



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

## “Living on The Costa Blanca 2023.”

From the series "Costa Blanca the Place to Live and Visit".  
To be filmed during the spring of 2023 and to premiere in June 2023.

This upcoming film for TV- and social media with information about Costa Blanca is the 29th film in the series called “Costa Blanca – the place to live and visit” filmed by the well-known Danish filmmaker and composer Theo Newton.

This time the purpose of the new film is to promote businesses and attractions in the area to the huge international community living there and being interested to move to The Costa Blanca. The info-documentary film will be aired on UPNOW's local- and regional TV Channel reaching over 50.000 international residents and visitors.

UPNOW 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:** From 1st December 2022.

**FILMING:** March and April/May 2023.

**PREMIERE:** June 2023.

**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.



UPNOW Costa Blanca  
c/o Theo Newton, 1404540145  
Europaplads 2, 8000 Aarhus C, Denmark  
Telephone: (+45) 31681954  
[upnowcostablanca@gmail.com](mailto:upnowcostablanca@gmail.com) [www.UPnowCostaBlanca.com](http://www.UPnowCostaBlanca.com)



## AS A PARTICIPANT HERE IS WHAT YOU GET:

1. Filming and production of your 2 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:

### Theo Newton

Filmmaker & Composer, UPNOW Costa Blanca **Telephone:** (+45) 31681954

**Email:** [theo@upnow.dk](mailto:theo@upnow.dk)

**Website:** [www.upnowcostablanca.com](http://www.upnowcostablanca.com)

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UPNOW Costa Blanca  
 c/o Theo Newton, 1404540145  
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[upnowcostablanca@gmail.com](mailto:upnowcostablanca@gmail.com) [www.UPnowCostaBlanca.com](http://www.UPnowCostaBlanca.com)

