

# mipcom®

Digital extension opens from mid-July



# Introducing a powerful lead generation, marketing and discovery tool

Register today and start  
networking and marketing  
your presence before,  
during and after MIPCOM.

# THE DIGITAL EXTENSION TO THE PHYSICAL MARKET **IN CANNES**



Digital MIPCOM is a true online complement extending the reach of the physical market in Cannes direct to any device anytime.

Login to the digital MIPCOM platform before, during and after the market to promote your presence, make connections, discover and showcase content, and generate leads. This powerful digital extension allows the global television community to maximise their show experience and connect with thousands of distributors, producers, buyers and creators from 100 countries.

# BEFORE, DURING & AFTER THE OCTOBER MARKET



**Digital MIPCOM is designed for everyone coming to Cannes**  
And...for all those unable to join us this year in person.

## NETWORKING

COMPANY &  
PARTICIPANT  
DIRECTORY

ADVANCED SEARCH  
& FILTERS

CHAT

For everyone

## PROGRAMME ACQUISITIONS

ADVANCED SEARCH  
& FILTERS

DISCOVER PROGRAMME  
& PROJECT PAGES  
INCLUDING VIDEOS

For Buyers /  
Commissioners

## PROGRAMME SALES & BRAND AWARENESS

BRANDED COMPANY  
PAGE

PROMOTE FRESH  
PROGRAMMES AND  
PROJECTS

PREMIUM VISIBILITY  
SERVICES

QUALIFIED LEAD  
GENERATION

For Sellers / Producers

## INSIGHTS & CONFERENCES

EXCLUSIVE MARKET  
DATA & INSIGHTS

INDUSTRY LEADERS  
PERSPECTIVE

CURATED CONTENT  
SHOWCASES &  
SCREENINGS

*\*Including catch up from  
Cannes' main sessions*

For everyone



# REGISTER EARLY TO GET STARTED



Beginning with MIPCOM 2021, all MIP markets will now come with a dedicated digital extension to enhance your show experience.



## **Sellers and Producers:**

use the exclusive **marketing engine** to **promote new programmes and projects** to generate qualified leads and accelerate sales with the world's biggest community of buyers.

## **Buyers and Commissioners:**

access the platform to **discover the freshest new programmes and projects** being launched at MIPCOM by the world's major studios, producers and distributors.

## **For Everyone:**

login to Digital MIPCOM to see who's attending, enjoy conferences, gain insights and discover what's new and trending in television, production and streaming entertainment from across the globe.

# INTRODUCING OneMIP

Stay connected year round to the global mip community.



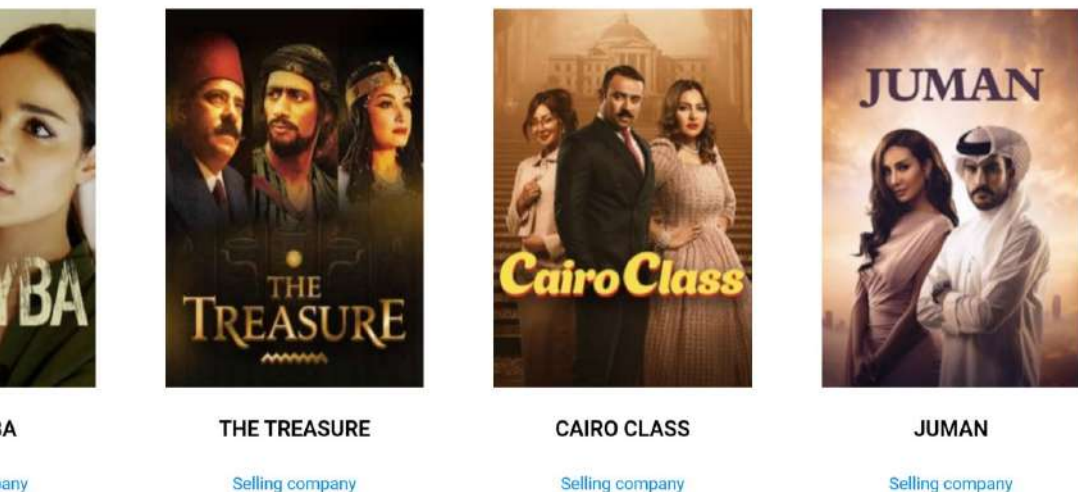
**But that's only the beginning...**

This December we will introduce **OneMIP** – a new year-round online networking and marketing platform for the mip global television community to connect and do business 365.

