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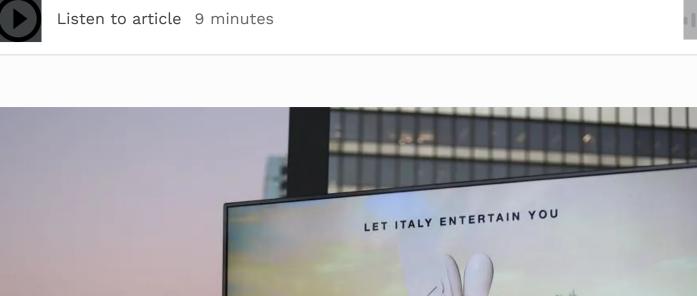
## Reshaping The TV And Film **Industry: The ITTV International Forum Hawks** Creativity, Innovation And New **Technologies** Follow

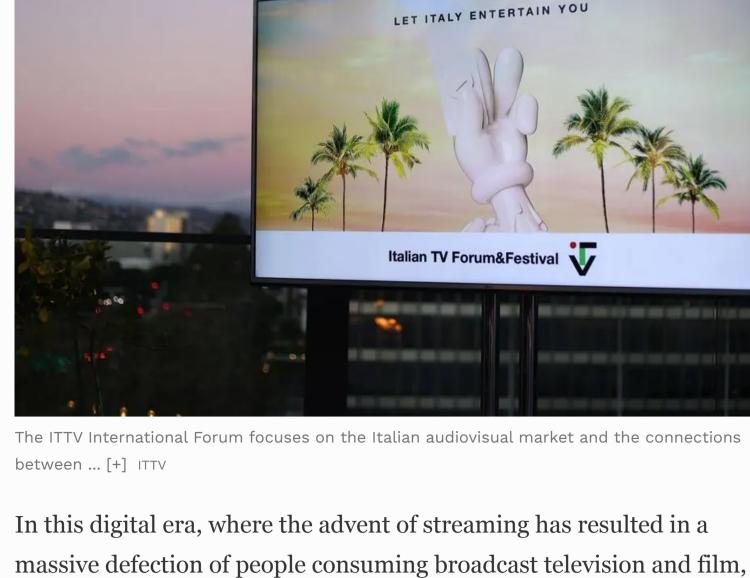
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Marc Berman Senior Contributor ① My beat is network and cable television, digital and syndication. 0 Oct 3, 2023, 11:07am EDT





one frequently asked question is...'have audiences started viewing more foreign content?' One word: yes. But this is not necessarily new. And one individual,

Valentina Martelli, is actively showcasing the value of the international marketplace via The ITTV International Forum, organized by Good Girls Planet. Following the recent gathering at the 80<sup>th</sup> Venice International Film Festival, ITTV will return to Los Angeles from October 30th to November 1<sup>st</sup> for its fifth edition. Launched in 2019 to promote global co-production opportunities and

facilitate distribution, The ITTV International Forum focuses on the

counterparts. ITTV encourages the creativity and innovation of the

Italian audiovisual market and the connections between its international

international audiovisual culture within Hollywood. It explores how new technologies are applied to the industry (with an emphasis on the growing reality of metaverse and blockchain-based distribution). And it features screenings, panels, networking opportunities, parties, and an awards gala, among other things. PROMOTED Civic Nation BRANDVOICE UNICEF USA BRANDVOICE | Paid Program | Paid Program **Building More Connected UNICEF: Record Numbers Communities With Verizon** Of Child Migrants In Latin America And The Caribbean **And Civic Nation** At Great Risk

The first ITTV International Award of the year was presented last month to Netflix Italian Originals Chief Tinny Andreatta during the Venice International Film Festival. "Years ago, I started to notice how things were changing after the shift of

