

CASE STUDY

HOW MIPTV HELPED KICK-START "THE REFUGEES" CO-PRO

Atresmedia Television Group, prior to 2013 known as Antena 3, is one of two dominant broadcast network groups in Spain.

THE CHALLENGE

The challenge for Atresmedia was to generate drama with more **international scope** and to produce, for the first time, an **original high concept** English language series. With showrunners like Bambu Producciones Ramón Campos and Teresa Fernández-Valdés churning out highly **successful drama** series like Gran Hotel, Spain clearly had plenty of **talent** and **global potential**. Atresmedia already had licensing relationship with BBC Worldwide (BBCWW) but wanted to push that relationship to a more **creative level**. Co-production, in this case, was a **natural**.

THE SOLUTION

A delegate since 2005, Nacho Manubens, **deputy director of fiction** for Atresmedia, was no stranger to MIPTV. The launch of the **inaugural International Drama Co-production Summit** in 2012 only helped further fuel co-production ambitions. **At a meeting during MIPTV 2013**, "The Refugees," the **first-ever English co-production** between Spain and England, got its first real kick-start when Manubens **approached BBCWW executive producer** Ben Donald about working with Atresmedia creatively. "We were interested in doing a **sci-fi driven drama** with Bambu. I gave Ben some of Bambu's **ideas**, he liked several and we narrowed it down to "The Refugees," Manubens recalls.

THE RESULTS

The final deal had both parties partnering for a **50/50** co-produced and co-financed series with BBC distributing internationally. **"What was interesting for me was how quickly it all came together.**

We began talking about it in **2013,** we'd begun filming by mid-**2014,** it had **premiered on LaSexta** by May **2015."**

2013,

2014,

2015."

Manubens considers "The Refugees" a **success** from several points of view but there was also one **big surprise bonus**, he says. "We received a **huge amount of publicity** from this international project. That in and of itself, has really **shined a light** on Spain, on Bambu and on Atresmedia."

mip**tv** IN FIGURES:



11 083
participants



100+
countries



3 915 buyers incl. 1 050 buyers
from VOD and Digital platforms



1 632 exhibiting companies



"MIPTV is an opportunity to see my co-production colleagues and to hear some of the **top visionaries** in drama talk up creative and financing issues that uniquely face co-producers. I've been there every single year since it kicked off in 2012 and frankly, **I wouldn't miss.**"

– Nacho Manubens, SVP Drama, Atresmedia (Spain)