All MIPCOM delegates registered on the **Digital MIPCOM** platform will be invited to enjoy **free OneMIP trial subscription through April 2022.**

From September, **MIPCOM** will actively promote the new programmes and projects on the platform to increase your lead generation opportunities. You should include your programme and project descriptions with videos designed to best promote your new content to buyers (previews, trailers, talent interviews....).

## Popular this week from 'Middle East'



[View all from 'Middle east'](#)

## On the Digital MIPCOM Platform



### REGULAR PROMOTIONAL PUSHES

A curated selection of fresh programmes new on the platform  
Top 8 of the most viewed programmes on the platform – All Genres

## On MIPCOM Marketing Channels



### REGULAR CAMPAIGNS

Weekly **emails** to the MIP Buyer community, **social media posts** on MIP Official Accounts, and **mipcom.com highlights** of a curated selection of programmes and projects

**Connections and meetings are a core element of your successful event experience.** We've made it as easy as possible to help you complete your calendar with qualified meetings, connect with global executives and maintain the quality of those connections.

## Browse



Every year, new TV executives take part in their first MIPCOM. Take the opportunity to meet new contacts, build and refresh your network.

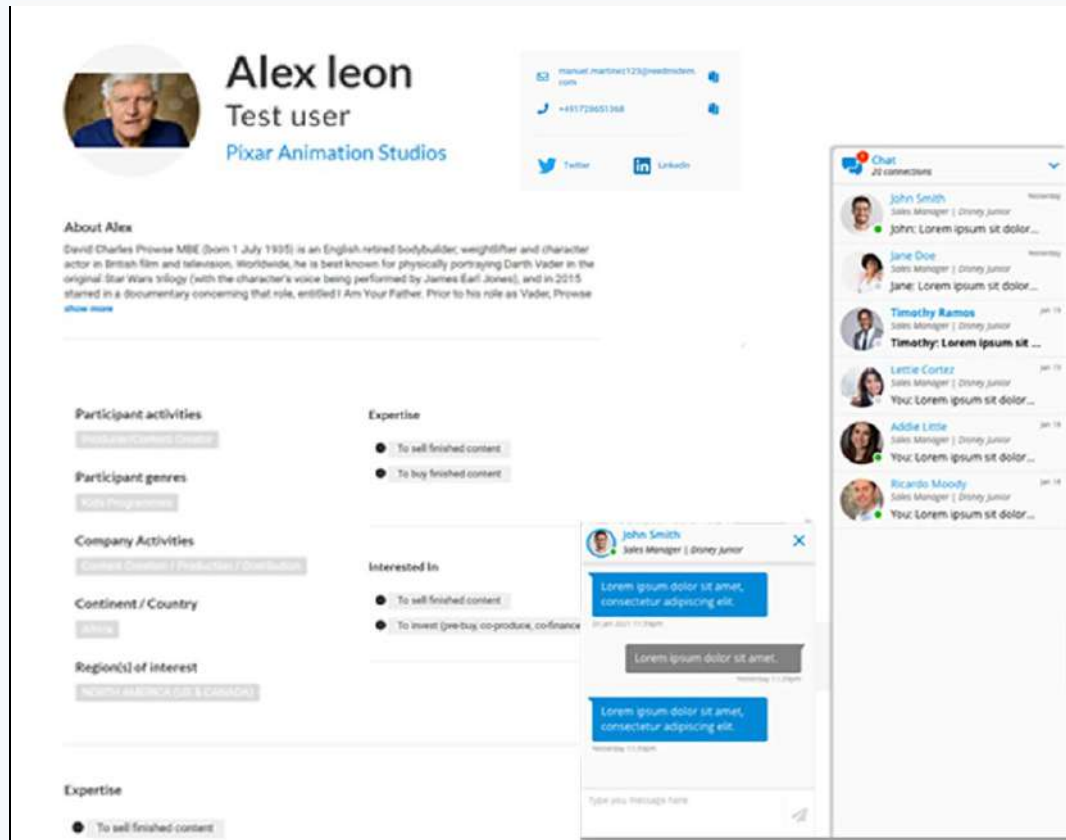
Take advantage of our advanced search and filter tools to discover MIP buyers, distributors and producers from over 100 countries and much more!

