

POPCult is an independent company managed by Giuseppina Santoro (better known as Giusi Santoro) that is an award-winning editor since 20 years. Her activity of production started in 2007 with the foundation of the company that from its very origin, specializes in creative documentaries and TV series with an international soul, developing co-production projects both as majority producer and as minority producer too. Giusi Santoro managed the development of the majority of the POPCult production and has also been in charge as Head of development for other co-productions such as *The Other Fellini* that received the EACEA Fund in 2010 (Single Project Development call 20/2009) and line producer for *My Name is Janez Jansa* supported by the Slovenian Cinema Fund.

POPCult has a special public bond, that is already recognisable just by its name: POPular and CULTural, that is its main editorial line.

Over the past 10 years POPCult has an increased presence at international markets and has further developed excellent working relationships with broadcasters and distributors worldwide.

POPCult's productions have been sold in: Finland, Sweden, Estonia, Portugal, France, Czech Republic, Qatar, Canada, Brazil and Russia.