

TITLE: FILMEDIA
OUTLET: TBI
DATE: 15TH APRIL 2010
PAGE NO.: ONLINE



Ex-Discovery boss sets up Filmedia

Ex-Discovery Italy boss Filippo Mori Ubaldini has set up a new distribution outfit, Filmedia. It will export third-party content from Italian producers as well as helping international TV companies that want to break into Italian markets.

The company currently represents Universum programming, from Austrian public broadcaster ORF, in Italy as well home entertainment products from Beta Film and stock footage from Framepool. Ubaldini told TBIvision that by the time MIPCOM comes around he hopes to have a handful of projects from Italian producers to launch internationally.

Ubaldini was country manager for Discovery Italy between 2003 and 2007. The new company is working with Artom Productions and other Italian indies. Ubaldini said: "I think there's a massive gap for high quality content from the Italian world - we are encouraging local Italian producers to put money into making programmes that will work internationally."

He will also use his channels experience to help companies that want to roll out networks in Italy. Two channel deals will be announced within weeks the company said.

"We want to facilitate distribution agreements for channels and can help with advertising sales, playout, regulatory and personnel issues," Ubaldini said. "I've been there and done it with a massive organisation, Discovery."

<http://tbivision.com/article.php?category=7&article=1476>