## Chat



Digital MIPCOM has integrated a state-of-the-art chat & messaging tool. Contact anyone on the platform with this easy to use tool.

All conversations are stored, get access to your previous communications whenever you need.



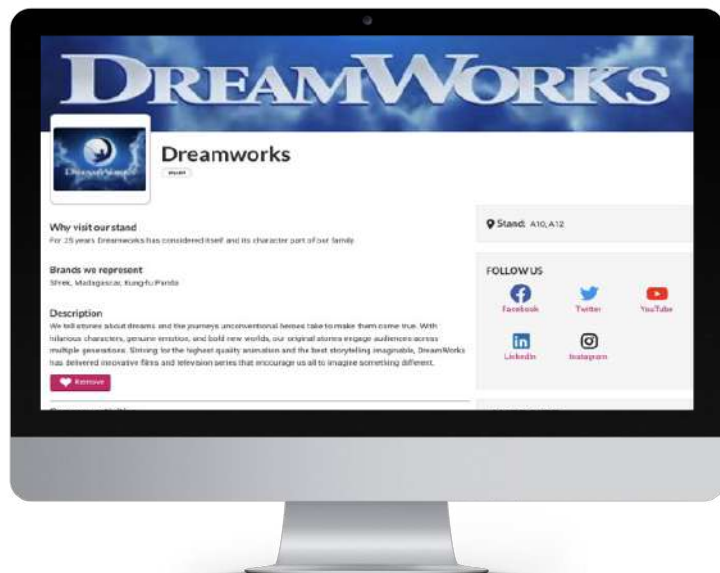


# VISIBILITY AND BRAND AWARENESS

## A WHOLE RANGE OF NEW OPPORTUNITIES

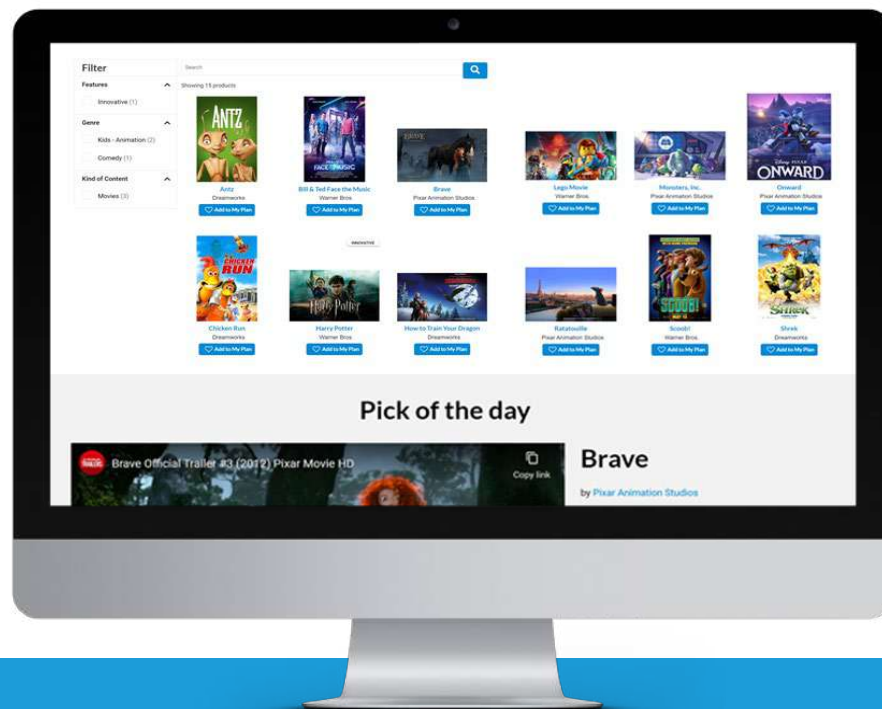


Discover some great opportunities to market your company to the MIP community! From a branded company page to sponsorship & premium advertising placements. Discover more with our offers.



