



FEDERATION INTERNATIONALE  
CINEMA TELEVISION SPORTIFS

Information Agency

# SPORT MOVIES & TV

Take n° 111/339 - 15<sup>th</sup> May 2014

Aut. Court of Milano (Italy) n° 369 - 9/86 - Editor : Prof. Franco B. Ascani

[www.sportmoviestv.com](http://www.sportmoviestv.com)



32<sup>nd</sup> MILANO INTERNATIONAL FICTS FEST 2014

## “WORLD CUP” OF FOOTBALL, CINEMA AND SPORT TV FOR 5 CONTINENTS

- 1) “MARACANÃ, THE MOVIE” OPENS CINEFOOT FILM FESTIVAL IN RIO DE JANEIRO
- 2) “BARCELONA INTERNATIONAL FICTS FESTIVAL”: THE WINNER IS...
- 3) SPORT CULTURE IN BAKU (AZERBAIJAN) FROM 18 TO 21 NOVEMBER
- 4) “WORLD FICTS CHALLENGE”: CHAMPIONSHIP OF CINEMA AND SPORT TV
- 5) FICTS AND WCPMedia SERVICES: DIGITAL INNOVATION
- 6) OLYMPIC GAMES: NBCU HAS ACQUIRED THE BROADCAST RIGHTS IN USA
- 7) FOOTBALL PROTAGONISTS IN “SPORT MOVIES & TV 2014”
- 8) LESSON OF PROF. “BOB” MORSE TO THE FUTURE SPORT MANAGERS
- 9) CONGRESS OF THE PANATHLON INTERNATIONAL IN RAPALLO
- 10) FICTS APP FOR CINEMA AND SPORT TELEVISION



*FIFA World Cup made by sculptor Silvio Gazzaniga who has also realized the “Excellence Guirlande d’Honneur” the highest honor of FICTS*

1) “MARACANÃ, THE MOVIE” OPENS CINEFOOT FILM FESTIVAL IN RIO DE JANEIRO  
 A national premiere in Brazil will open the fifth edition of “Cinefoot - International Football Film Festival” (May 22 to 27) the itinerant Festival directed by Antonio Leal and organized by Conexao Culturale e da Instituto Brasileiro de Estudos de Festivais Audiovisuais (IBEFEST) in framework of the Championship of Cinema and Sport Television “World FICTS Challenge”. “Maracanã, the movie” directed by Andres Varela and Sebastián Bednarik is the documentary that will be screened (at 8.30 p.m.) at the “Opening Ceremony” at the Space Itaú Film (Praia de Botafogo, # 316, Botafogo) in Rio de Janeiro. “Cinefoot” will take place then in the city of São Paulo (29<sup>th</sup> May – 3<sup>rd</sup> June) and Belo Horizonte (30<sup>th</sup> May – 4<sup>th</sup> June). From 10 June to 12 July – during the FIFA World Cup Brazil 2014 - will take place the “Cinefoot World Cup Tour”.

2) “BARCELONA INTERNATIONAL FICTS FESTIVAL”: THE WINNER IS...  
 Great success for the 5<sup>th</sup> edition of the “Bcn Sports Film Festival – Barcelona International FICTS Festival” ended with the delivery of the Awards to the winners at the Auditorium of the Museu Olímpic i de l’Esport Joan Antoni Samaranch in Barcelona. Maria Teresa Samaranch member of patronage of “Fundació Barcelona Olímpica”, was the person who gave the prize “Àmfora Ciutat de Barcelona” to the best film in the Festival to “CASCADA” a documentary by Anson Fogel and Skip Armstrong and a production by Shannon Ethridge. The “BCN Sports Film Festival” winners will

participate ex officio to "Sport Movies & Tv 2014 – 32 Milano International FICTS Fest", Final of the "World FICTS Challenge 2014", Worldwide Championship of Cinema and Sport Television which will take place in Milan from 3 to 8 December. The pictures of the event are available on the "Photogallery" section of FICTS web site. The list of all the winners are available on <http://www.sportmoviestv.com/index.php/en/news-centre/ficts-festival/3426-bcn-sports-film-barcelona-international-ficts-festival-the-winner-is->.

