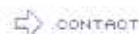
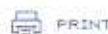
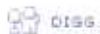


Posted: Wed., Jun. 4, 2008, 6:08am PT



Imagina sells 'Paco's Men' to Italy

Comedy format also picked up in E. Europe

By JOHN HOPEWELL

MADRID — In the runup to this month's Discop TV mart in Budapest, Madrid-based Imagina Intl. Sales has licensed Italian format rights on hit cop comedy series "Los hombres de Paco" (Paco's Men) to Endemol Italy.

The retread pact turns on the first 27 segs of "Men."

Playing off Spain's rich tradition in "esperpento" humor — the idea that Spain's a parody of Europe — "Men" spoofs procedurals presenting a bumbling criminal investigation unit led by uber-loser Chief Inspector Miranda.

Reducing law and order to ineptness and chaos, Miranda has to render explanations to his senior, who's also his father-in-law.

A sleeper in Spain, "Men" has steadily built ratings to notch up 19.8% and 3.23 million viewers in its fourth season on broadcaster Antena 3.

Skein is produced by Globomedia, Spain's drama series production powerhouse.

Studio Ata has bought redo rights on "Men" for Greece, while Amedia has closed an adaptation deal for Russia and the Baltic States. Mediapro Pics will soon start producing a Romanian version for Pro TV.

IIS' Discop sales campaign will turn on "Men," plus new seasons of "Boarding School" and "Countdown," three series which have helped drive a notable hike in recent Spanish TV export sales.

Spain's biggest TV fiction seller, IIS will also present new Spanish lawyers series "Lex," another Globomedia production for Antena 3.

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