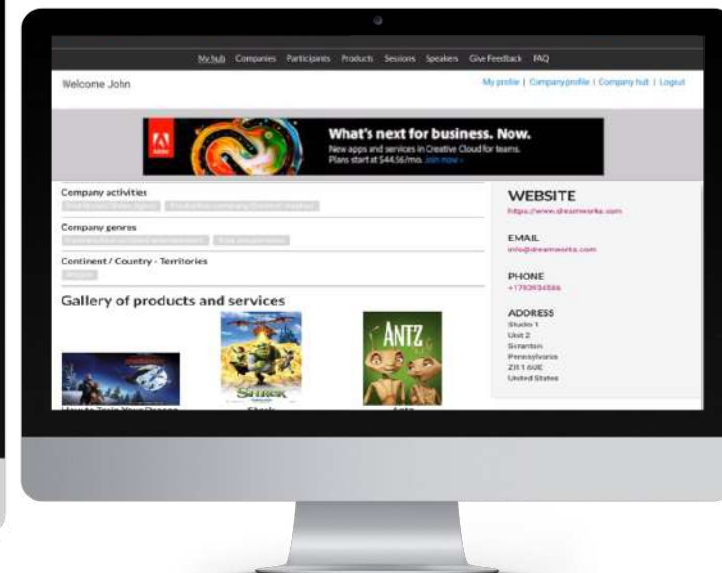
### Company Page

A dedicated page to highlight your company, content, contact details and more



### Digital Catalogue

Discover and promote your programmes/projects on a premium content directory including video, photos and more



### Inbound Lead Report

Real time lead generation report including: number of views, duration, contact details and more



# YOUR JOURNEY THROUGH THE PLATFORM



## PLATFORM LIVE

*(Starting in July)*

- Prepare your MIPCOM 2021. Get your logins & tutorial to help you connect
- Create your programme & project pages to promote your fresh content
- Network & discover executives you may want to meet during the live event
- Build your personal wishlist by selecting participants to meet, sessions & programmes and projects

## WARM-UP & LIVE

*September until the Market (11-14 Oct.)*

- Your fresh programmes & projects will be showcased to the MIPCOM community with new marketing pushes every week
- Discover the qualified leads generated by views of your programme & project videos
- Prepare your market with access to exclusive content trends & analysis
- Get inspired by Cannes' key conferences & content showcases on-demand

## FOLLOW-UP

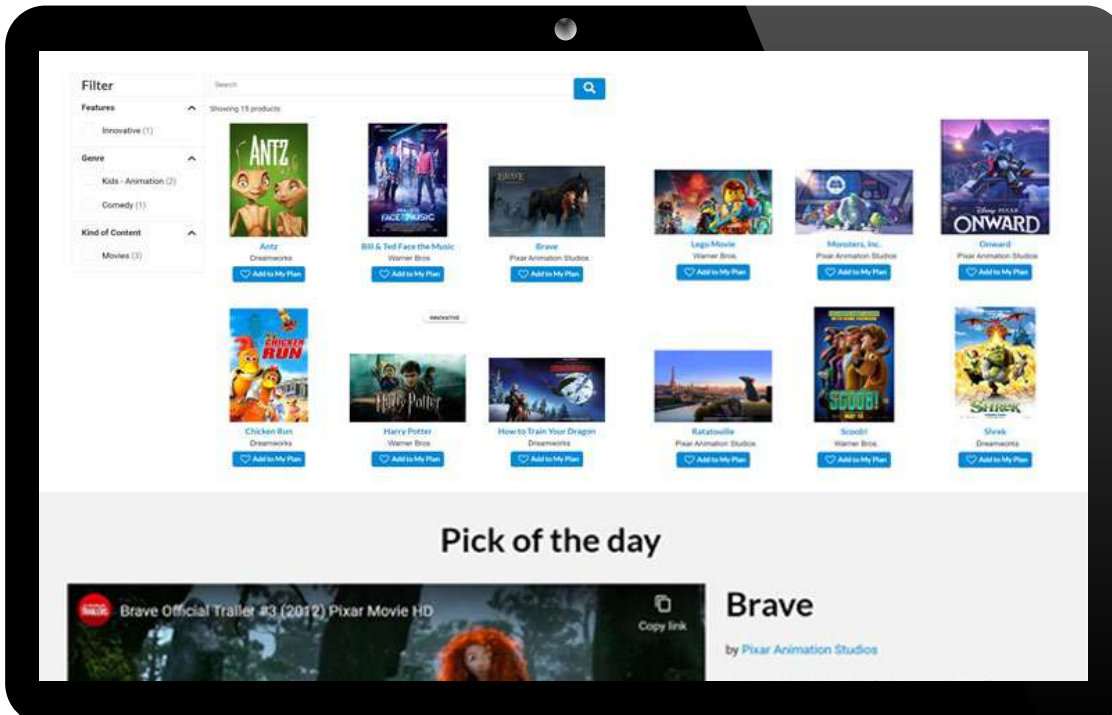
*(15 to end November)*

- Continue exploring the participant directory to network & connect with contacts you did not have time to meet
- Continue browsing the content directory to catch up with the freshest programmes & projects
- Catch-up with Warm-Up & Live sessions and reports
- Enjoy market insights, articles, whitepapers and interviews