### **3) SPORT CULTURE IN BAKU (AZERBAIJAN) FROM 18 TO 21 NOVEMBER**

Baku, capital of the Republic of Azerbaijan, will host – from 18<sup>th</sup> to 21<sup>st</sup> November 2014 - the "**2<sup>nd</sup> Baku International FICTS Sport Films Festival**". The International event – organized by Ministry of Culture and Tourism of the Republic of Azerbaijan in collaboration with the Ministry of Sport and Youth and the Azerbaijani Olympic Committee – it's part of the "World FICTS Challenge" Worldwide Championship of Cinema and Sport Television. The "**2<sup>nd</sup> Baku International FICTS Sport Films Festival**" will take place at the "*Nizami Cinema Center*" multifunctional cinema (*the largest theatre in the South Caucasus*) which will also host the Opening and Awarding Ceremonies. The Festival – organized in the same period of the **43<sup>rd</sup> General Assembly of the European Olympic Committees** - will be a promotional moment for sport in Azerbaijan on the eve of the first edition of the "European Games" that will take place in June 2015.

### **4) "WORLD FICTS CHALLENGE": CHAMPIONSHIP OF CINEMA AND SPORT TV**

FICTS promotes and organizes every year with free entrance for the audience, the "World FICTS Challenge" Worldwide Championship of Sport, Cinema and Television articulated in 18 Festival around the five Continents. The "World FICTS Challenge" is the main presentation mean that FICTS used for the promotion and the spread of the Olympic values and the sport culture, a competition for movies and television productions. Through the "World FICTS Challenge", the Federation promotes all around the world, the quality of sports images and the cooperation of those who work creatively in sports broadcasters and sport cinema. Each Festival of the "World FICTS Challenge" promotes an action that return in the strategy of the International Olympic Committee in order to keep the interest in the world sport companies, encouraging them to practice physical activity and Olympism. The event is characterized by high sport and organization quality and the wide international participation (journalists, professionals and industry experts, sports champions), produce a strong media, tourism and economic impact in the region, promoting the area's image outside of National boundaries.

### **5) FICTS AND WCPMedia SERVICES: DIGITAL INNOVATION**

FICTS and WCPmedia Services (<http://www.wcpmediaservices.com/>) Swiss enterprise with seat in Lugano and in United States leader in the IT industry for the audiovisual have celebrate the partnership. The partnership plans to make available to producers, directors, film-makers and candidates and/or participants in "Sport Movies & Tv 2014" innovative tools web tools, media asset management and digital sending via cloud. WCPmedia Services, absolute innovation for 2014 edition, has developed and create new innovative and revolutionary tools with smart screeners applications on both web and tablet to provide to efficient, secure and elegant tools to promote the contents. The WCPmedia Services is a "business to business" and "many to many" solution that allows to the clients the to manage the Digital Supply Chain and the workflow of their audiovisual materials, from pre-production to distribution, with the same facility and efficiency of its banking, anywhere and at any time.

### **6) OLYMPIC GAMES: NBCU HAS ACQUIRED THE BROADCAST RIGHTS IN USA**

The International Olympic Committee (IOC) awarded NBC Universal (NBCU) the broadcast rights in the USA for the Olympic Games through to 2032. NBCU has acquired the broadcast rights across all media platforms, including free-to-air television, subscription television, internet and mobile. The agreement from 2021 to 2032 is valued at USD 7.65 billion, plus an additional USD 100 million signing bonus to be used for the promotion of Olympism and the Olympic values between 2015 and 2020. IOC President Thomas Bach led the negotiations together Brian Roberts Chairman and CEO of Comcast Corporation.

