

2021 | **mipcom**

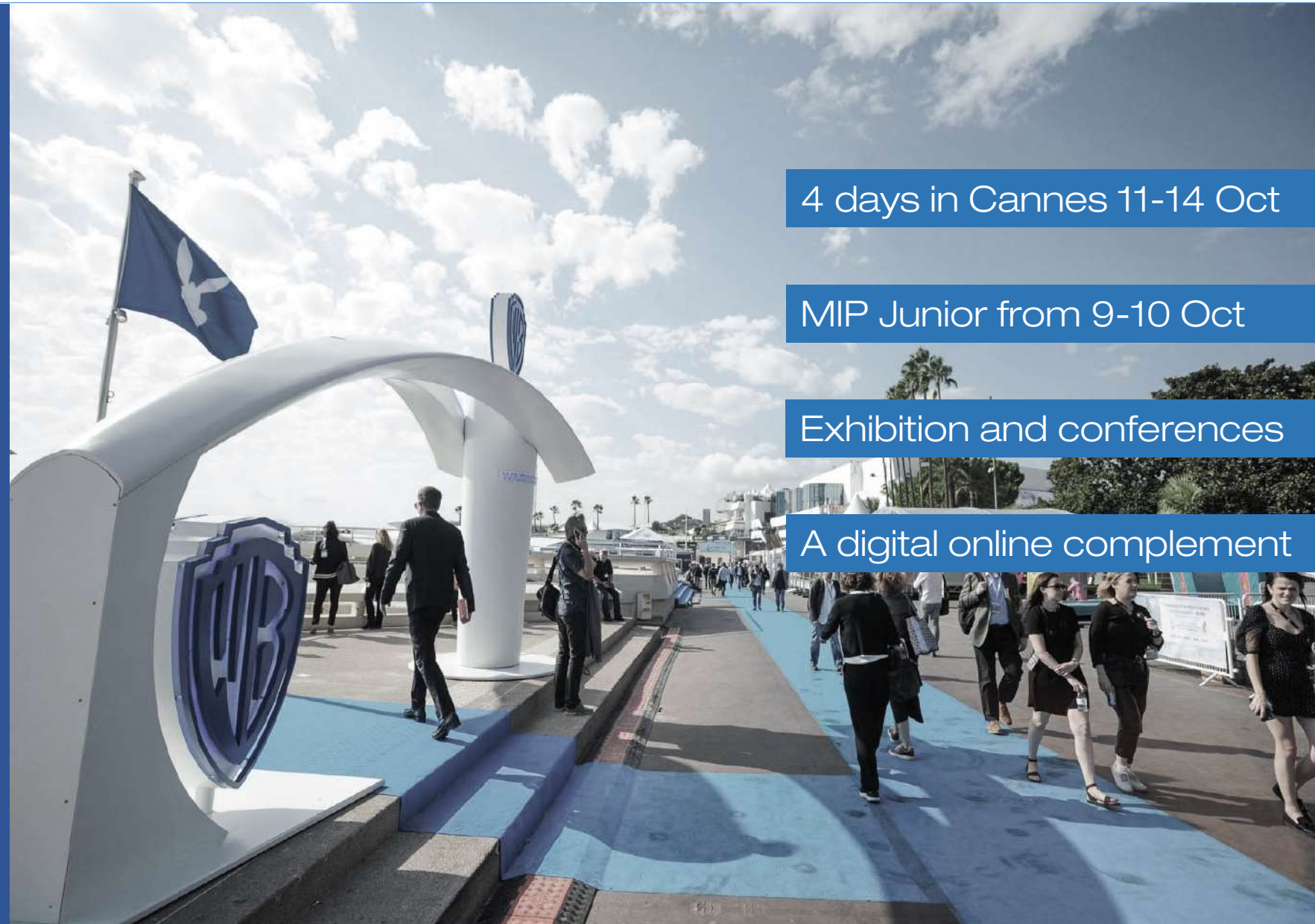
11-14 October
Cannes, France

THE BIGGEST WEEK IN INTERNATIONAL TELEVISION

The 37th
world's entertainment
content market

Mipcom returns to Cannes

We are thrilled to announce that MIPCOM – including MIPJunior – is scheduled to take place next October in as a physical in-person market.



4 days in Cannes 11-14 Oct

MIP Junior from 9-10 Oct

Exhibition and conferences

A digital online complement

For the love of television

A market with purpose

MIPCOM is on a mission
to help the international television
industry **get back on its feet**.



