



Information Agency
SPORT MOVIES & TV

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www.sportmoviestv.com



EXSPORT: Sport, Culture, Tourism for all

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Towards EXPO Milano 2015: Universal Exposition from 1 May to 31 October

1) PATRONAGE OF EXPO MILANO 2015 TO “SPORT MOVIES & TV 2014”

“Sport Movies & Tv - 32nd Milano International FICTS Fest” will draw, for the 2014 edition, of patronage of EXPO Milano 2015, the Universal Exposition scheduled in Milano (Italy) from 1st of May to 31st October 2015. The patronage has been granted to “Sport Movies & Tv”, included in the EXSPORT project, as part of the efforts of high social, cultural, scientific, educational, humanitarian, sports and tourism profile, in close relationship with the rules of the BIE (Bureau International des Expositions), as peace, tolerance, dialogue, etc., and with the topics and objectives of EXPO Milano 2015.

2) NEW SPORTS, CULTURALS AND EDUCATIVES FICTS PROGRAMMES

The FICTS Executive Committee has approved - during the meeting on May 27 - four programmes of activities for 2015 aimed to the development of the cultural and educational functions of sport and Olympic Movement. They are: 1) “*Olympic Short Film Contest*”, prepared by Prof. Franco Ascani for the International Olympic Committee, which consists of a contest for audiovisual productions “inspired by the idea of Olympism”; 2) the Program “*TV Sport Emotions*”: a campaign to promote the Networks with sports channels launched by FICTS - as International Federation of Sport Broadcasters - among 1,133 channels from all over the world; 3) “*International Sport Image Power*” which provides the develop the portal of sport image www.ficts.com; 4) Program “*EXSPORT: Sport, Culture, Tourism for all*”.

3) SCIENTIFIC CONFERENCE “IS THE OLYMPIC FLAME STILL BURNING?”

The “panathlete” FICTS President Prof. Franco Ascani took part in the XIX Congress of Panathlon International scheduled in Rapallo (Italy) on 24 – 25 May. He has showed one of the four reports at the Scientific Conference on topic “*Is the Olympic flame still burning?*” with a deep analysis of meaning of the Olympic values of the Olympic Movement prospects. During the days were awarded with the “Flambeau d'Or” the award given to important sports personalities: the Paralympic Committee

President Sir Philip Craven, Mr Norbert Müller President of International Committee “Pierre de Coubertin” and Prof. Susan Bissell UNICEF Global Child Protection.

4) CINEFOOT - INTERNATIONAL FOOTBALL FILM FESTIVAL: THE WINNER IS...

Great success of audience for the fifth edition of “**CINEfoot – International Football Film Festival**” (www.cinefoot.org) finished with the “Awarding Ceremony” on May 27 at “Espaço Itaú de Cinema” in Rio de Janeiro (Brazil). The Festival - directed by Antonio Leal FICTS Member of International Festival – has been organized by Conexao Culturale e da Instituto Brasileiro de Estudos de Festivais Audiovisuais (IBEFEST) in framework of the “World FICTS Challenge” Championship of Cinema and Sport Television. Guest of honor, among the “stars” of football protagonist on the screen and on field, has been former footballer Junior included in the “FIFA 100” list of the best players of all time, He played in Flamengo and, in the '80s, in Torino and Pescara too in Italy. The Flamengo, the most popular and followed football club in Brazil, celebrated the 100th anniversary of the first title won in 1914 by the team in exhibition. “Cinefoot” has been selected by the Brazilian Ministry of Sport as cultural moment for the promotion of Brazil during the FIFA World Cup. Cinefoot is itinerant Festival that will be in **São Paulo** from **29th May to 3rd June** and in **Belo Horizonte** from **30th May to 4th June**. The winners will compete to the assignment of the “Guirlande d’Honneur” in the “Movies & Tv Football” Section in Milan, from 3rd to 8th December to “Sport Movies & Tv 2014”.

5) 100 YEARS OF ITALIAN NATIONAL OLYMPIC COMMITTEE: 8 – 10 JUNE

Italian National Olympic Committee, chaired by Dr Giovanni Malagò, celebrates its 100th birthday (was born on June 9, 1914). The FICTS President Prof. Franco Ascani, Member of the IOC Commission for Culture and Olympic Education, will participate in the ceremonies scheduled in Rome from 8 to 10 June. There will attend, among the others, the President of the Italian Republic Giorgio Napolitano, the President the International Olympic Committee Thomas Bach, the representatives of the Institutions, a representation of Olympic champions, etc. In the occasion will be shown the book “The 100 years of Italian NOC” that, through images trace the history of Italian sport, of NOC and the Italian participation in the Olympic Games from 1914 to 2014. The Press Conference of presentation of the celebrations will take place on 6 June at 10.30 a.m. at the Parco del Foro Italico Circolo del Tennis in Rome.

