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.
Case Study:

**Client:** MADD Entertainment

**Objective:** Increase Awareness and Engagement Across Content

**Method:** MADD Entertainment presented MEDYAPIM’s hottest new dramas, THE TEACHER and NEHIR, both airing now on FOX Turkey

**Format:** NATPE Virtual and MADD Entertainment bring you the cutting edge of Turkish drama in this special V-front™ featuring MEDYAPIM’s hottest new series, THE TEACHER and NEHIR, both airing now on FOX. MEDYAPIM and MF Yapim are known for its successful adaptations, including international sensations A MIRACLE and MOTHER.
NATPE V-Fronts™ Presented by MADD Entertainment

- **22% Above** Current Industry Engagement
- **Duration:** 1 Hr
- **Average Time Watched:** 45.5 minutes
- **Registrants:** 727
- **Number of Attendees:** 429
- **Concurrent Attendees:** 369
- **Countries Represented:** 82
- **Regions:** 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
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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