We will deliver the most
relevant programme of
screenings, masterclasses and
talks to inspire your business
and point the way forward.

Support the industry in its efforts to get
back to business and profitability

Showcase the best new shows and
series for distribution or still in production

Help kick-start new sales & acquisitions

Honour the talent and creative storytellers
helping us thru these challenging times



Business by day. Cannes by night.

Our vision for hosting MIPCOM

Helping buyers and sellers return to face-to-face business.

The thrill of Cannes will be on back on full display next October. As your host, our most important responsibility is to **ensure we can meet safely** – day and night.

We will take a measured approach to hosting our usual event schedule of parties, dinners and red carpet galas taking into account all local health and capacity regulations.

Gathering Safely



For most of us MIPCOM will be the first international exhibition and conference we experience in person.

Reed MIDEM and our partner Reed Exhibitions have developed a formal set of COVID-specific enhanced health and safety protocols. These protocols were set to be implemented at MIPCOM 2020 prior to the market's cancellation.

Reed MIDEM will revisit our safety protocols for MIPCOM 2021 based on prevailing government health and safety guidance. We will provide regular updates to our clients.

MIPCOM is the world's largest multi-genre screenings market and exhibition gathering the international television and entertainment community from 100+ countries each October.

For buyers, producers, distributors and commissioners...

Sales & Acquisitions

MIPCOM gathers over 13,500 senior acquisition, production and distribution executives who meet in Cannes and online to screen, pitch and acquire rights to TV series, films, kids programmes, formats and factual content for every screen.

The market comprises an indoor and outdoor exhibition featuring over 1,500 leading distribution companies and production studios showcasing the largest offering of TV series and multi-genre content available for international acquisition for all platforms.

Content Development

Co-production deals and new series commissioning make MIPCOM the industry's most important international development and IP acquisition market for channels and platforms.

Every year thousands of producers from 100 countries present endless opportunities to source fresh talent, new stories and international development rights.

Through pitching competitions, producer showcases and on-stage talks with commissioning agents, MIPCOM is the starting point for tomorrow's series across all genres.

Presenting
a world of content

The Market & Exhibition

MIPCOM hosts the world's **largest exhibition of international studios and distributors** waiting to meet with thousands of buyers and producers over four days to screen, license and acquire new television series for local and global distribution.



The Palais des Festivals

1,500 exhibiting companies

Indoor and outdoor exhibits

9 m2 to 400+ m2 stands

Your front row
seat to the future

Media Mastermind Keynotes

In Cannes and Online,
MIPCOM presents the most
**compelling personalities and
influencers** shaping the stories,
businesses and technologies that
impact the future of television.



Just a few of our recent mastermind keynotes

Screening is believing

International television screenings

The industry's biggest studios present a daily schedule of **world premieres, screenings and showcases** giving buyers their first look at the hottest dramas, kids and factual programmes.



MIPCOM powers the deals behind today's most watched TV shows.

The stars align
at MIPCOM

CANNES the world's red carpet capital

From the small screen to rope line,
a parade of stars kicks off the
MIPCOM Opening Party,
featuring the hottest new talent
from this year's crop of hit series.



What an influence
a year makes

MIPCOM Personality of the Year

Issa Rae – 2018 MIPCOM
personality of the year



Since its creation in 1989, the Personality of the Year award has recognized top-level executives and creatives for their outstanding achievements in international television.

Honourees have included Issa Rae, Robert Greenblatt, David Zaslav, Shonda Rhimes, Simon Cowell, and Jeffrey Katzenberg.

Leadership
behind the camera

The 10th International
**Women in
Global
Entertainment
Lunch**



In partnership with A+E Networks

MIPCOM's annual thought-leadership and networking lunch convenes **150 of the world's most influential women** shaping the future of TV and entertainment. The by-invitation gathering takes place at the Majestic Hotel in Cannes on the first Monday of MIPCOM.

Representation
on screen

The 5th MIPCOM Diversify TV Excellence Awards

Race and Ethnicity

SCRIPTED
Total Control



NON SCRIPTED
The School That Tried To End Racism



LGBTQI+

SCRIPTED
Feel Good



NON SCRIPTED
Jake and Charice



Disability

SCRIPTED
The Accident



NON SCRIPTED
Employable Me Canada



Kids Programming

And Then Something Changed



**The Variety Creative
Change Award**
Robin Thede for
A Black Lady Sketch Show



The 2020 winners. 7 categories in competition. 130 submissions globally.

