

CONFERENCES & EVENTS PROGRAMME

SUNDAY 10 OCTOBER



MORNING

LUNCH

AFTERNOON

MONDAY 11 OCTOBER

INSPIRATION	TRENDS SHAPING BUSINESS	(RE)CONNECT	SHOWCASES & SCREENINGS	mipjunior
	<p>10.30-11.15 Debussy Theatre GLOBAL TV TRENDS: WHO IS WATCHING WHAT, HOW AND WHY? Presented by Glance</p>	<p>9.45-11.45 Marguerite (Riviera 8) FRAPA FORMATS SUMMIT</p>	<p>9.00-10.00 Auditorium K "HOTEL EUROPA" Presented by BETA FILM</p> <p>10.45-11.45 Auditorium A "ANGELA BLACK" Presented by ALL3MEDIA INTERNATIONAL</p>	<p>9.30-10.00 Esterel BINGE WATCHING SESSION: KIDS AUDIENCE SUCCESSES ACROSS THE GLOBE Presented by Glance</p> <p>10.30-11.15 Esterel KIDS BEHAVIOUR INSIGHTS Presented by Dubit, The Insights Family and KidsKnowBest</p>
<p>12.00-12.30 Grand Auditorium Louis Lumière WOMEN IN LEADERSHIP KEYNOTE SUPER SESSION: • Bibiane Godfroid, CEO, Neven Studios • Alex Mahon, CEO, Channel 4 • Bouchra Rejani, Founder & CEO, Wemake</p>	<p>13.15-14.15 Grand Auditorium Louis Lumière FRESH TV FORMATS Presented by The Wit</p>	<p>12.30-14.30 Honorat (Riviera 8) WOMEN IN GLOBAL ENTERTAINMENT POWER LUNCH Hosted by A+E Networks Media Partner: The Hollywood Reporter By invitation</p>		
<p>16.00-16.30 Grand Auditorium Louis Lumière VARIETY VANGUARD AWARD: • Anders Jensen, President & CEO, Nordic Entertainment Group</p>	<p>14.00-14.45 Marguerite (Riviera 8) FORMATS SHOWCASE: ARMOZA FORMATS - BBC STUDIOS - KESHET INTERNATIONAL - WEMAKE Followed by Meet the Speakers</p> <p>14.30-15.30 Debussy Theatre GLOBAL STREAMERS KEYNOTE SERIES: PLUTO TV/ DISCOVERY +</p> <p>FROM 19.00 Riviera 8 OPENING PARTY</p>	<p>14.45-15.30 Honorat (Riviera 8) MIP WORKOUTS Limited capacity. First come first serve.</p>	<p>14.15-15.15 Auditorium A "THE WINDOW" Presented by ZDF ENTERPRISES</p> <p>16.00-17.00 Auditorium A EXCLUSIVE SHOWCASE: WHAT'S THE NEXT HIT ? Presented by KOCCA</p> <p>17.45-18.45 Auditorium A "YOU SHALL NOT LIE" Presented by MOVISTAR</p>	<p>14.45-16.00 Esterel MIP JUNIOR PROJECT PITCH</p> <p>16.30-17.00 Esterel UNIFRANCE - I LOVE FRENCH KIDS STORIES</p> <p>17.30-18.00 Esterel MORE BROCCOLI PLEASE: HOW DO YOU BALANCE PUBLIC SERVICE WITH GREAT KIDS ENTERTAINMENT Presented by BBC</p>