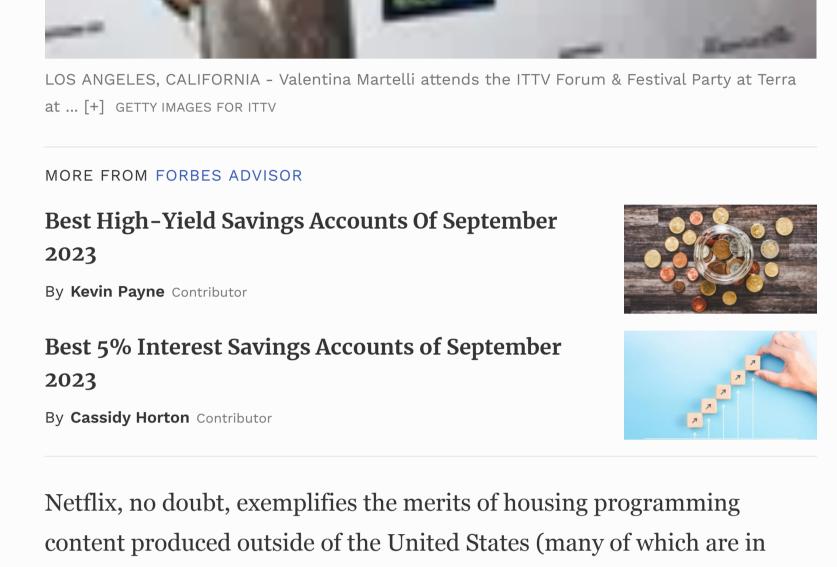
Forum with Cristina Scognarmillo is an Italian-American television journalist, screenwriter, director, producer, President at IbiscusMedia, and CEO of Good Girls Planet. "At that point, people were increasingly turning to international content. And I decided to create this forum as an

ongoing platform of events and connections dedicated to the dynamic

Netflix from delivering tapes to becoming a streaming service," noted

Valentina Martelli, who in addition to organizing The ITTV International

world of international TV and cinema production, co-production, and distribution."



languages other than English). And, not surprisingly, there was more

demand for international content in the country during the pandemic

when the world was in quarantine. Yet, COVID merely strengthened a

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trend that was already in progress.

acquired international content.

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The CW, in fact, has shifted its production model from the typical U.S.

produced original programming to a scripted slate primarily filled with

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dedicated fanbase. But they are also putting a strong emphasis on international partnerships," said Martelli. "The international focus is a significant advantage for the network right now because these productions operate under their respective territory unions and not

"The CW, which was purchased last year by Nexstar, is still serving their

under either SAG-AFTRA (the actors' union) or WGA (the writers' union). **Forbes Business** 

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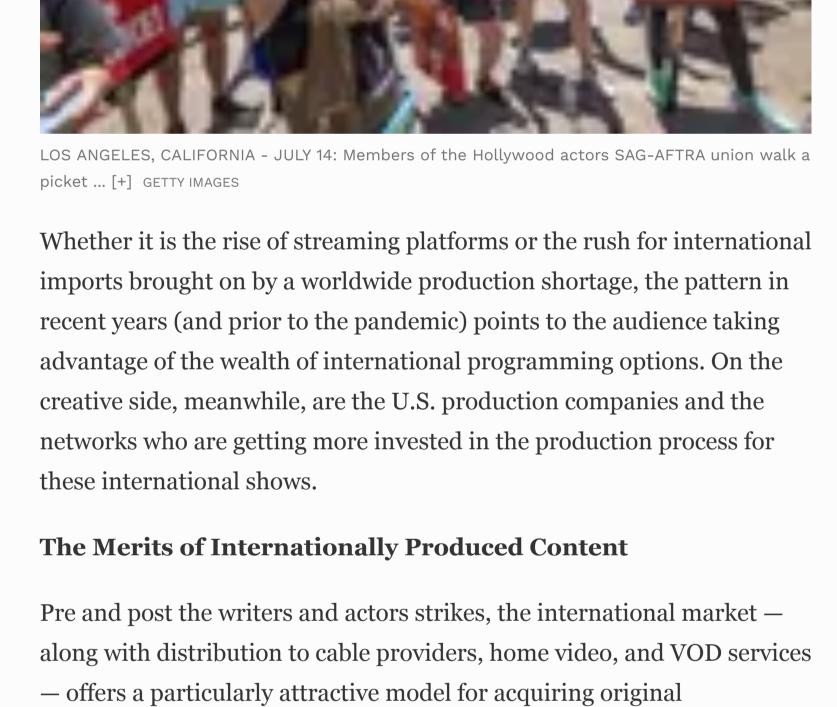
Now, with the Writers Guild of America strike just settled after almost

five months (and the SAG-AFTRA strike still going on), interest in the

as the dual platforms, linear and digital, search for original scripted

programming options.

