

## **RightsTrade partners with RTVE and Movistar+ to become leading Spanish-language content marketplace**

*The online platform will make thousands of hours of Spanish-language content available to its 5,000 registered buyers in 140 countries*

RightsTrade, the largest online B2B marketplace for film and television rights, has been making 2018 a year for international growth. By adding over 25,000 hours of film and TV programming from RTVE (Spain's public broadcasting corporation), Movistar+ (a Telefonica company) and other key Hispanic content providers, RightsTrade has solidified itself as the leading content hub for Spanish-language content.

RTVE will make its most well-known programs available to Rightstrade's wide variety of international content buyers. This agreement offers greater visibility and international exposure to RTVE's catalog, while further expanding RightsTrade's international offerings. RTVE programming comprises the public corporation's most recent prime time series, such as *'El Continental'*, *A Different View ('La otra mirada')*, *'Detectives' ('Sabuesos')*, *'Vintage' ('Gran Reserva')*, and *'Treason' ('Traición')*. Documentaries shot in 4K are also available, such as *'El Prado, a passion for painting' ('La Pasión del Prado')*, and *'Spanish Cities, World Heritage Sites'*, along with feature films, entertainment and musical programming, among others.

According to María Jesús Pérez, RTVE's Director of International Sales, "at a time when Spanish audiovisual content is experiencing an increase in global demand, our alliance with RightsTrade represents a unique opportunity to enhance the international sales of our titles and optimize distribution through its innovative online tools."

Movistar+ also joins RightsTrade at this pivotal period of global growth. Its content consists of leading television series, along with thought-provoking factual programs and miniseries with a global appeal. Notable programs include *'Once I am gone, the world in 25 years from today' ('Cuando ya no esté')*, *'At the gates of hell' ('A las puertas del infierno')*, *'Taboo' ('Tabú de Jon Sistiaga')*, *'Other Worlds' ('Otros Mundos')*, *'Guardians of History' ('Guardianes de la historia')*, and *'Maraton Man'*, along with niche content about cultural events in Spain and hunting & fishing documentaries.

RightsTrade Managing Director, Jaime Otero, said: "We are very excited to welcome RTVE and Telefonica to our platform. Not only are they leaders in the Spanish-speaking market, but also international powerhouses for high quality content." He added that "their addition along with other prominent Spanish

language content providers such as Spanglish and VidaPrimo reinforces our content globalization strategy and our position as the leading online marketplace for the best audiovisual content in the world."

RightsTrade's registered buyers from more than 5,000 companies across the media and entertainment sector are now able to access titles from these leading Spanish-language players and acquire rights through the platform for their available territories. This new content expansion validates the platform's place as the largest international marketplace for global content.

#### About RTVE

RTVE is the most important public communication group in Spain. The group is one of the leaders in terms of production of high-quality fiction content, illustrated by the large number of national and international awards obtained by its productions in various global festivals. RTVE's fiction programming has become popular both domestically and abroad, mainly in Latin American countries.

#### About Movistar+ (Telefonica)

MOVISTAR + is the leading provider of audiovisual entertainment in Spain. A Telefonica company, it offers viewers the very best premium content in Sports, Movies, Series, Documentaries and Entertainment.

In September 2017, Movistar + launched its original series production strategy, premiering a new fiction every month, a content proposal that joins # 0, a Movistar+ exclusive entertainment channel with original production, TV reports, large international formats, documentaries, series and comedy. Movistar+ provides quality television for more than 3.9 million subscribing homes.

#### About RightsTrade

RightsTrade is the leading platform for film, TV and digital media rights licensing. With a network of more than 23,000 professionals in the audiovisual industry and more than 5,000 content purchasing companies in 125 territories, RightsTrade generates sales opportunities throughout the year for its clients, including leading companies in the sector such as Lionsgate, RTVE, Movistar +, Miramax, Gaumont, Sonar Entertainment, Indiacast and Sierra Affinity.