIVES DA HISTÓRIA**Bioma Produções, TecTV



**GABY ESTRELLA**Panoramica, Gloob, Chatrone

LUTAS TRIBAIS

Academia de Filmes, Combate



MANUAL DE SOBREVIVÊNCIA PARA O SÉCULO XXI LC Barreto, TV Futura, TV Cultura



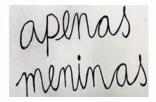
**BÓRIS E RUFUS**Belli Studio, Disney



CUPCAKE AND DINO
Birdo, eOne



DRAG-ME AS A QUEEN Movioca, E!



APENAS MENINAS Giros, HBO

# CHECK OUT SOME IDEAS THAT, DRIVEN BY RIO2C, CIRCULATED IN THE HANDS OF THOSE WHO DECIDE AND HAVE BECOME REALITY



SANTOS DUMONT Pindorama, HBO



**LENDAS URBANAS**Movioca, Pmanet Nemo França



SEGUE SOM Visom Digital, TV Brasil



Boutique, Nickelodeon



COMER BEM QUE MAL TEM
Santa Rita, Sony



À MODA DA CASA Segunda-feira, CineBrasilTV



WIDE ANGLE Giros, PBS



**CORTA!**2DLab, Universal



MISSÃO EXTREMA COM KARINA OLIANI Bossa Nova, Discovery