# A FOCUS ON DIGITAL MIPCOM FOR BUYERS



Make connections and discover detailed information about the freshest new programmes and projects in the TV industry. Connect regularly to discover the freshest new content & most screened programmes on the platform



## SCREEN



Use the advanced search filters in the content directory to help you discover new programmes and projects from every genre from around the world!

## NETWORK



Join the MIPCOM participant and company directory to connect with new business partners.

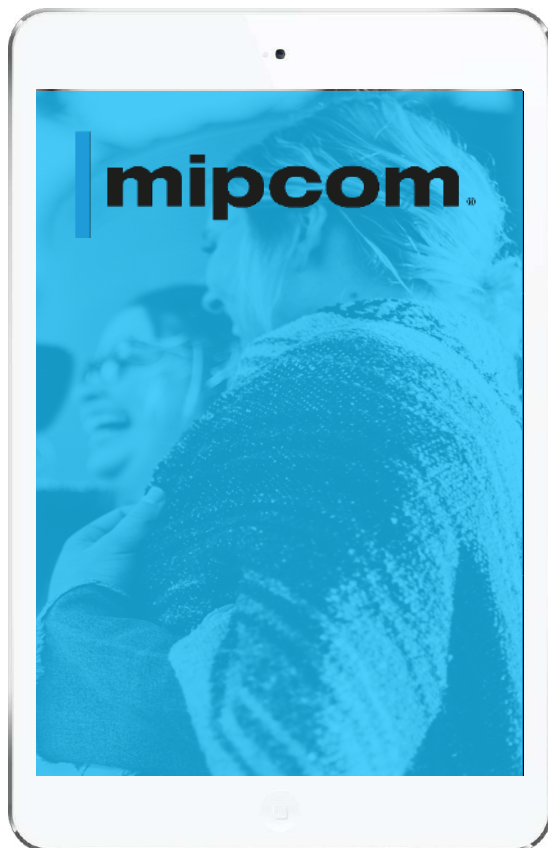
## WEEKLY CURATION

Starting in September, to help you find fresh new content that will meet your editorial needs, MIP will provide market trends & curation by MIP partners on the Digital MIPCOM platform.

# PROMOTIONAL PACKAGES FOR COMPANIES & DELEGATES



Accelerate sales opportunities with the world's biggest community of buyers and TV executives by selecting your package:



**Digital MIPCOM  
Essential package**

**700€**

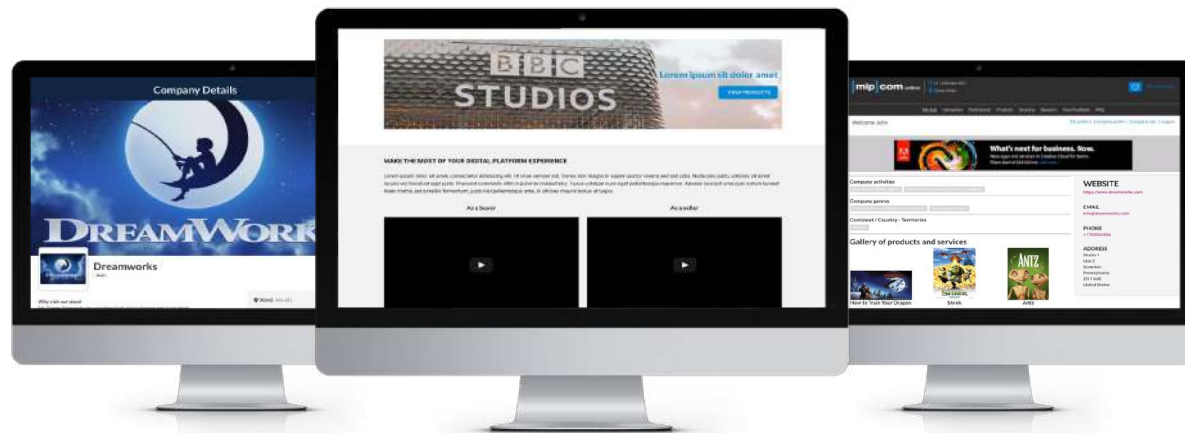
**Digital MIPCOM  
Booster package**

**1,970€**

**Digital MIPCOM  
Online Pass\* only**

**300€**

\*MIPCOM Digital Pass is included within the price of any physical registration.





