




# January 16-18, 2007

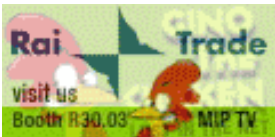
## Mandalay Bay Resort-Las Vegas, Nevada

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### Spain's Imagina launches global sales arm

Spanish production giant Imagina has launched a global distribution arm, dubbed Imagina International Sales, with a catalogue of 130 titles and over 3,000 hours.

The new unit is headed up by former Canal+ and Antena-3 marketing chief José Huertas Le Douarec as director general, while ex Sogepaq exec and Grupo Pi sales director Geraldine Gornard is commercial director.

With a slate of formats, documentaries, music titles and other programmes culled from prodcos within the Imagina family - such as Globomedia, Mediapro, Mercuri and Ovideo - the sales unit will attend the industry's main markets including Natpe, MipTV, Mipcom, Asia TV Forum, American Market Film (AFM), Discop and Spain TV Expo in Miami, among others.

Imagina International Sales, 100% owned by Imagina, will also represent product from third-party companies affiliated to the Imagina group, created by last year's merger of Grupo Árbol and Mediapro, such as Drive, Zip Films, Rodar & Rodar, Iskra and DG Producciones.

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