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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 SEES ROBUST STAND BOOKINGS WITH 200+ EXHIBITORS CONFIRMED TO DATE

LAUNCHES NEW CO-PRODUCTION MARKET ALONGSIDE THE EXHIBITION

INAUGURATES 1000 SQM 'SEAVIEW PRODUCERS HUB' TO SERVE AS INTERNATIONAL
HIVE FOR CO-PRODUCTION & DEVELOPMENT BUSINESS IN CANNES



Paris, 27 June 2022 – RX France (formerly Reed MIDEM) today confirms a robust first raft of stand bookings for MIPCOM CANNES 2022, whilst announcing plans to launch a new International Co-Production Market alongside the exhibition in the Palais des Festivals dedicated to accelerating international co-production and development business in Cannes.

Billed as 'the mother of all entertainment content markets', the 38th MIPCOM CANNES takes place 17-20 October 2022 in the Palais des Festivals. MIPJUNIOR returns to its pre-market weekend schedule 15-16 October at the JW Marriott Cannes.

About the MIPCOM CANNES EXHIBITION:

To date, more than 200+ exhibitors from 30 countries have already booked stand space for the October 2022 entertainment content market, with the majority of returning exhibitors back to their pre-pandemic booth sizes or larger, bolstered by the re-opening of major outdoor stands on the Croisette beach and surrounding the Palais des Festivals. The robust demand for exhibit space affirms a strong content sales and acquisitions climate supported by an overwhelming sentiment by buyers and sellers to return to in-person international business meetings.

About the “NEW” CO-PRODUCTION MARKET:

Also new for 2022 is ‘The Seaview Producers Hub’, an inaugural 1000 SQM (10,673 SQFT) networking lounge and event space, set against the backdrop of Cannes’ iconic sea view and introduced to reflect the increased focus at the market for exploring early-stage development and co-production partnerships.

Created to be the base of the new Co-Production Market at MIPCOM, the supersized Seaview Producers Hub will feature a well-appointed lounge with ample indoor and outdoor seating to accommodate hundreds of daily meetings prioritized for creators, producers, commissioners, and development executives. The Seaview stage and curated areas will support the co-production programme and daily events. The MIPCOM Seaview Producers Hub aims to become the annual business hive and fresh hang out point in Cannes for producers and everyone involved in co-productions worldwide, serving as a catalyst for international deal-making in the heart of the Palais des Festivals.

Lucy Smith, RX France Entertainment Division Director said: *“2022 is undoubtedly the comeback year for MIPCOM CANNES. A healthy set of confirmations four months out from the market, with more being added daily, demonstrates the huge appetite for the return of a full strength MIPCOM. And, unhampered by last year’s travel restrictions, to meet increased demand we have a supersized edition planned for this October in Cannes. More to come over the coming months. Watch this space!”*

Companies confirmed to exhibit to date include...

9 Story Media Group, Aardman, A+E Networks, Abacus Media Rights, ABC Commercial, About Premium Content, All3Media International, AMC Studios, Armoza Formats, Arte France, Avalon Distribution, Banijay, Bavaria, Beta Film, Beyond Rights, Blue Ant Media, Cake Distribution, Caracol, Catalan Films, Cineflix Rights, CJ E&M, Cyber Group Studios, Danish Broadcasting Corporation, DCD Rights, Deutsche Welle, Dori Media, Dynamic Television, Eccho Rights, Electric Entertainment, Endeavor Content, Federation International, FilmRise, Fuji Television Network, Gaumont, Global Agency, Global Screen, ITV Studios, The Jim Henson Company, Kanal D International, KBS Media, Keshet International, Lionsgate, M6, MarVista Entertainment/Fox Entertainment, Mattel, Mediapro, Mercury Studios, NBCUniversal International, Netflix, Newen Connect, Nippon Television Network, NRK, ORF, Paramount Global Content Distribution, Passion Distribution, PBS international, Rai Com, Red Arrow Studios International, RTE, RTVE, SBS Content, Screen Australia, Shaftesbury, SVT, SODEC – Quebec Creatif, Spin Master Entertainment, Studiocanal, Talpa, TelevisaUnivision, Terra Mater Studios, TF1 Studios, TV Azteca, TVP, Ukrainian National Stand, Unifrance, Viaplay, Warner Bros. International Television Distribution, WildBrain, ZDF Studios, ZEE Entertainment.

Further information

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Editors Notes

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 staged for the international television distribution and production community year-round alongside MIPTV (featuring MIPDOC and MIPFORMATS), MIP Cancun, MIP China and MIPJUNIOR.

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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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