The MIPCOM Diversify TV Excellence Awards aims to bring attention to deserving programmes of diverse and inclusive background.

The Awards spotlight authentic new and established voices, recognizing positive programming across the year that impacts and inspires audiences around the globe.

Reed MIDEM is developing a proprietary online platform to enrich the MIPCOM and MIPJunior experience, and to extend opportunities for the global TV community to connect year round.

MIPCOM will also be available online

Before, during and after MIPCOM, login to the MIP online platform to schedule meetings, attend screenings and access the entire 2021 conference programme.



Our recent 2020 Protocols



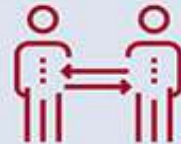
**REED MIDEM WILL
REGULATE TRAFFIC FLOW
AND CAPACITY ACROSS
THE EXHIBITION HALL.**



**HYDRO ALCOHOLIC GEL
WILL BE AVAILABLE
DURING THE EVENT.**



**WEARING A MASK WILL
BE MANDATORY FOR
ALL PARTICIPANTS,
SERVICE PROVIDERS
AND OUR TEAM.**



**A NEW DESIGN OF THE
MEETING SPACES AND
CONFERENCE ROOMS IS
BEING CREATED.**



**DAILY DISINFECTION
OF HIGH-USE AREAS
WILL BE REINFORCED.**



**REGULAR
COMMUNICATION
BEFORE AND DURING
THE EVENT TO UPDATE
SAFETY RULES.**



**REINFORCED
SAFETY CHECKS ON
FOOD HYGIENE.**

**MIPCOM 2021
Protocols TBD**

Kids | **mipjunior**

9-10 October

The New
JW Marriott

The 29th International
**Kids Content Market
& Screenings**





Deal Making

Pitching

The global kids community gathers
the weekend before MIPCOM.

Since 1993 MIPJunior is the #1 destination for the kids community the weekend before MIPCOM featuring two days of networking, including matchmaking, conferences and content discovery through the world's biggest screenings library of Kids programmes.



Screenings

Who?

buyers • sellers • commissioners • distributors • producers
• content creators • marketing execs • IPs owners • media
influencers • PR • investors • start-ups • broadcasting
groups • SVOD/AVOD platforms • brands • banks

The most new kids
programmes

MIPJunior Screenings

Screenings is at the heart of MIP Junior featuring 800+ buyers and 1,400 programmes over two days prior to MIPCOM.



Screen programmes online, onsite or in-room

Exhibiting & Promotion | mipcom®

Indoor and outdoor solutions

Exhibiting Solutions

Branding panels & billboards

Print and online advertising

Screenings and showcases

Event sponsorships



25,000 SQMS
of exhibition space

Take a stand on new business

Design and build your own stand
or turn to Reed MIDEM for ready-
made decoration solutions



Indoor and outdoor exhibits

9 m2 to 400+ m2 stands

Rates frozen at 2020 prices

Decoration packages

Covid cancelation policy

Brand building and
targeted visibility

Make a big statement

Promote your series and brand to
the widest international audience
through premium advertising
positions and activations.



Outdoor billboards

Premium indoor panels

Activations and giveaways

Show services sponsorship

Custom promotions

Drive sales
and visibility in
print and
online



|mip|com
Korea
COUNTRIES PARTNER JAPAN
Korea Story Connects to

ONE BOOK
October 2020
www.mipcom.com



KEYNOTE
WRITER, ACTOR,
FILMMAKER AND
PHILANTHROPIST
Tyler Perry



KEYNOTE
NETFLIX CO-CEO
Ted Sarandos



ATLANTIC
CROSSING
STAR OF THE MIPCOM
& CANNESERIES
Premiere Sofia Helin



The Pursuit of Love

View exclusive interviews at
bbestudios.com/connect

BBC STUDIOS

Promote your series and
brand to the widest
international audience.

Preview and Daily News

Website & online+ platform

Social media pushes

Digital marketing campaigns

Newsletters / White Papers

A global launch pad

Own the world's biggest stage

Programme a screening or session in Cannes.

From the world-famous Grand Auditorium to an intimate screening room, MIPCOM will market your premiere as part of the official programme.