availability of already produced product internationally is likely to surge



"We drive German cars, we watch our favorite shows on Japanese TVs, and we long for the coolest of Italian fashion, among other interests, so why wouldn't we consume content created beyond our borders?", questioned Mike Tankel, partner/optimist at the marketing and development firm To Be Continued. "Technology has certainly brought us all closer together, close enough to show us that we are more alike than not. And with more people using closed captioning subtitles, a foreign language is no longer a barrier."

In a 2022 survey of 1,200 people, language learning company Preply

"One thing that struck me was how often my husband, who is American

born and raised, was watching international TV shows," noted Martelli.

"That was a result of the streaming services, which opened the windows

to international content coming from every possible side of the world.

determined that 50 percent of Americans used subtitles and closed

captions for much of the time they watch content.

programming inventory (many of which consist of multiple seasons).

globe gives the plethora of U.S. outlets both an alternative and a

potentially more cost-effective option.

And the availability of the seemingly endless well of product across the

There are so many amazing international series out there that people might not have watched had COVID not sped up the process." "Now, as a result of these two strikes, I believe that the current

awareness of the international marketplace is further accelerating," she

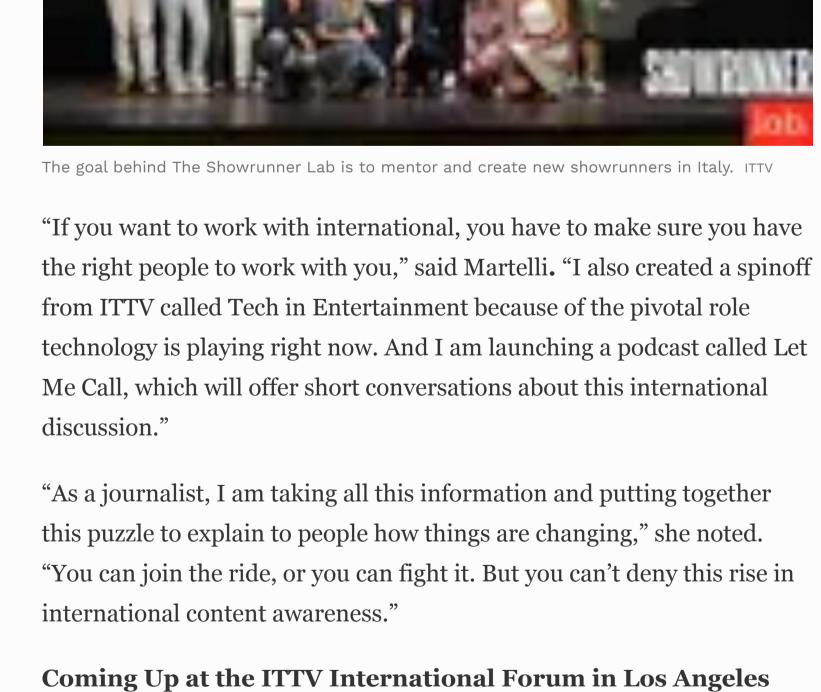
added. "We are seeing a reshaping of the film and TV industry, not only

from the content perspective, but also the incorporation of elements like

the metaverse, AI (artificial intelligence) and blockchain. All of this

comes under one word: international."

In addition to the ITTV International Forum, Martelli has launched an educational program called The Showrunner Lab, which organized with the Toscana Film commission is a laboratory to mentor and create new showrunners in Italy.



