

Le MIPCOM du 12 au 14 octobre 2020 par Alice Kanterian

MIPCOM 2020 is transforming into a hybrid physical MIPCOM RENDEZVOUS CANNES and digital MIPCOM Online+ experience.

The physical event in Cannes will take place October 12-14 in the Palais des Festivals. MIPJunior will take place on the same dates, also in the Palais. MIPCOM ONLINE+ will launch on October 5 and run through to mid-November.

at the MIPCOM 2019 Alice Kanterian interviewed last year the founder of SHANT TV, the leading TV broadcaster in Armenia. :

Alice Kanterian : Dear Arthur tell me more about your company, when was it founded?

Arthur: SHANT is the leading TV broadcaster in Armenia. It was founded in 1994. SHANT

became the main revolutionizer and innovator in Armenian television, fundamentally changing

the modern look, established new standards, created production models for the new format

products such as: TV series and TV shows which didn't exist in Armenia before.

Cooperating with world leaders of the Industry (SONY Pictures, BBC, Freemantle Media,

Endemol, WB, ...) SHANT adapted the local versions of almost all worldwide famous shows such

as: Who Wants to Be a Millionaire, Armenia's Got Talent, Armenian Idol, X Factor, Dancing

With The Stars, So You Think You Can Dance?, Little Big Shots, etc.

SHANT TV as the pioneer and innovator in this area has produced several projects which

besides their commercial success also have been supporting public, social and

national interests

and had a huge success in Armenia as well as among Armenians worldwide: Paper Dream, On

the Border, Lost dreams, Together and many others. The TV drama Trapped registered

revolutionary ratings of 44.21% and market share of 86.32% in the history of Armenian

television.

Alice: What are you announcing at the MIPCOM, the biggest market for TV content in

the world?

Arthur: Every year we expand our catalogue with new content. The pick the titles that has

been tested in Armenia and had huge success, before bringing it to MIPCOM.

Most of the

titles we have in our catalogue are drama series, as there is huge demand for the genre.

Alice:

You are one of the two Armenian companies exhibiting with an own stand the MIPCOM. Your company is based in Yerevan. How relevant is the MIPCOM for your

company?

Arthur: It is very relevant, as MIPCOM is a global market. We are attending MIPCOM since

2003 and it never stopped being an important networking event for us. We have never

skipped the event as both MIPTV and MIPCOM are exceptional events where you can find

out what the TV trends are in the whole world.

Within last two years we have started international distribution of our content and we are

keen to discover the new trends of entertainment world. We introduce Armenian content

to the world and frankly, it has been very popular among TV series buyers.

Alice: You are producing and distributing mostly Armenian TV series like "Paper dream", "Secret love" and "Lost dreams" but also dramas like "Trapped". Which audience are you targeting and can these stories can easily travel around the world? "Paper dream" for instant is taking the audience to Silicon Valley!

Arthur: We have a very broad audience as we produce content for different target groups

from kids to male content. As we are very new to the market, and it is a hard

path. The stories of our dramas can easily travel around the world, as the topics are universal. The same audience that watches the content in Armenia is most likely to watch it abroad.

Alice: Do you also produce unscripted TV shows? Where you also buying shows?

Arthur: Very soon we will air our new TV show "National Singer" which is expected to be new hit in Armenian Television. "National Singer" is an entertainment competition show that brings talented singers to the stage.

Alice: In the documentary "Armenians of the world/Աշխարհի հայերը/Ashxarhi Hayer"

Artiom Yerganian was interviewing also celebrities or famous personalities of Armenian origin also in Romania for Shant TV, can you tell me more about this project?

Arthur: "Armenians of the world" has a unique motivational message as it shows success stories of Armenians who have achieved height in their fields. Those people are great examples for our audience to never give up and work hard. This is an ongoing project and still airs on Shant TV weekly. The project aims to discover talented and famous Armenians around the world.

Alice: The streaming offensive is the slogan at this MIPCOM, how relevant/important is this for your company?

Arthur: It has a direct connection with our company as we have launched SHANT Digital OTT platform about a year ago and it was a great challenge for us. We see our future connected with that. At this moment we have five premium channels on our platform but very soon it will be seven. Most importantly we have kids channel in Armenian which is streaming 24 hours. Kids can either learn or maintain Armenian language by watching their favorite cartoons. Their mother tongue will always be present at their homes. Subscription is available all around the world you just need internet connection.

Alice: What are the options for your audience to watch your channel in France.
(could you please add this one question in your French interview?)

Arthur: We broadcast our channel through cable TV operator "Free". Also as I have mentioned above our OTT platform SHANT Digital is available all around the world.

Alice: The MIPTV, the global content market for the future is re-inventing itself with a new floorplan that will reinvigorate the marketplace, inviting the most important

buyers from all over the world and with early bird 50% off till the end of the year. Will we see each other next spring 2020 in Cannes?

Arthur: As I have mentioned above we are attending MIPCOM and MIPTV since 2003 and MIPTV is on our yearly attending market list, but we have to think this year as the