

# MIP-TV and MAP bring Canadians exposure and program sales

TORONTO - While Canadians went to MIP-TV in Cannes, the largest annual world television market, in greater numbers than ever, some distributors are afraid that a proliferation of official and semi-official Canadian representation is confusing buyers.

Stephen Ellis of Ellis Enterprises expressed concern that "Canada is putting a lot of money into MIP and not achieving quite the profile it should. For buyers, Canada is Canada. We can't afford to split ourselves into so many groups. If we put ourselves together we would have the biggest stand at MIP and save considerable money." This year there were six Canadian stands at the market: Telefilm, CBC, NFB, TVOntario, Ontario, and Groupe Québec.

Henia Müller of M&M productions told Cinema Canada that one veteran buyer was surprised by all the different Canadian groups. A Dutch buyer ran into an embarrassing situation of expecting to see Ontario distributors at a Quebec party to which they had not been invited. Müller noted "we had to explain that yes, we are all Canadians but they are Quebec."

Isme Bennie would like to see the Canadian presence individualized. "Having us in groups is a little corporate. I would like us to move to individual companies operating on their own."

Despite disagreement about how to manage the Canadian presence, all participants were agreed that Canadians looked better than ever, partly thanks to Telefilm's Marketing Assistance Program (MAP) which pays for 50% of advertising costs at foreign markets. Ted Riley of Atlantis Television International noted that Canadians "were constantly in the lime-light in the dailies and market publications." Müller said that Margo Raport of Telefilm did a great job of creating exposure for Canadian companies. Bennie was "still very impressed with MAP. We looked tremendously well in print. All the Canadian companies looked better than ever before." Ellis said there "was an awful lot more advertising than before. We participated and found MAP very worthwhile." For Mike Murphy of Cinevisa the MAP program helped a lot. "We doubled our ads and we had them in colour rather than black and white," he told Cine-

ma Canada. "It helped attract people to our stand." Rick Butler of Tapestry Productions noted that Canadians "are being taken more seriously each year. When you say you're from Canada, they know Canada is the land of Telefilm."

All participants agreed MIP was a very good market with some deals concluded and many serious contacts made. Atlantis did extremely well with the *Bradbury Trilogy* in continental Europe and reasonably well with *The Elephant Show*. Müller said that the market worked very well for M&M but they won't know how much they sold until September. Neil Court of Simcom said that while he didn't close anything there, sales prospects were good. As with many of the other Canadians, Court was also on the lookout for potential co-production partners. Contacts made there should bear fruition over the coming months.

Bennie had lots of "very, very positive reaction to *Singin' and Dancin'* and Murray McLaughlin's up-coming variety special, *Floating*. A lot of European countries are going to buy it," she said.

For Ellis the biggest seller

continues to be *Profiles of Nature*. Murphy finalized a BBC deal on his boy-scouts documentary and sold it to Irish Television and RAI in Italy. Irish Television has also shown a strong interest in Butler's Black Donnellys mini-series for which Butler recently received a broadcast letter from the CBC. The six-hour mini-series has been two years in development. It is based on a true story of an Irish immigrant family in Ontario in the mid-19th century. Trudy Grant of Sullivan Productions was able to do a lot of promotion on *Anne of Green Gables*. "Everyone is really anxious to see it."

Response to the announcement of another MIP, to be called MIP-COM, in the fall to include home videos as well as television, was mixed. "One MIP is enough," said Murphy. "It's a thinly veiled plot to scoop the London market. I need to go to England." Ellis feels it may be a useful market although it has "got people at the London Multi-Media Market up in arms."

Similarly, response to the upcoming Banff Festival was mixed. Bennie is not going to Banff. "I went to Banff last year and found it quite interesting.

It's very expensive. It's not a market and I find it hard to justify when not doing selling or acquisition. I didn't find the program this year as personally useful as last year."

Ralph and Cathy Ellis will be at Banff because they represent Granada TV in Canada. Granada is to receive an award for excellence in TV programming. Ellis noted going to Banff was a useful PR exercise. Butler is going to Banff because he expects that Europeans "who come as far as the Rockies are serious about doing business."

## Follows cast as Anne

TORONTO - *Hockey Night* star Megan Follows has been cast for the lead role in the upcoming television adaptation of *Anne of Green Gables*. Principal photography is slated to begin May 21. The show will be telecast on CBC TV in the 1985-86 season in two 2-hour segments. The project is a co-production between Sullivan Films, CBC, Telefilm, and PBS. City-TV and West German Television are also participating. The series will be directed by Kevin Sullivan who is also executive producer.



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