World premiere screenings

Market screenings

Country showcases

Company themed sessions

Product launches

+ CONNECTIONS

Meet your business partners, build new relationships, **forge the future of tv contents**

80000+

High qualified contact recommendations delivered

+ DRIVER FOR BUSINESS

Make successful business deals with the right business partners **and key players**

4,700+

Buyers, commissioning editors

+ DISCOVERY

Access the entire global tv content through screenings, showcases, and **visibility opportunities**

20+

International Screenings

75%

Exhibitors very satisfied with brand promotion

+ INSPIRATION

Industry transformation, new users' consumptions seen by visionary industry leaders

250+

High level speakers from all over the globe

Looking back on MIPCOM 2019

MIPCOM 2019 was a peak year for the annual market in Cannes, welcoming more than 13,500 delegates.

In the context of 2021, we are looking to maximize participation by adding our new online complement MIPCOM Online+.

DISCOVERY

Access the entire
global TV content and
visibility opportunities

"I had the opportunity to connect with colleagues and other professionals, to attend networking events and very interesting, engaging workshops and presentations and to promote our company and products."

George Linardakis, International Projects & Service / Film Division, Stefi Productions

20+

International Screenings

345

different supports to advertise your brand, online or on site
different supports to advertise your brand, online or on site

86%

Exhibitors coming to promote programme, project or service declared a high value for money

300+

journalists from 39 countries

mipcom®



CONNECTIONS

Meet your business partners and build new relationships



mipcom

80%

Visitors' satisfaction with MIPCOM as the place to build a **network of new people** to create business opportunities

13,500

attendees in 2019

"MIPCOM is a great opportunity as a buyer to meet the people that are hard to meet elsewhere. Moreover, it is a great chance to see the global trend of contents in one skim."

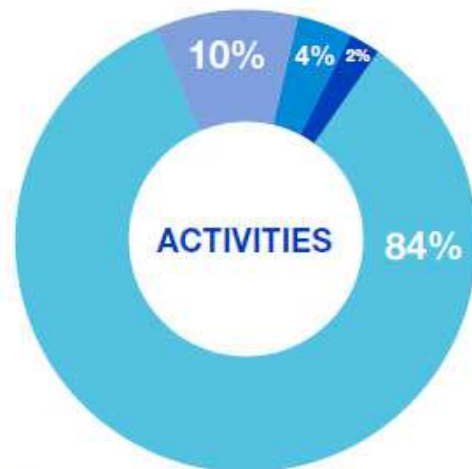
Sun Min Im, Contents Manager, Naver Webtoon Corporation

BUSINESS DRIVER

Make successful business deals with the right business partners



ATTENDEES' PROFILE



Content Creation /
Production / Distribution

Financing & supports

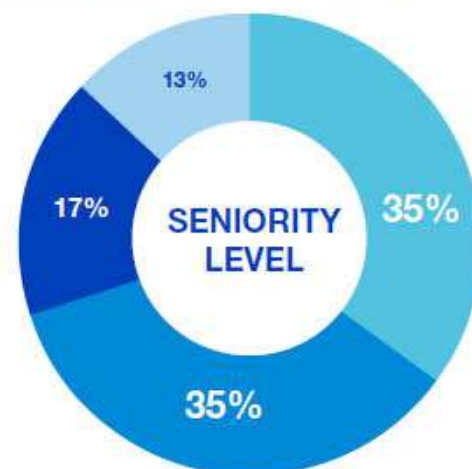
Broadcasting Platforms

Technology and Services

"Excellent business networking with all tiers from creators, producers, broadcast partners"
Paul Rigg, Founder – President, Copernicus Studios Inc.

TOP 12 COUNTRIES

US	461
UK	450
France	423
Germany	359
Russian Fed.	207
Spain	200
Italy	193
China	165
Japan	149
Turkey	124
Canada	120
India	113



Top management

Directors

Others

Managers

INSPIRATION

Get key insights
from visionary
industry leaders



140+
conferences
and events

250+
high-level speakers
from all over the globe

76%
Visitors say that
Conferences added value to
their MIPCOM experience

DIVERSITY OF FORMATS

KEYNOTES FROM KEY INDUSTRY
LEADERS • COMPETITION
AND PITCHES • MEET UPS •
PRESENTATION, PANELS AND
DISCUSSIONS • SHOWCASES
• EXCLUSIVE DATA AND INDUSTRY
TRENDS REPORTS • EXCLUSIVE
SCREENINGS FROM DIFFERENT
COUNTRIES

"It's not only a business it's a great source of
inspiration for all kinds of tv formats all over the world"
Agata Papis-Maniecka, Marketing Director, Kino Polska
TV SA/SPI International



See you soon | **mipcom**

11-14 October 2021

The flagship week in entertainment returns to Cannes