# MIPCOM Digital Pass

**300€**  
Price VAT Excluded



- DIGITAL PASS IS INCLUDED WITHIN THE PRICE OF ANY PHYSICAL REGISTRATION
- FULL TRIAL OneMIP UNTIL APRIL 2022

## 1. MARKET YOUR COMPANY PROFILE

- Company Logo & Banner
- Company profile linked to your corporate website
- Listing of your digital delegates

## 2. EVENT DIRECTORY LISTING AND ACCESS

- Access the database of participants where you will be listed
- Contact any participant using the chat & messaging tool available on the platform

### ACCESS PROGRAMMES & PROJECTS

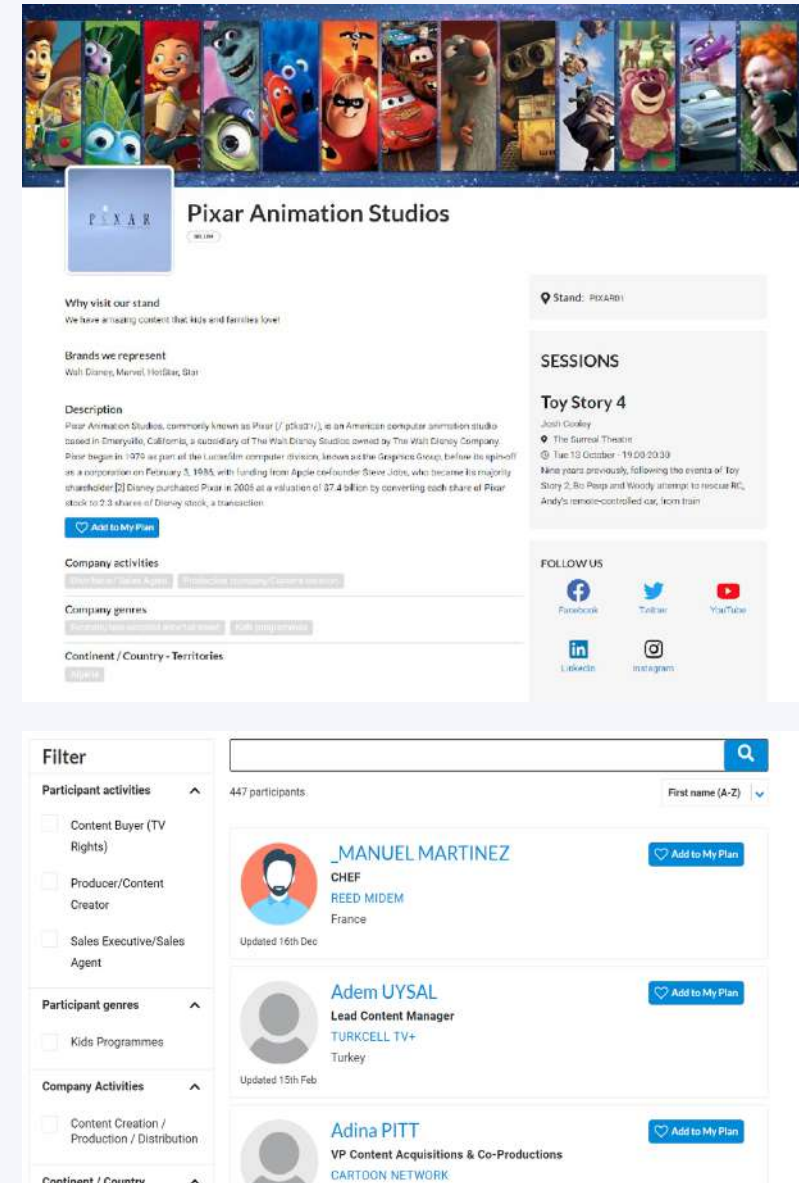
**Content Directory:** to discover the freshest programmes & projects from around the world