TUESDAY 12 OCTOBER

INSPIRATION	TRENDS SHAPING BUSINESS	(RE)CONNECT	SHOWCASES & SCREENINGS
<p>9.30-10.00 Debussy Theatre FACTUAL TRENDS: WHAT'S NEXT FOR NON-SCRIPTED? Presented by K7Media</p>	<p>9.45-11.30 Marguerite (Riviera 8) HOW STREAMING IS CHANGING DRAMA Powered by The Entertainment Master Class Showrunning Initiative > Part 1: 9.45-10.30 LIVING THE STREAM - CAPTURING AUDIENCE ATTENTION > Part 2: 10.45-11.30 NEXT WAVE OR TSUNAMI? THE EXPLOSION OF ORIGINAL PRODUCTION</p>	<p>8.00-9.30 Honorat (Riviera 8) MIPCOM INTERNATIONAL DRAMA REUNION CATCHING THE NEXT WAVE In partnership with The Entertainment Master Class Showrunning Initiative By invitation</p> <p>8.00-9.30 Marta Room, Majestic Hotel MIPCOM BUYERS AWARD NETWORKING BREAKFAST Sponsored by International Drama Festival in Tokyo</p> <p>10.30-11.30 Honorat (Riviera 8) FRAPA FORMATS WORKSHOP Limited capacity. First come first served.</p>	<p>9.00-10.00 Auditorium A THE BEST OF SCRIPTED COMEDY FORMATS, FEATURING RICKY GERVAIS Presented by BBC STUDIOS</p> <p>10.45-11.45 Auditorium K "ROD KNOCK" Presented by BETA FILM</p>
<p>12.00-12.30 Grand Auditorium Louis Lumière ADAPTING TO KEEP ON WINNING KEYNOTE SUPER SESSION: • Françoise Guyonnet, EMD TV SERIES, STUDIOCANAL • Anne Cherel, EVP Global Sales and Distribution, STUDIOCANAL • Marc Levy, International best-selling author and showrunner</p>	<p>13.00-13.45 Debussy Theatre FRESH TV FICTION Presented by The Wit</p>		<p>12.30-14.00 Honorat (Riviera 8) SHOWCASE & SNACK LUNCH : A SCALABLE SOLUTION TO MONETIZE CONTENT AND BUILD AUDIENCES ON ALL SOCIAL PLATFORMS Sponsored by Jellysmack</p>
<p>15.00 Online Presentation 10TH INTERNATIONAL EMMY® KIDS AWARDS</p>	<p>14.00-14.30 Marguerite (Riviera 8) UNIFRANCE - I LOVE FRENCH DOC STORIES Followed by Meet the Speakers</p> <p>14.30-15.30 Debussy Theatre GLOBAL STREAMERS KEYNOTE SERIES: PARAMOUNT +/- VIAPLAY</p>	<p>14.45-15.30 Honorat (Riviera 8) MIP WORKOUTS Limited capacity. First come first serve.</p>	<p>14.15-15.15 Auditorium A "UNINTENDED CONSEQUENCES: GORBACHEV'S LEGACY FROM PERESTROIKA TO PUTIN" Presented by USAGM</p> <p>14.15-15.15 Auditorium K "LA FORTUNA" Presented by BETA FILM</p> <p>15.15-16.15 Grand Auditorium Louis Lumière "STAR TREK: PRODIGY" INTERNATIONAL PREMIERE SCREENING Presented by Nickelodeon and CBS Studios, in partnership with ViacomCBS Global Distribution Group</p> <p>16.00-17.00 Auditorium A AUTUMN FORMAT LAUNCHES Presented by BBC STUDIOS</p> <p>17.00-18.30 Marguerite (Riviera 8) SHOWCASE & COCKTAIL PARTY WITH STREAMING SERVICE KION Sponsored by KION</p>

WEDNESDAY 13 OCTOBER

INSPIRATION	TRENDS SHAPING BUSINESS	(RE)CONNECT	SHOWCASES & SCREENINGS
	<p>10.30-11.10 Marguerite (Riviera 8) INVESTORS BRIEFS Followed by Meet the Speakers</p>	<p>8.30-10.00 Honorat (Riviera 8) INTERNATIONAL MENTORING & NETWORKING EVENT FOR WOMEN IN TV, FILM & DIGITAL MEDIA In association with MediaClub Elles By invitation</p>	<p>9.00-10.00 Auditorium A MADE IN MOSCOW Presented by MOSCOW EXPORT CENTER</p> <p>10.45-11.45 Auditorium A A FRESH TAKE ON DATING Presented by BBC STUDIOS</p>
			<p>12.00-13.30 Auditorium A "CRUSADE" Presented by TVP</p>
<p>16.00-17.00 Grand Auditorium Louis Lumière MIPCOM DIVERSIFY TV EXCELLENCE AWARDS Featuring Variety Creative Change Awards Supported by A+E Networks, DiversifyTV, Telefilm Canada, Canada Media Fund, Black Screen Office, All3Media International, Trace Studios and UN's SDG Media Compact</p>	<p>14.00-14.40 Marguerite (Riviera 8) FRENCH DAILIES : EXTENDING LOCAL AUDIENCE AND PRODUCTION KNOW-HOW SUCCESSES TO INTERNATIONAL MARKETS Presented by Neven Followed by Meet the Speakers</p>	<p>14.00-15.00 Honorat (Riviera 8) DIVERSITY & INCLUSION MENTORING Limited capacity. First come first serve.</p>	<p>14.15-15.15 Auditorium A BORDERLESS CREATIVITY: KOREAN SHOWCASE Presented by KOCCA</p>

