

# MIRACLE SCREENINGS

International magazine covering the business of television and film

Miracle Screenings is international magazine covering the business of television and film. Miracle Screenings issues are delivered during biggest audiovisual events in Europe, USA and Asia: MIPTV, MIPCOM, Cannes Market of Cannes Film Festival, American Film Market, Asia Television Forum. Miracle Screenings is 7 years old in 2009!

During 2003 - 2008, Miracle Screenings cooperated with 44 audience measurement companies, 18 official professional associations and government bodies, 23 audiovisual events organizers. More than 200 international sales companies from USA, Netherlands, UK, Argentina,

Taiwan, Germany, Portugal, Spain, France, Canada, India, Israel, Brazil, Italy, Ukraine, Russia, Singapore, Romania, Uzbekistan, Switzerland, China, Mexico, Turkey, Australia, Thailand, Colombia advertised on its pages. More than 900 acquisition executives from TV Channels gave exclusive interviews in Viewpoints sections! Miracle Screenings published TV Channels shares and program ratings from more than 65 countries.

Every year, thousands professionals enjoy informative reviews, strong market analysis, hundreds interviews about acquisition and sales strategies.

## TELEVISION ISSUES

### APRIL 2009

Distribution: **MIPTV 2009** (30 March - 3 April 2009, Cannes, France).

Circulation: 5000.

Booking / material deadline: 10.03.08.

Delivery: official press bins; stands Palais des Festivals and Riviera; press points in hotels Majestic, Martinez, Carlton, Palais Stephanie, Grey D'Ablion and Sofitel.

### OCTOBER 2009

Distribution: **MIPCOM 2009** (5-9 October 2009, Cannes, France).

Circulation: 5000.

Booking / material deadline: 20.09.09.

Delivery: official press bins; stands Palais des Festivals and Riviera; press points in hotels Majestic, Martinez, Carlton, Palais Stephanie, Grey D'Ablion and Sofitel.

### DECEMBER 2009

Distribution: **Asia Television Forum 2009** (December 2009, Singapore).

Circulation: 2000.

Booking / material deadline: 20.11.09.

Delivery: official press bins, buyers' mailboxes, stands.

## FILM ISSUES

### MAY 2009

Distribution: **Cannes Market & Cannes Film Festival** (13-24 May 2009, Cannes, France).

Circulation: 5000.

Booking / material deadline: 20.04.09.

Delivery: official press bins in Palais des Festivals and Riviera; press points in hotels Majestic, Martinez, Carlton and Palais Stephanie.

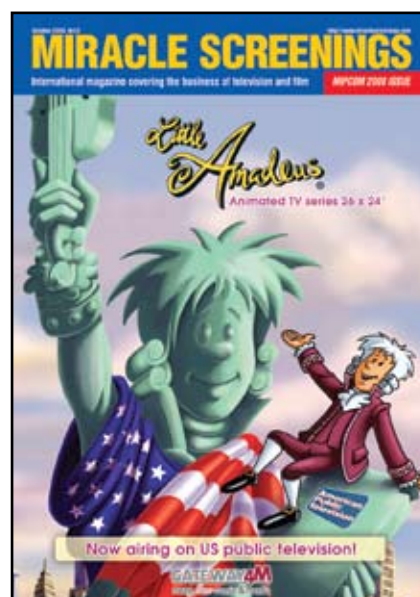
### NOVEMBER 2009

Distribution: **American Film Market** (November 2008, Santa Monica, United States)

Circulation: 3000.

Material deadline: 10.10.09.

Delivery: official press bins; exhibitors' suites.



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### COST OF COLOR ADVERTISING, €

Single Page	500
Front Cover	4000
Inside Front Cover	1500
Inside Back Cover	1000
Back Cover	3000

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## TELEVISION ISSUES

### Viewpoints

Interviews about acquisition and sales strategies with executives from TV Channels and distribution companies (more than 60 exclusive interviews with key executives in each issue).

What programs are popular on European, American and Asian TV Channels? What are the coming trends in broadcasting? What products buyers are in demand in different countries? What is the share of national and international products on slots of TV Channels? How many hours of programming do TV Channels acquire every year? Do acquisition executives increase or decrease acquisition budgets this year? What are the most powerful products on TV Channels in different countries?

Buyers answer these questions. Sellers share their experience.

### Television Markets: World TV Markets Review

This review is devoted to international television markets. It includes audience shares of TV Channels, TOP 10 programs, information about major TV Broadcasters in many countries. This part of the magazine is developed in collaboration with official national institutes involved in audience measurement and research and TV Broadcasters. It shows information about broadcast and audience ratings in all corners of the world.

### Program Sections

Movies, Mini Series, Series, Telenovelas, Sitcoms, Documentaries, Animation, Formats, Music, Sport, Archives, Entertainment, Clips, etc...

### Country Focus

Coming trends in production, distribution and broadcast, export of national products and import of international products, role of leading distribution companies in export and import of audiovisual products in different countries. Overviews of top rated programming in different, export and imports figures, etc...

## FILM ISSUES

Co-produced with [Cineuropa.org](http://Cineuropa.org)

Written by journalists of Cineuropa, European countries overviews give countries profiles, market figures, and analysis in the field of production, co-production and distribution in these countries, in particular:

Overviews of cinematographic industry on each country with focus on production and co-production  
Facts & Figures that characterize industry in each country (Production, Local films produced, Average budget)  
Exhibition (Number of Cinemas, Number of Screens, Number of Admissions, Box office)  
Releases (Overall, Local titles, Box office for local titles)  
TOP Exhibitors (leading exhibitors and the number of screens)  
Market share Distributors (major distributors and their share on the market)  
TOP box office (with indication of country origin)  
Best national movies (on box office and awards on prestigious festivals)

**Among research contributors to television issues:** AGB Nielsen Media Research, Eurodata TV /Mediametrie, CSM Media Research, IBOPE, TNS Gallup Media, GFK, Video Research Japan, BBM Canada, MMS, OzTAM, TAM Media Research, Finnpanel Oy and many others.

**Among contributors to countries profiles:** Catalan Films & TV, FAPAE, German Films, MDA Singapore, Australian Film Commission, KCTA, New Zealand Trade and Enterprise, and many others.

**Facts & Figures:** Miracle Screenings Magazine was born in 2003 at MIPCOM. During 2003 - 2008, Miracle Screenings cooperated with 44 audience measurement companies, 18 official professional associations and government bodies, 23 audiovisual events organizers from Europe, Latin America, Canada, USA, and Asia. More than 200 international sales companies from USA, Netherlands, UK, Argentina, Taiwan, Germany, Portugal, Spain, France, Canada, India, Israel, Brazil, Italy, Ukraine, Russia, Singapore, Romania, Uzbekistan, Switzerland, China, Mexico, Turkey, Australia, Thailand, Colombia made advertising on its pages. More than 900 acquisition executives from TV Channels gave exclusive interviews and shared their experience in Viewpoints sections. Miracle Screenings published TV Channels shares and program ratings from more than 65 countries.

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