### INDUSTRY INSIGHTS

**Content trends:** exclusive reports with the latest entertainment industry trends

### UNLIMITED NETWORKING

**Chat & Messaging tools:** to connect with the world's entertainment TV Content industry



# Digital upsell ESSENTIAL PACKAGE

**700€**  
Price VAT Excluded



**mipcom**

➤ **FULL TRIAL OneMIP UNTIL APRIL 2022**

## 3 Programmes / Projects

## 1. PROMOTE PROGRAMMES & PROJECTS ON DETAILED PRODUCT PAGE

Add 3 Programmes & Projects to your company page with description, pictures, and videos. Videos will be available for screening from September.

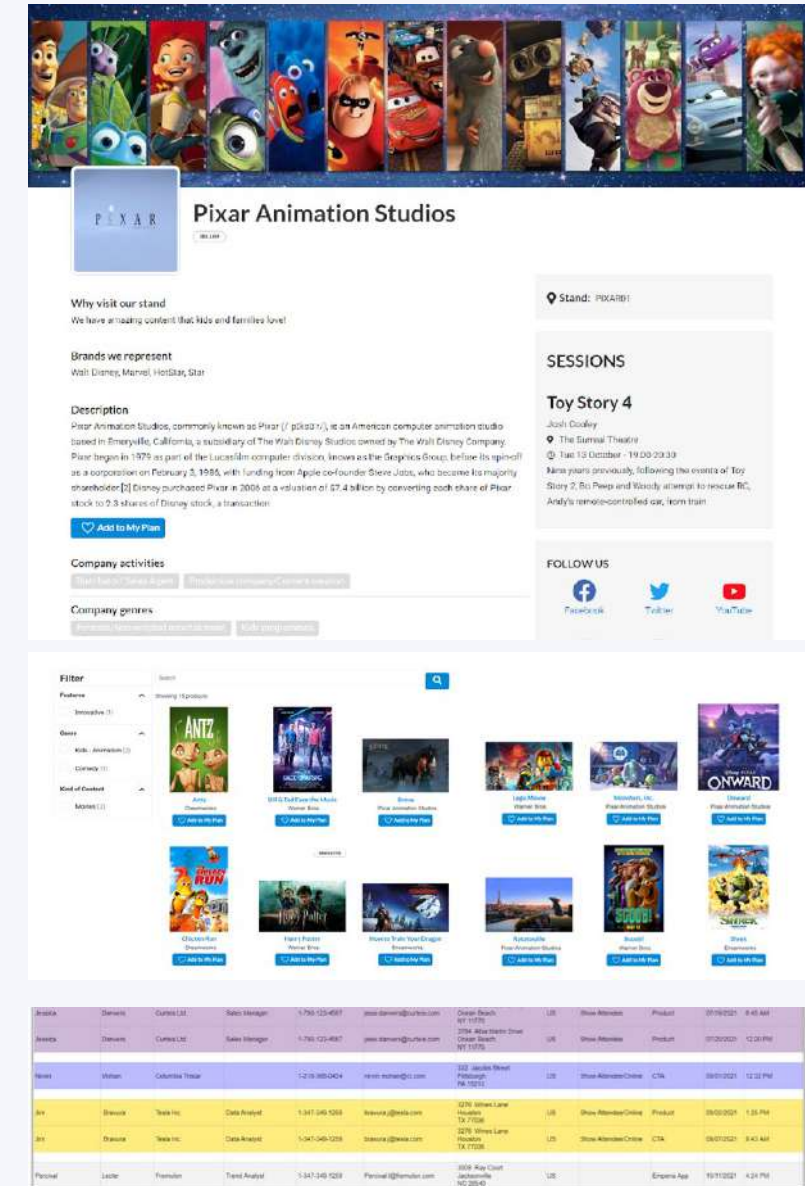
## Your content is highlighted on:

- Your Company Page
- Content Directory

## 2. GENERATE NEW QUALIFIED LEADS THROUGH A DETAILED INBOUND QUALIFIED LEAD REPORT

Each time a participant views the video, a new lead is generated. Each time a participant clicks «Contact me» on the company page, a new lead is generated.

A detailed inbound qualified lead report can be downloaded from the platform in real time including: number of views, duration, contact details & more.