WORLD PREMIERE SCREENING

Canneseries season 4, in association with MIPCOM 21.00 Grand Auditorium Louis Lumière

Presented by Slim Film + Television and Federation



Sessions in Auditorium A will be available on MIPCOM digital extension from Monday 11 October at 9am CEST until November 30th.

Sessions in Grand Auditorium Louis Lumière, Debussy Theatre and Esterel will be available in catch-up a few hours later on MIPCOM digital extension until November 30th.

Conference Programme

LET'S LEVEL UP IN ESPORTS TOGETHER

ESPORTS BAR

The World's Esports Business Arena

CANNES

As of 14 September 2021

Wednesday – 13 October

14.30 | 15.00

KEYNOTE

Claire Hungate is an internationally recognised expert in the Entertainment & Media space; her experience spans the financing, production, distribution and commercialisation of entertainment content across multiple platforms. She has spent the last 20 years in executive roles in the television, digital media & gaming sectors, including running some of the biggest and most successful TV production companies in the World. In this session she will explore, audiences, monetisation, innovation and investments combining her learnings from the world of TV to the esports world.



Claire Hungate
President & COO
Team Liquid

16.15 | 16.45

PANEL

Playing on a Global Pitch: Youth, eSports and the Metaverse

In this session, Adam Woodgate will explore the rise of eSports in youth media preferences, based on Dubit's global Trends survey. Takeaways include: Who are the prime youth audiences for eSports? What are their platforms of choice? What other kinds of content do they also consume? Where else do young people connect with gaming brands? Are there opportunities for eSports-related content, on other platforms? Adam will also project how the genre will fit into the emerging immersive, global "metaverse." Recent technology and platform advances have created opportunities for eSports fans to engage with content, not simply consume it. For a generation raised on interactivity and participation, this is the Holy Grail – to play alongside the world's best, to have non-professional competition opportunities, and to be part of a "live" fan community.



Erik Londré
CEO & Founder
Karta



Sam Mathews
CEO
Fnatic



Adam Woodgate
SVP Media Insights
Dubit

Wednesday – 13 October

17.05 | 17.35

PANEL

Viewership trends 2021 & what to expect for 2022

The lockdown resulted in a spike in esports viewership. More consumers were – and still are – confined to their homes, driven to spending more time on gaming and esports platforms. The pandemic has certainly accelerated the growth of the live-streaming audience, but once it subsides what can we expect? Will audience growth rates return progressively to their 'natural' levels? Will the rise of mobile esports impact viewership and audiences? Which markets will see the fastest growth in esports audiences?



Ivan Danishevsky
Founder
Esports Charts



Maria Carmen Fernández Tallon
Director of Innovation & New Business
MediaPro



Leo De Biase
Esports Pioneer & CEO
BBL



Stephan Zant
Managing Director
Seven.One Sports GmbH

17.45 | 18.15

SCREENING & PANEL

Humanising gaming & esports

2020 was an unprecedented year for all of us in many ways. So many people have used video games and esports as a method for survival and escapism, leading to huge spikes in console sales and viewerships. Despite the criticisms that gaming can be addictive, *Gaming and Me: Connections, Identity and Support*, a documentary by Alvaro Alvarez released on BBC3, is about the positive effect gaming has had on the mental health of the video gamers featured. In this session we dive deep into: How was the documentary conceived? How were the techniques designed on the creative level? How can we humanise gaming and the wider esports industry? How can we bring gaming & esports to the mainstream consumer audience on the big screen? How can gaming and esports content engage the Gen Z audience on mainstream TV networks? And what social impact do gaming & esports have when they break stereotypes in mainstream media?



Alvaro Alvarez
Documentary Filmmaker
BBC



Heather Blair
President
Cinema Esports



Nick Jekyll
Creative Director
Paradise London