



5 October – 17 November 2020  
MIPCOM ONLINE+

**PRESS RELEASE**

**MIPCOM 2020 GOES 100% DIGITAL WITH MIPCOM ONLINE+. RETURNS TO CANNES IN 2021**

Physical gathering MIPCOM RENDEZVOUS CANNES cancelled



**Paris, 10 September 2020** – [MIPCOM 2020](#) announces that the 36th annual international television content market will now take place entirely online as MIPCOM ONLINE+. The physical gathering, previously scheduled to take place as MIPCOM RENDEZVOUS CANNES, is cancelled due to the continued impact of COVID-19.

MIPCOM ONLINE+ will be centred around the digital **MIPCOM Week** that occurs October 12-16, and will include extended features before and after the main event.

**MIPCOM Warm Up** begins October 5 and offers early access for participating delegates and exhibitors to make the most out of the MIPCOM digital marketplace by accessing Market Intelligence sessions, Content & Finance briefings and the MIPJunior Screenings platform, as well as use of the MIPCOM Digital Hub to plan meetings for the MIPCOM Week.

**MIPCOM Week** will be open October 12-16 as a global online interactive business market including a fully digital “Main Stage Cannes” conference and screenings programme involving Global UPFRONTS, Keynotes, market screenings, MIPCOM Diversify TV Excellence Awards and much more. In addition, the Virtual Exhibit Hub and enhanced database will allow users to set up highly targeted, video business meetings between distributors, producers, buyers and all international delegates.

**MIPCOM Follow Up+** runs from October 17 to November 17 and will offer replays of screenings, keynotes and conference sessions, from MIPCOM and MIPJunior. Delegates and exhibitors can continue to conduct business through the MIPCOM Online+ interactive database tools and Virtual Exhibit Hub as well as using the MIPJunior digital library.

“Our motivation has always been to bring together the global entertainment community around the flagship week of MIPCOM in order to support content discovery and new business deals, whether online or in person,” explains Laurine Garaude, Director of Reed MIDEM’s Television Division. “We made clear when we announced MIPCOM RENDEZVOUS Cannes that we would only hold the physical market if conditions permitted. Due to the ongoing uncertainty around COVID-19 and recently increased travel restrictions, we believe that MIPCOM ONLINE+ is the most effective way to move forward and to gather the global television community around MIPCOM Week.”

The third season of CANNESERIES, the International TV Series Festival, will take place in Cannes from October 9-14 and virtually on its new platform CANNESERIES LIVE from October 7-21. More information: [www.canneseries.com](http://www.canneseries.com)

### **To Editors**

**About Reed MIDEM** - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. [www.reedmidem.com](http://www.reedmidem.com)

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