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CANNES

17-20 October 2022
Palais des Festivals, Cannes, France

mipjunior[®]

15-16 October 2022
JW Marriott Hotel, Cannes, France

Press Release

MIPCOM CANNES DIVERSIFY TV AWARDS OPENS CALL FOR ENTRIES

Netflix Joins Founding Partner A+E Networks[®] as Presenting Partners

Two New Categories Announced for 2022 Edition



Paris, 30 June 2022 – RX France (formerly Reed MIDEM) today announced the global call for entries has opened for the 6th **MIPCOM CANNES Diversify TV Awards**.

The industry's only global awards to celebrate, champion and promote diversity and inclusion through exemplary representation in television series and entertainment programmes globally will again be staged live in Cannes, France as part of a supersized edition of MIPCOM CANNES – the 38th International Co-Production & Entertainment Content Market – (17-20 October).

The awards are organised by MIPCOM in collaboration with founding partner DiversifyTV, and in association with founding Presenting Partner A+E Networks and returning Awards Partners Telefilm Canada & Canada Media Fund, All3Media International and D.I.M.E.S. - Diversity In Media, Entertainment, Sport, among other supporting partner companies and organisations. This year also sees Netflix boarding the awards as a Presenting Partner.

A total of 11 winners will be awarded in 2022 including in new categories recognising behind the scenes achievement by an individual or team as well as excellence in representation across the Latin American region in partnership with MIP Cancun. The call for entries closes on 22 July.

A now firmly-established fixture of the MIPCOM CANNES programme, the ceremony will be staged on Wednesday 19 October 2022 in the illustrious Grand Auditorium of the world-famous Palais des Festivals.

Categories in nomination are:

Representation of Race and Ethnicity

- Scripted
- Non-Scripted

Representation of LGBTQIA+

- Scripted
- Non-Scripted

Representation of Disability

- Scripted
- Non-Scripted

Representation of Diversity in Kids Programming

- Pre-school
- Older Children

(NEW CATEGORY) Behind The Scenes Impact Award

Recognising a person or team whose influence, actions, determination and/or vision behind the scenes – from early stage, final production or anywhere along the process – stands as an inspiration to all television creators and audiences worldwide to support and champion diversity and inclusion in the workplace and/or across a single, or multiple, projects.

(NEW CATEGORY) Premio MIP Cancun

Presented in partnership with MIP Cancun to honour programmes originating in, and for, Latin America, the Caribbean and/or U.S. Hispanic that exemplify diverse and inclusive stories across the region.

Variety Creative Change Award

Selected and presented by Variety in recognition of an individual who uses her/his/their platform in the arts to create inclusion, last year presented to actor, writer, producer and musician, Riz Ahmed.

Finalists are short-listed in each category by members of the MIP Markets Diversity Advisory Board and Short List Jury, composed of leading professionals committed to diversity and inclusion in the global media landscape. Winners are chosen by a Final Round Jury made up of leading advocacy organisations and specialised publications that campaign for equality and inclusion, including GADIM, GLAAD, SCOPE and the Minority Rights Group.

Entries are welcomed for programmes airing between July 2021 and 2022 on linear or non-linear platforms [via the awards website](#). How to enter, along with full terms, conditions and criteria can also be found here along with members of the Short List Jury. Closing dates for entries is 22 July.

In 2021, a record 172 entries were received from 107 producers and studios from 21 countries. Last year's winners included Russell T. Davies' mini-series *It's a Sin*, *The Money Maker*, *Dreaming Whilst Black*, *Summer In Lockdown* and *FYI's Kidversation* from the UK, French drama *Special Honors: Welcome to Adulthood* and Canada's *Shine True* and *16 Hudson*.

Lucy Smith, Director of MIPCOM said: *"Tackling diversity and inclusion has never been about box ticking for us. It's been about elevating those making an impact already, to then inspire others across our global industry. Being honoured by both your peers in programme making, and experts in this area is a unique and defining achievement. I wish everyone the best with their entries and hugely look forward to another inspirational ceremony in October."*

Steve MacDonald, President of Global Content Licensing and International, A+E Networks said: *"We are incredibly proud to have developed the Diversify Summit and Awards with our partners at MIPCOM CANNES six years ago. To see this initiative thrive, with its increasing significance at this most critical global market, is both thrilling and humbling. A+E Networks remains deeply committed as ever to DEI across our industry."*

Shabnam Rezaei, co-founder of Big Bad Boo Studios, winners in 2021's Kids Preschool category with 16 Hudson said: *"To win this award has given us visibility around the world with projects like 16 Hudson. This is key for boutique companies like Big Bad Boo looking to change the future of the kids content industry for the better."*

Billed as "the mother of all entertainment content markets", MIPCOM CANNES - the 38th International Co-Production & Entertainment Content Market - sees buyers, sellers, producers, creatives, commissioners, and development heads gather to compete for new series, source international partnerships and set the agenda for the TV industry year ahead.

To date, more than 200+ exhibitors from 30 countries have already booked stand space for 'the mother of all content markets'. MIPCOM CANNES will again stage its week-long, agenda-setting conference programme, featuring keynotes from global executives and creatives, exclusive presentations on audience and trend insights and host world premieres of highly anticipated new series. Diverse and inclusive storytelling remain at the heart of the MIP mission and will be elevated across the week. Programme highlights will be announced over the coming months.

MIPCOM CANNES leads a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round; sitting alongside MIPTV (featuring MIPDoc and MIPFormats), MIP Cancun, MIP China and MIPJUNIOR (the Pre-MIPCOM International Kids Screenings & Co-Production Market held from 15-16 October).

Further Information

MIPCOM - Patrick Keegan patrick@pk-consults.com

Editors Notes

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet*... and many more.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com
*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France

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