

# International News

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## Imagina boards 'Boat,' 'Three Meters'

Spain's biggest newbie skein and movie debut at NATPE

By EMILIANO DE PABLOS

MADRID -- In a double whammy, Imagina Intl. Sales, Spain's foremost TV and cinema sales company, has acquired international rights to both the country's highest-rating rookie TV series "The Boat" and its biggest current movie hit, "Three Meters Above the Sky."

Having broken two-year-old records as the best bowing fiction series in Spain, "Boat" dipped but hardly sunk in Spain's ratings charts.

On its Jan. 17 debut, adventure-mystery drama notched up an eye-catching 23.4% share for 4.8 million viewers. Second seg of the show punched a 20.5% rating and 4.3 million viewers on Monday for web Antena 3, despite fierce competition from pubcaster RTVE's La 1 plush period drama "14 de abril: La Republica" (19.2% and 4 million).

Produced by IIS parent company Globomedia, the drama rolls off the presence of Spain's hottest local thesp, Mario Casas, and his star status in Spain, consolidated by teen drama "Three Meters Above the Sky."

An adaptation of a novel by Italian author-screenwriter Federico Moccia, "Sky" was 2010's highest-grossing local pic at the Spanish B.O. Current cume is Euros9.7 million (\$13.2 million) through Jan. 23, and counting.

Madrid-based IIS is kicking off its sales campaign on both "Boat" and "Sky" at this week's Miami NATPE TV trade show.

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Produced by A3 movie arm Antena 3 Films, Zeta Cinema and Globomedia label Cangrejo Films, "Sky" boast a highly commercial TV profile, said IIS sales director Geraldine Gonard.

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"We're bowing 'Sky' at NATPE because it works well with young TV audiences; we'll also launch it at February's European Film Market in Berlin, targeting cinema markets," she added.

Contact the variety newsroom at [news@variety.com](mailto:news@variety.com)

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