

Perfil Preciosa Media S.A.S.

Preciosa Media is a company dedicated to the Distribution, Alliances, Financing for Co-productions, Media Consulting; generating connections and alliances between independent producers, channels and platforms in Latin America and Europe, mainly.

Preciosa Media provides services in the Distribution and Co-production lines, representing documentary, factual, and animation projects and content in Latin America, Europe and the US Hispanic territory; also partnering with managers, distributors and producers in Asia and Australia. In the Consulting field, it advises channels, institutions in Colombia and Latin America in the area of communication and media strategies, acquisition of foreign audiovisual content, educational projects with an audiovisual component, and internationalization of its audiovisual products.

In the distribution field, Preciosa Media manages a portfolio of Premium Hispanic American documentaries and animation series, as well as a content bank for its clients, among which are a large part of public television and institutions in Latin America.

In the production consulting field, Preciosa Media organizes international teams for the production of audiovisual projects in the documentary and animation genres, generating specific content for the needs of foreign channels and producers.

Foreign Procurement Consulting for Channels and Institutions:

During 2018, Preciosa Media was in charge of the selection and sale of documentary content for the Latin American strip of Canal 22, Mexico.

Since 2017, Preciosa Media is the acquisitions advisor for the Colombian public channel Telepacífico, in the city of Cali; the project focuses on achieving international licenses with an afro and inclusion focus, bringing content to Colombia from afro territories and narratives. The project continues until 2020.

During 2016 and early 2017, it consulted on foreign acquisitions for the launch of a new Argentine cable and VOD channel, for adults with a contemporary and irreverent profile: Diario La Nación channel, the main tabloid in Argentina.

In 2016, Preciosa Media carried out the procurement consultancy for the new IPe channel, a new IRTP frequency (Institute of Radio and Television of Peru); selecting and acquiring 53 contents from 22 countries (India, Argentina, England, France, Spain, Colombia, Brazil, Chile, among others). This channel, of a public and cultural nature, has been airing since July 1, 2016, and its acquired foreign programming is 100% the intelligence and management work by Preciosa Media.

It currently works for various Latin American channels in the selection, presentation and negotiation of new content.

Production Consulting (for animation and documentaries):

Due to its wide knowledge of the international production market, Preciosa Media manages to form effective and efficient production teams in different latitudes.

Since June 2019, Preciosa Media has been providing production consultancy for the campaign to prevent antipersonnel mines, unexploded ordnance and explosive traps, by USAID, Fundación Restrepo Barco, and Discovery Kids, which is aimed at boys and girls in Colombia. This campaign consists of an animation series made by a binational team of which the renowned Argentine company "El Perro en la Luna" (creators of Zamba and Siesta Z) is part, along with Colombian talent in content creation and voice-over; as well as a documentary capsule and other communication products.

Moreover, since 2017, Preciosa Media advises the winners of the AFROLATAM pitch at MiradasDOC (Festival in Tenerife, Spain) on the conceptual and executive development of their project to be presented to financing funds, as well as on their routing to festivals.

Video Libraries and Educational Projects:

In 2018, Preciosa Media carried out the Peace Generation Video Library project for the Organization of Ibero-American States and the Ministry of Education of Colombia: management of licenses framed in the axes of Democratic Engagement, Peaceful Coexistence and Valuation of Differences; audiovisual content of different genres and formats compiled into a virtual video library (VOD), which can be viewed here:

<http://www.oei.org.co/generacion-pazcifica/generacion-pazcifica>. Also, the company developed the methodological guidelines for teachers and students and the 2019 implementation plan.

In 2016, Preciosa Media carried out the IDPAC Video Library - Bogotá Participation for the IDPAC - Bogotá Mayor's Office, managing 148 national and international contents around 4 axes: Afro, Women, Diversity and Participation; in addition, the production of audiovisual suitcases with them. In 2017 and 2018, it implemented the work and workshops methodology with said video library for groups from Strengthening Sub-management, School, Territorial Articulators, and managers in the areas of women, gender, ethnicity, diversity, citizen engagement, among others.

Industry and Academic Events:

Since 2018, Preciosa Media, through its director, has participated in DocsValencia - Documentary Festival in Valencia, Spain; preparing the participants of the Valencia Platform for the pitch of players at the end of the Festival.

Since 2017 Preciosa Media, headed by its director, coordinates the Afrolatam LAB; Laboratory of documentary projects with a Europe - Africa - Latin America focus within the framework of the Miradas DOC Festival, which takes place every year in Tenerife, Canary Islands, Spain. The project laboratory and pitch preparation are carried out.

Since 2018, Preciosa Media, through its director, has participated as one of the distribution tutors of the INCAA Incubator, a consultancy workshop for the winners of the development of documentary projects of the Argentine Film Institute.

In 2016, the company advanced the audiovisual market intelligence of MICSUR, the Market for Cultural Industries of the South, organized by the Ministries of Culture within the framework of the UNASUR Agreement. Preciosa Media selected audiovisual projects from all over Latin America making the match with international buyers from all over the world for the Latin American event that was held in Bogotá in October.

During late 2016, Preciosa Media carried out the Content Management of the ANTV Colombia International Audiovisual Content Fair, designing the academic conferences and managing foreign guests in the fields of children programming, documentary, transmedia and innovation.