



## **Fernando Gaitán**

### **The Creator of the Popular Betty la fea**

Faced with the proliferation of international channels and the emergence of new formats, series and mini-series are returning to screens and Telenovelas are more consolidated than ever.

Fernando Gaitán, creator of the popular Ugly Betty, says "Changes in genre in terms of drama and direction, the arrival of high definition, the closeness to cinema and the links that already exist with the US and Europe are factors which have caused an important turnaround in the industry. And Colombia has known how to make the most of it. The TV market had not achieved global recognition until the RCN channel aired Ugly Betty, a story starring actress Ana María Orozco which continues to break records in over 80 countries where it has been broadcast and in different territories where its format has been adapted.

But who is Fernando Gaitán? A prominent writer and producer who has made humor a defining element. He is without doubt the most globally well-known author of Telenovelas over the last decade. His other successes are *Café con aroma de mujer* and *Hasta que la plata nos separe*, works which have crossed borders in their original versions and adaptations in Europe, Asia, the US and Latin America.

His speciality?: creating, innovating, breaking patterns and formulas and a great passion for comedy and humor as his main tool for getting the TV viewer to identify with his different characters. He was recently named Content and Product VP for RCN channel, becoming the mastermind who today analyzes and decides the channel's projects.

Regarding the boom in the Colombian market, he says that "This has without doubt been the most intense decade for Colombian television as its privatization implied industry consolidation, an increase in production and volume and a growth in export percentage. Another favorable aspect is the participation of international channels in Colombia, such as Venevisión, Telefuturo and Telemundo, which successfully offer our products. Televisa's strong link to this market and closeness to Mexico's TV Azteca are other notable factors". The artist highlights the arrival of actors and foreign talent, the increase in home-grown Colombian talent and the investment in Colombia made by large US companies such as NBC-Telemundo (RTI-Telemundo), Fox (Fox-Telecolombia), Sony (Sony-Teleset), Disney and MTV, and predicts Colombian television will continue taking risks, innovating and growing as a center of creativity and productions for the local and international market. This year, this prominent writer and producer is the special guest to the Summit, which is dedicated to him, and he is the main figure of the LATIN AMERICAN WRITERS CONFERENCE, which takes place on the sidelines of the event, where he will also share his most recent work: the adaptation of the famous US series *Grey's Anatomy* for RCN and many other fundamental topics and experiences. "The most required post in television in spite of the recession is that of writer. The industry principally needs good writers", concludes Gaitán.