



Connecting International Communities With  
Costa Blanca Businesses And Attractions – In A Unique Way

**“Costa Blanca Winter Sun 2023. The Place to Live and Visit.”**

*NEW TV Info-documentary to be filmed in October and premiere in November 2022.*

This upcoming film for TV- and social media with information about Costa Blanca is the 28th film in the series called “Costa Blanca – the place to live and visit” filmed by the well-known Danish filmmaker and composer [Theo Newton](#).

To watch our films go to our [website](#) or [CLICK HERE](#) to go directly to a YouTube playlist with our films from the TV-series.

The purpose of the new film is to promote businesses and attractions in the area to tourists as well as the huge international community living there and being interested in the area. The info-documentary film will be aired on UP NOW’s local- and regional TV Channel reaching over 50.000 international residents and visitors. UP NOW Costa Blanca will also promote the film to the hundreds of thousands of international viewers interested in the Costa Blanca via online channels.

**We are looking for 15 businesses and attractions** to be featured. The informational documentaries that have already premiered since 2016 have collectively, with their trailers, reached **over 1,6 million local and international viewers on social media!** Our analytics confirm that the films have had **1,2 million views on YouTube alone!**

#### **SCHEDULE:**

**ENROLLMENT FOR BUSINESSES:** Until 28<sup>th</sup> September 2022

**FILMING:** From 1<sup>st</sup> to 18th October 2022

**PREMIERE:** November 2022.

**PRICES:** Please contact us to hear about our competitive offers.  
Our prices can meet almost any budget!

**OBS:** If you have attended earlier productions, we might be able to use that spot and we have a very special price for you then.



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## AS A PARTICIPANT HERE IS WHAT YOU GET:

1. Filming and production of your 1 to 3-minute spot where we film an interview with you in which you mention the highlights of your business and we would like to hear why you chose to live on the Costa Blanca. Your spot will include beautiful footage from your business as well as from the area.
2. Your spot will be appropriately weaved into the content of the film, featuring your name, position and the name of your business. Your logo will be featured at the end of the info-documentary in the credit list together with your website address.
3. Your participation will be announced in our newsletter reaching over **2.000 international subscribers** interested in the Costa Blanca.
4. Your business will leverage on the film being shown to:
  - Over **50.000 International residents and visitors** of the Costa Blanca on UP NOW Costa Blanca TV channel number 1 via Scansat-Network - broadcasting within the Costa Blanca. It will be shown ***twice per day for a minimum of two years.***
  - A **Worldwide audience** via Scansat-Network's **online IPTV.**
  - **100's of thousands of International Costa Blanca residents and visitors** as well as Internationals interested in the region, via online channels.
  - The film will be hosted on our Authority You Tube Channel with over **1.2 million visitors and growing.**
  - The film will be featured on our ever-growing Facebook page with over **7.700 fans.**
  - The film will be shown in various local and international Facebook groups with hundreds of thousands of members.

## CONTACT:

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