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CANNES

17-20 October 2022

Palais des Festivals, Cannes, France

Press Release

**MARCO BASSETTI, CEO BANIJAY GROUP,
TO KEYNOTE AT MIPCOM CANNES**



**MEDIA MASTERMIND
KEYNOTE
MIPCOM CANNES**

MARCO BASSETTI
Chief Executive Officer
BANIJAY GROUP

Paris, 23 August 2022 – RX France (formerly Reed MIDEM) today announced that Banijay CEO **Marco Bassetti** will give a keynote address at MIPCOM CANNES (17-20 October).

As CEO of the world's largest independent content producer and distributor, Bassetti oversees a burgeoning operation spanning 22 territories, over 120 production entities and a catalogue that includes *Survivor*, *Peaky Blinders*, *Big Brother* and *MasterChef*, as well as upcoming breakthrough titles *Rogue Heroes*, *Blow Up*, *Starstruck* and *Marie Antoinette*.

Taking to the stage on the market's second day, it will form part of the conference programme's agenda-setting *Media Mastermind* keynote series that features leading global executives and creatives from the TV industry speaking from the world-famous Palais des Festivals stage. The session will cover insights from Bassetti on both the global producer/distributor's strategy and wider industry trends.

Exhibitors from over 45 countries have now confirmed for the 38th International Co-production and Entertainment Content Market, including the global TV industry's major studios and platforms. In total, over 10 000 delegates are expected to attend the highly anticipated market.

Also new for 2022 at MIPCOM CANNES is 'The Seaview Producers Hub', an inaugural 1 000 SQM 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, co-production, financing and funding partnerships.

Marco Bassetti said: *"After three years away, we are proud to be back in Cannes with over 200 of our global talent in tow. MIPCOM always stands as a momentous occasion for our business, and I look forward to taking the time to share more on our current strategy and the trends we are recognising across the globe. So much has changed for us since we were last here, so it will be great to fully reconnect with the market and introduce our scaled-up group officially."*

Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR said: *"MIPCOM CANNES is back and supersized this year. Hearing from the man at the helm of what is now one of the world's largest independent production groups couldn't be more appropriate. We look forward to warmly welcoming Marco back to Cannes and back to the Grand Auditorium stage."*

The week-long MIPCOM CANNES conference programme helps define the TV industry year, with screenings of highly anticipated series and exclusive trend insight presentations also featuring alongside the keynotes. Diverse, inclusive storytelling and mentoring remain at the heart of the MIP mission and will be elevated throughout the programme and the market.

Further Information

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About MIPCOM CANNES

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.

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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