
Strategies for Attracting an International audience:

Lessons for Armenian television producers

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Methodology

According to the articles and online findings on the popularity of the production:

Brazilian and Korean are popular among international audience



Analyses of...

- 2 countries chosen for comparison with Armenian series
- From each country 3 television series with similar genre: **drama**

1. Avenida Brasil (2012)

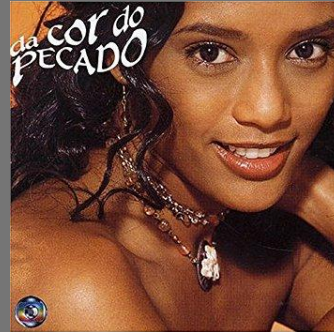
2. Viver a Vida (2009-2010)

3. Da cor Do Pecado (2004)

1.



2.



3.



Brazilian

1. My Love from the Star (2013-2014)

2. My Rosy Life (2005)

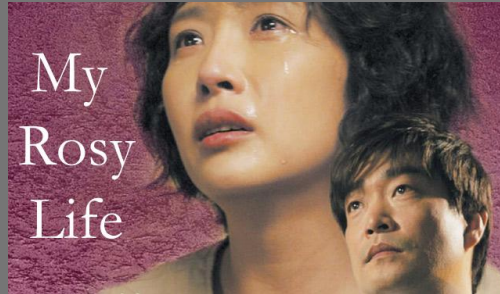
3. My Husband got a Family (2012)

Korean

1.



2.



3.



Armenian

1. The Dreamers(2012)
2. Broken Hearts (2013)
3. Surrogate Mother(2016)

1.



2.



3.





4 sections

- Plot
- Acting
- Camera work
- Editing

*chosen in accordance with the observation from each episode



Main findings

What Armenian series should improve?

1. Establishing shots
2. Mise en scene
3. Dynamic cuts, editing
4. Shots with different angles (that would be entertaining)

So what?

Main goal to *attract international audience*. It provides a base to the feature research on enhancing the quality of Armenian production.



Thank You!