One of the initiatives at the ITTV Forum is to bolster programming incentives between the North ... [+] ITTV This year ITTV announced a new collaboration with the Consulate

General of Canada, with the plan to bolster these programming

incentives between the North American, Italian, and European

audiovisual industries. How the labor strikes in Hollywood have impacted the global entertainment, of course, is a topic of note at the upcoming gathering in Los Angeles. And the speakers will include Erik Barmack, Founder of Wild Sheep Content; Sean Furst, CEO of GPS Studios; Dante di Loreto, President US, Fremantle; David Eilenberg, Head of Content, Roku Media; and Leo Matchett, CEO, Decentralized Pictures Foundation. "Hollywood has always thought of itself as the major exporter of content. Well, guess what? They are turning into a huge importer of content as well, which defines what lie ahead in the future," said Martelli. "If they don't understand, they are going to miss a huge opportunity. Ignoring

secondary to the inherent opportunity it offers," noted Mike Tankel. "A good story is a good story. We don't care, or necessarily even notice, what the origins are." Follow me on Twitter or LinkedIn. **Marc Berman** Follow

I am Marc Berman and my moniker, "Mr. Television," is a result of decades in front

of the proverbial television set. Now, in this era of "Peak TV," that also... Read More

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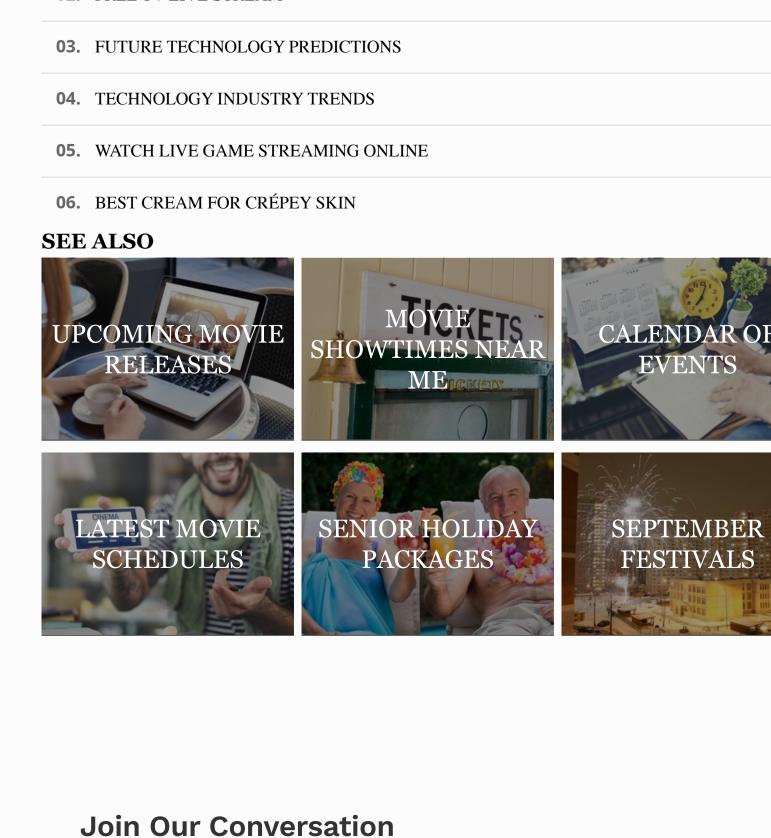
"When the world sees a story it can relate to, where it comes from is