## **7) FOOTBALL PROTAGONISTS IN “SPORT MOVIES & TV 2014”**

In the year of the FIFA World Cup Brazil 2014, football will be among the protagonist to “**Sport Movies & Tv 2014 – 32<sup>nd</sup> Milano International FICTS Fest**” ([www.sportmoviestv.com](http://www.sportmoviestv.com)) worldwide event of the “World FICTS Challenge” of the Worldwide Championship of Cinema and Sport television articulated in 18 Festivals that carried out in the 5 Continents **from 3<sup>rd</sup> to 8<sup>th</sup> December in Milano (Italy)**. “Sport Movies & Tv” is a qualified international moment of meeting for media, television broadcasters, networks, new media, production companies, producers, directors, Olympic Committees and Sports Federations, sports champions, radio, advertising and communication agencies that illustrate the world of sports through television and film documentaries, commercials, news reports, fiction, cartoons, etc. The 7 competitive Sections are: *1. Olympic Games; 2. Documentary; 3. Tv Shows - New Technologies; 4. Sport & Society; 5. Movies; 6. Sport Adverts; 7. Movies & Tv Football*. Submissions deadline is **18 July**.

## **8) LESSON OF PROF. “BOB” MORSE TO THE FUTURE SPORT MANAGERS**

Prof. Robert “Bob” Morse, “legend” of basketball of the seventies, winner of 10 national and international titles, currently Professor at Saint Mary's College of Notre Dame in Indiana (USA), will hold the lecture on the “*U.S. Sport System*” to 25 future managers of sport of the 12<sup>th</sup> Master Degree in “*Sport Management, Marketing and Society*” on Friday May 16 at the Faculty of Sociology of the University of Milano-Bicocca in Milano. The Master is directed by FICTS President Prof. Franco B. Ascani.

## **9) CONGRESS OF THE PANATHLON INTERNATIONAL IN RAPALLO**

The Panathlon International will organise in Rapallo (Italy) – from May 19 to 25 - several meetings and activities to learn about the world of sports, the sporting ideal, its moral and cultural values, as instruments of development and advancement of the individual and of solidarity between men. The “panathlete” FICTS President Prof. Franco Ascani will be among the speakers at the 19th International Congress “Is the Olympic flame still burning” to be attended by personalities including IOC Honorary President Jacques Rogge. On May 25, the Ordinary Assembly will take place during which Prof. Franco Ascani will illustrate the Memorandum of Understanding between Panathlon International FICTS which primary goal is to implement actions aim to the development of the “Ethics in Sport”. During the days, prestigious awards will be assigned to international renowned personalities who have distinguished themselves in the promotion of sports culture and in the organization of sporting events including International Paralympic Committee President Sir Philip Craven “*for the organization*” and Mr Norbert Müller President of International Committee “Pierre de Coubertin” “*for the culture*”.

## **10) FICTS APP FOR CINEMA AND SPORT TELEVISION**

FICTS, with the App with the same name, is on tablet and smartphone to let know the different services and its International activities, live, to the lovers of sports television and cinema. The “Ficts” App, usable in the [Apple](#) Stores for free (*with iOS operating system for iPhone and iPad*) and [Google play](#) (*for Android*), allowing users to consult the contents of the “Sport Movies & Tv” Information Agency. In particular, at the access, you can see the news in the section “News”. For every section, “Events”, “Photo-gallery” and “Video-gallery”, the application will show the last 50 news, automatically deleting the most dated ones and will advise the user, with a specific message, if there are news or upcoming events. News can be seen in details, included the images posted on social networks or sent via email. The users of the service will be always updated tank to “QRCode” with the QrReader which will redirect on the landing page [www.ficts.com](http://www.ficts.com).

*Archives: the FICTS newsletters published in 2010/2011/2012/2013 are available. Request to our Press Office: [ufficio.stampa@sportmoviestv.com](mailto:ufficio.stampa@sportmoviestv.com).*



**PROTECTION OF THE PRIVACY**

*Email addresses present in our archives come from personal contacts or from lists and services of public dominion or publishes. In compliance of modified 31/12/96 675 Law therefore like from decree legislative 196<sup>th</sup> of the 30/06/2003, for the protection of the persons and of other subjects regarding the personal treatment, in every moment is possible to modify or to cancel the data. In the case our communications were not of your interest, will be possible to avoid ulterior disturbance, answering to this email and specifying the address or the addresses to remove and as object of the message "Nominative Cancellation".*