

Search keyword(s)



Firefly Productions' Ivana Miković talks Content Warsaw copro partnerships



Today, from Content Warsaw, we hear from Ivana Miković, co-founder of Firefly Productions, about the Serbian prodco's latest crop of book adaptations for which it is seeking international partners.



Tune in to C21FM by [CLICKING HERE](#).

Ivana Miković is co-founder, chief operating officer and producer at Firefly Productions – Serbia's largest TV prodco, behind a string of dramas for local telco Telekom Srbija.

But the company is also active on the international stage and is aiming to become more so. Having struck up distribution relationships with Germany's Beta Film and France's Mediawan, Firefly is seeking overseas coproduction partners for a slate of English-language book adaptations.

Miković, who is among the execs profiled in C21's CEE100, spoke with Nico Franks at Content Warsaw in the Polish capital this week about these projects and how the Serbian marketplace has evolved in recent years to become one of the most exciting in the Central and Eastern European region.

C21FM is live 24/7, with a block of interviews starting at 10am BST every day [HERE](#).

ADVERTISEMENT

CONTENT
LONDON

30% OFF **SUMMER DISCOUNT**
OFFER ENDS AUGUST 31
REGISTER NOW

2-5 DECEMBER 2024
Navigate The New Content Economy