



Reaching Out To The World

Travelling show: This Day In Sports can be customised for any market

Puerto Rico, a small island nation boasting the highest ad spend in the region, is developing as an exporter, reports Jean-Fabrice Vernet

Puerto Rico, a self-governing U.S. territory, imports much of its programming from the U.S. and Mexico. The major producers in the Caribbean island are WKAQ-TV Channel 2 (Telemundo de Puerto Rico), WAPA-TV Channel 4, and the independent producer Sports International.

Telemundo de Puerto Rico produces 23% of what it broadcasts, and complements its offering with programs from Mexico and its Miami-based mother company, Telemundo. Its four hits are two variety shows called *No Te Duermas* ("Don't Sleep") and *El Show de Mediodía* ("The Noon Show"); a comedy, *Mi Familia* ("My Family"); and a candid camera show, *Te Veo* ("I See You"). According to programming director Iliana Santiago, 55% of Telemundo de Puerto Rico's spending goes into these productions and they generate 60% of the company's profits.

A telenovela maker in the seventies, Telemundo de Puerto Rico has quit the soap production business. But Santiago wants to increase the company's production and take advantage of the large Spanish-speaking market. "It isn't happening overnight, but we have been planning to export to Colombia, Chile, Costa Rica, and Panama since last year."

But Puerto Rico does boast a very large specialised exporter in production company Sport International. The company's president, Hector Figueroa, said it concentrates on making programs which transcend national and cultural boundaries. "I am a citizen of the world. You can't create a program for 3.5 million Puerto Ricans, you have to create a program for 6.2 billion people," he said.

One of Sport International's latest shows is *Wide World of Bloopers* (26 x 30 minutes), which is being sold in a modu-

lar format with separate music and effect track and English script to allow for customisation by the broadcaster. *This Day in Sports* is a series of 366 30-second vignettes which is also customisable and "sponsor-friendly." Sport International has also acquired the Latin America rights to the New York 1998 Goodwill Games.

Figueroa, who attends most international markets, and will be at this month's Mip Asia, plans to open an office in China next year and will live there for a few months. He will take an intensive course in Mandarin to understand how to sell in a world which he believes will soon be seen through Chinese eyes. ■



Figueroa