# Digital upsell BOOSTER PACKAGE

1,970€  
Price VAT Excluded



➤ FULL TRIAL OneMIP UNTIL APRIL 2022

## 1. BOOST BRANDING AND VISIBILITY

**Premium Directory** listing tag. **Additional visibility for products** displayed directly in the Company Directory. **More details about the company** highlighted directly in the Company Directory

## 2. PROMOTE PROGRAMMES & PROJECTS ON DETAILED PRODUCT PAGE

Add 9 Programmes & Projects to your company page with description, pictures, and videos. Videos will be available for screening from September.

**Your content is highlighted on:**

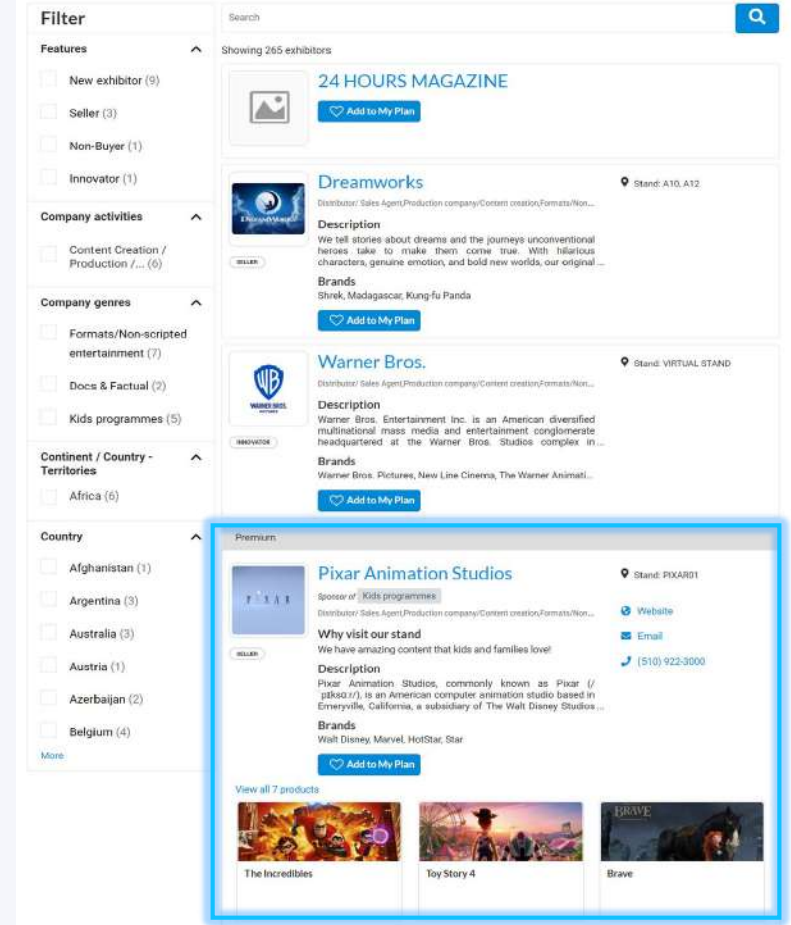
- Your Company Page
- Content Directory

## 9 Programmes / Projects

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First Name	Last Name	Company	Job Title	Phone Number	Email	Address Lines	Country	Distance Type	Interaction Type	Date	Time
John	Stevens	Columbia	Sales Manager	1-765-123-4567	john.stevens@columbia.com	1234 Main Street New York, NY 10001	US	Show/Release	Product	07/03/2021	9:45 AM
John	Stevens	Columbia	Sales Manager	1-765-123-4567	john.stevens@columbia.com	1234 Main Street New York, NY 10001	US	Show/Release	Product	07/03/2021	11:25 PM
John	Stevens	Columbia	Sales Manager	1-765-123-4567	john.stevens@columbia.com	1234 Main Street New York, NY 10001	US	Show/Release	Product	07/03/2021	11:25 PM
John	Stevens	Columbia	Sales Manager	1-765-123-4567	john.stevens@columbia.com	1234 Main Street New York, NY 10001	US	Show/Release	Product	07/03/2021	11:25 PM
John	Stevens	Columbia	Sales Manager	1-765-123-4567	john.stevens@columbia.com	1234 Main Street New York, NY 10001	US	Show/Release	Product	07/03/2021	11:25 PM
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