6) MILANO: FROM 3 TO 8 DECEMBER SPORT ON THE SCREEN

Sport, tv, culture, cinema and communication will be the protagonists, not only on the screen, **from 3rd to 8th December**, to “Sport Movies & Tv 2014 – 32nd Milano International FICTS Fest” worldwide event that will be held in Milano (Italy) inserted in the 16 Festivals of the Worldwide Championship of Cinema and Sport television “World FICTS Challenge” that carried out in the 5 Continents. “*Alone on the river*” (*X-Treme Video – UK*) will immerse in the heart of the Himalayas where 5 world-class paddlers embark on the month long self-supported kayaking adventure. “*Such great heights*” (*Shoreline Entertainment – USA*): a fascinating journey into the world of martial arts with the efforts and sacrifices of an athlete who is preparing himself to fight to become a champion.

The **Official Rules** is available on <http://www.ficts-federation.it/rulespmtv2014.pdf>.

The “**Entry Form**” is downloaded <https://wcpapp.wcpmediaservices.net/wcpApp/free/festival/festivalForm>.

The submission to “Sport Movies & Tv” can be paid directly by website www.sportmoviestv.com/festival/

7) “SPORT MOVIES & TV 2014”: DIGITAL SUBMISSION OF PRODUCTIONS

Absolute innovation for 2014 edition of “Sport Movies & Tv 2014” is the digital submissions of productions that will participate in the Festival thanks to the partnership between FICTS and WCPmedia Services (<http://www.wcpmediaservices.com/>), Swiss enterprise leader in the IT industry for the audiovisual. FICTS, starting from this edition, makes available for producers, directors that will submit their productions to “Sport Movies & Tv 2014”, the new innovative web tools, digital asset management system and digital sending via cloud through the digital platform of WCPmedia Services. who offers to all the participants, the possibility to use, the platform for free deposit on cloud and send in an efficient, fast and reliable audio-visual contents. It also provides the smartest and the most secure environment to control your film material anywhere, anytime at any stage of production, promotion, sales and distribution. “Sport Movies & Tv 2014”, a privileged place of meeting for authors, media, television broadcastings, world-wide Networks, houses of productions, majors, producers, directors, filmmakers, Olympic Committees and Sports Federations, advertising and integrated communication agencies, is an important “international showcase” for the productions that will compete for the

assignment of the “*Guirlande d’Honneur*” the “Oscar of Sports Cinema and Television”, of the “Mention d’Honneur” and of the “Special Prize”.

8) INTERNATIONAL PORTAL OF SPORT IMAGE

The International portal of sport image of the Federation www.sportmoviestv.com (in Italian and English languages) is structured with new design and an access with new more simple graphic line. Each page has a prominent navigation bar sections, which branch off into sub-sections. A rich section of news covers the panorama of sport, cinema, technology, culture and television (*News Centre with free access to the weekly Information Agency*), the archives with the schedules of all the videos in competition to “Sport Movies & Tv” in the last ten years (*Participants*), the 175 guests awarded with the “Guirlande d’Honneur” part of the “FICTS HALL OF FAME” (*Testimonial*), the calendar and the videos of 18 Festival that the Federation organizes and promotes in the 5 Continents (*World FICTS Challenge*). All is supplied with a wide photographic panoramic on the “**Photogalley**” Section (**5.470 images**) and **640 videos** in the “**Trailer**” Section. The FICTS App available for free in the [Apple Stores](#) (with iOS operating system for iPhone and iPad) and [Google play](#) (for Android). The most recent web technologies make the portal an instrument “social” in sharing with the social networks on which the Federation is present (*Facebook, Twitter, Google Plus, LinkedIn, etc.*) - all contents of the Information Agency “Sport Movies & Tv”.

9) FICTS FOR THE CAMPAIGN “BE A GOOD SPORT: FAIR-PLAY AT SCHOOL”

FICTS granted its Patronage to the Campaign “*Be a good sport: fair-play at school*” directed to upper schools’ students in order to highlight the positive and educative values of sports culture that must be aimed to youth development so that they could appreciate the true meanings of sport, ethics, fair-play, friendship, loyalty and rules. The initiative, supported also by the Italian Olympic Committee, provide for the realization, by students assisted by their teachers, of full-length movies and short movies, spots, about a specific theme in our society. The winning videos will be showed (with a debate) – with the participation of Sports Organization (National and International) involved in fair-play contents – at “Sport Movies & Tv 2014 – 32nd Milano International FICTS Fest” in Milano from 3rd to 8th December and projected in loop on the screens during all the Festival.

10) PATRONAGE TO INTERNATIONAL "FAIR PLAY MECENATE AWARDS"

Castiglione Fiorentino (Arezzo) will host from 21 to 23 July the XVIII edition of the International “Fair Play Mecenate Awards”. The purpose of the initiative, organized by Associazione Premio Internazionale Mecenate chaired by Angelo Morelli, is that one to assign to meaningful acknowledgments to the personalities and/or National and International Sport Institutions for initiatives that represent valences of high moral level in the specific field of the “Fair Play”. Prof. Franco Ascani President of FICTS that granted the Patronage to the event is a member of the Jury of the international prize.

Archives: the FICTS newsletters published in 2010/2011/2012/2013 are available. Request to our Press Office: 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 196th 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”.