

Entertainment (soon to own MGM/UA), Vestron, Viacom, Reeves, Republic Pictures and New World.

Columbia Pictures International TV will have new half-hour comedies, including the CBS *Live-in, The Famous Teddy Z* (for which it has a CBS series commitment) and a network pilot with *Max Headroom* star Matt Frewer, along with a dozen-and-a-half other network pilots and two two-hour dramas, *Murder In Paradise* and *Murder Takes All: Mike Hammer in Las Vegas*.

Mini-major Orion will have the Academy Award-winning documentary "Hotel Terminus: The Life and Times of Klaus Barbie," the four-hour HBO mini-series *Glory! Glory!* and the three-hour CBS movie *Pancho Barnes*.

The U.S. networks will be on hand as well. NBC International, the company's newly consolidated sales and international development unit, will satellite in NBC's new cable consumer and business news service, CNBC, for potential overseas re-broadcast deals, and will also be selling the new NBC-produced half-hour daytime drama *Generations*. ABC Distribution will have its TV-movies *Ladykillers* and *Million Dollar Hijack* and the hour magazine *Globe-TV*, and CBS Broadcast International will be representing five new products from its agreement earlier this year with the European Coproduction Association.

The American presence will be felt as well with a growing group from the U.S. cable world. Among the two dozen companies represented either in exhibits or as buyers are HBO, Showtime/The Movie Channel, USA Network, The Disney Channel, MTV, Turner Broadcasting, Arts & Entertainment, Christian Broadcasting Network, Lifetime, The Learning Channel, Sports Channel, Bravo, Think Entertainment, ESPN and CNN International.

The Discovery Channel will be at MIP touting the April launch of its Europe service to cable operations in the UK and Scandinavia. Nickelodeon will also be at the show, in part exploring the possibility of establishing channel blocks under the Nickelodeon name with overseas broadcast and cable services, as well as seeking new format deals for its shows (*Double Dare* is already formatted in Great Britain, Canada, and Holland, and the channel also has a format deal for its *Finders Keepers* in Britain, now under consideration for a series on the UK's ITV network).

Another industry segment with ever-growing representation at the show is ad agencies, with this year's crop including McCann-Erickson, D'Arcy Masius Benton & Bowles, BBDO, Leo Burnett, Dentsu New York, Foote Cone & Belding and Young & Rubicam.

Lintas Worldwide, which earlier this year cut a deal with King World on overseas format deals of its top-rated syndicated game shows *Wheel of Fortune* and *Jeopardy!*, will be at the show, as will King World's new international head Fred Cohen, on the lookout for projects for the company's new ad-supported TV movie production operation and new program formats for the company's program research and development station network.

Among other exhibitors will be Turner,

offering the two-hour *Gore Vidal's Billy the Kid*; King Features will be on hand with TV movies *Sex Tapes Scandal*, *Deadly Silence* and *Women of Brewster Place* with Oprah Winfrey, and Henson International, with *The Jim Henson Hour*, the NBC series beginning this month, and the pilot of the half-hour series *Ghost of Faffner Hall*, pre-sold to Home Box Office.

Saban International will be at MIP with its four-hour mini-series *Phantom of the Opera*, currently in preproduction for NBC, and also will be representing new DIC Enterprises animated product such as half-hour animated series *Hey Vern, It's Ernest!*, *Woofers* and *Zoomer*. The company is also representing half-hour spoof *Offshore TV*, two new one-hour specials and three two-hour live event specials.

World Events will launch international sales of the half-hour animated series *Denver, The Last Dinosaur*, and will demonstrate its Veil interactive video technology, already licensed in France for its *Saber Rider* on TF1. The company will also preview *Vytor, The Starfire Champion* at MIP.

Fries Entertainment will have its new Fries Frame VI film package and the music-variety series *The New Generation*; ITC will be at the show with new product in-

cluding the six-hour miniseries *A Dangerous Life* and the CBS-TV movie *Throwaway Wives*, and Triangle Entertainment will have two-hour specials *The Look of the Year* and *The 1989 Mother-Daughter International Pageant*.

On hand will be Fremantle, which just opened the company's fourth overseas office, in Madrid, and the NBA.

Among the more than half-dozen American companies exhibiting for the first time at MIP will be TransWorld Entertainment's international distribution arm Emerald Films International, with a 200-title film library, and the World Wrestling Federation.

UK-based producers making news will be Consolidated, which is highlighting its \$22 million co-production deal with Italy's RAI for two mini-series, the eight-hour *The Nightmare Years* and the four-hour *Michelangelo: A Season of Giants*, both to air on Turner Network TV and RAI I.

Telso International has *The Heroes*, a four-hour mini-series co-production with Australia's Network Ten, as well as its Re-tealia co-production *The Endless Games*, and Granada TV will also be represented, as will first-time UK exhibitors ITN and the ITV film purchase group. □

Rudman questions Brazilian Worldnet satellite contract

During hearing, senator asks why foreign government was named instead of PanAmSat

Senator Warren Rudman (R-N.H.), ranking minority member of a Senate appropriations subcommittee considering the U.S. Information Agency budget, last week raised critical questions regarding the agency's controversial Worldnet system. But unlike Senate Foreign Relations Committee Chairman Claiborne Pell (D-R.I.), Rudman was not concerned about the program. Rather, he was concerned about the agency's decision to award a sole-source contract to Brazil's government-owned Embratel to act as the network manager for Worldnet in Latin America.

Not only did Rudman say the U.S. has had trade problems with Brazil; he appeared to feel the agency had not been fair to the U.S.'s PanAmSat, the only separate satellite system thus far authorized to compete with the International Telecommunications Satellite Organization.

"Why give a contract on a sole-source basis to a company owned by the government of Brazil?" Rudman asked the USIA's acting director, Marvin Stone, during a hearing on the agency's request for \$949.2 million for 1990. "Why not encourage the private sector, including U.S. telecommunications companies?" He made it clear he was thinking of PanAmSat, which is authorized to provide service to Latin America as well as to Europe.

The agency's acting director of television services, Bill Eames, said "exceptional circumstances" were involved. Essentially,

USIA contract officers and technical people decided that PAS, on the basis of information it had submitted, could not provide the desired service. Eames said the officials concluded that PAS service did not meet the agency's technical specifications and that PAS's satellite footprint did not provide the desired coverage. So Embratel's sole-source contract was continued.

Embratel had been granted a contract in 1986 to operate as network manager for one hour a day of service, five days a week. When the decision was made in 1988 to expand the service to 24 hours, the USIA contract officers decided the original contract could be extended and a new one was not needed. However, when PAS objected to being denied an opportunity to bid, Eames said later, it was invited to provide information on the service that it could provide.

Fred Landman, PAS president, dismissed USIA's reasons for refusing to accept a bid as "lame, a bunch of bull, a sham." The most serious complaint USIA expressed, he said, was that U.S. missions in Latin America would have to re-point 33 antennas. "People do that in their backyards all the time," Landman said.

As network manager, Embratel uplinks the Worldnet signal to an Intelsat transponder for relay to receive-only dishes throughout Latin America, negotiates the waivers of downlink fees Worldnet regularly obtains worldwide, and uses its own satellite to deliver the Worldnet signal to areas of Brazil.

The Embratel contract will cost the USIA \$2,020,000 in 1990.

Rudman indicated he was not dropping the issue. "The USIA should be very careful," he said. "This raises tough issues. Political people in Congress are concerned about telecommunications matters. We will follow up." Stone promised to provide more detailed information. □