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Imagina new TV powerhouse

Sales house to handle 'School,' 'Countdown'

By [JOHN HOPEWELL](#)

Spain's Imagina is emerging as a sales powerhouse for many of the biggest Spanish TV series.

Imagina Intl. Sales announced Friday that it will be handling international on "El internado" (Boarding School) and "Cuenta atras" (Countdown).

Both series are produced by Globomedia, Spain's most successful skein creator, and a partner in Imagina.

"School" is the first fruit of a production alliance struck in late January between Globomedia and broadcaster Antena 3 TV, which saw Globomedia committing to produce a minimum number of drama series and light entertainment shows for Antena 3. "Countdown" will broadcast beginning later this month on startup web Cuatro.

The major lure of "Countdown," a flashback cop drama, is Dani Martin, the lead singer of Spanish pop group El Canto del Loco, who plays the head of a judicial police unit.

"Boarding School" is an HD-shot psycho-thriller set at a benighted institute and earmarked for Antena 3 TV primetime.

Both series will be introduced to buyers at Mip TV, which begins Monday.