

NATPE VIRTUAL

NATPE
*v-fronts*TM

Case Study | MADD Entertainment
November 2020



Best in Class, Year-Round Virtual Presentations

NATPE V-Fronts™ is a stand-alone, custom-curated opportunity for all distributors, producers and service providers to present screenings, clips and panels anywhere and at any time.

With the evolving content and advertising paradigms shifting, the National Association of Television Program Executives (NATPE) provides a showcase platform ideal for anyone in the content arena.

NATPE VIRTUAL

Case Study:

madd

ENTERTAINMENT

MEDYAPIM

ay yapım

Client: **MADD Entertainment**

Objective: Increase Awareness and Engagement Across Content

Method: MADD Entertainment presented selections from their Fall slate

Format: NATPE Virtual presented a NATPE V-front[™] featuring four of the hottest new titles on MADD Entertainment's Fall slate:

LOVE IS IN THE AIR, produced by MF Yapim

THE AGENCY, produced by Ay Yapim

A WOMAN SCORNED from Medyapim and

ABANDONED from Medyapim and MF Yapim together.



NATPE V-Fronts™ Presented by MADD Entertainment



22% Above
Current Industry
Engagement



Duration: **1 Hr**
Average Time Watched
34 minutes



Registrants: **2,907**
Number of Attendees: **3,181**
Concurrent Attendees: **2,113**



Countries Represented: **84**
Regions: **Africa, Asia, Europe,**
Middle East, North America,
and South America

“ NATPE V-Fronts™ is a silver lining to the virus which is changing the way we do business with our clients and business professionals. ”
- Ateş İnce, Managing Director, Madd Entertainment



Contact Our Team

NATPE V-Fronts™ is the premier method of achieving viable, immediate access to the most senior level executives in the content business as well as our diverse community of content creators and storytellers.

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