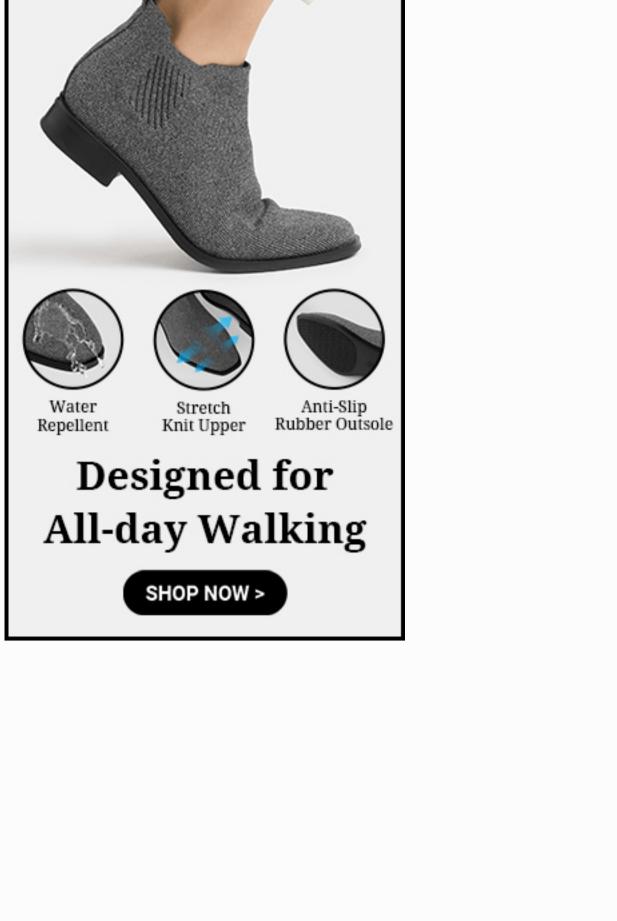
the word international right now is a big mistake."

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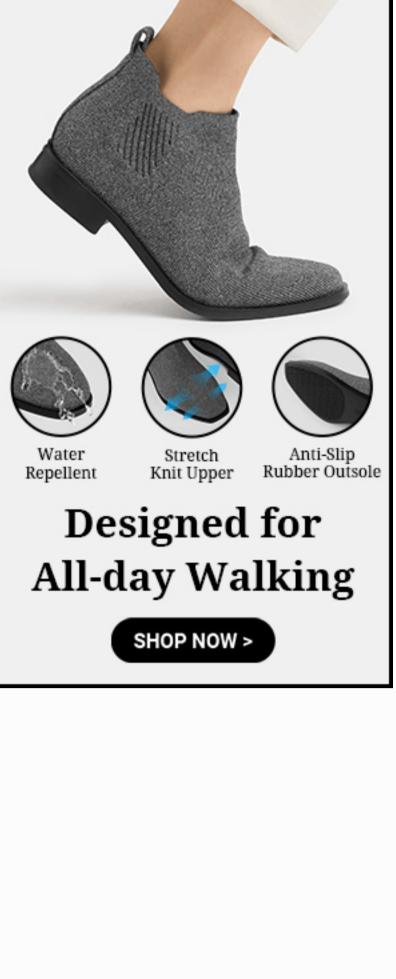
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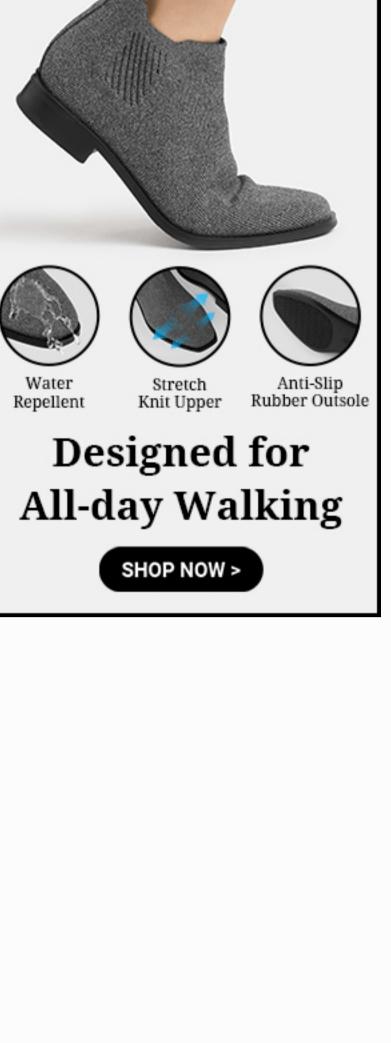
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