

Press Release

**JENNIFER MULLIN, FREMANTLE GROUP CEO
& ANDREA SCROSATI, GROUP COO & CEO CONTINENTAL EUROPE
TO KEYNOTE AT MIPCOM CANNES**



Paris, 6th September 2022 – RX France (formerly Reed MIDEM) today announced that Fremantle Group CEO Jennifer Mullin and Fremantle Group COO & CEO Continental Europe Andrea Scrosati, will give a keynote address at MIPCOM CANNES (17-20 October).

Taking to the stage on the market's second day, Mullin and Scrosati will provide insights into Fremantle's future strategy alongside their take on wider industry issues and trends in what has been an incredibly productive year for the global content powerhouse.

The session comes with 2022 having seen high-profile acquisitions of world-class production companies by Fremantle, including Element Pictures (*Conversations With Friends*, *Normal People*, *The Favourite*), Lux Vide (*Medici*, *Devils*), Dancing Ledge Productions (*The Salisbury Poisonings*, *The Responder*) and Eureka (*Holey Moley*, *The Real Love Boat*); this alongside talent partnerships with globally-renowned creatives including Angelina Jolie, Neil Cross, Paolo Sorrentino, Luca Guadagnino, Michael Winterbottom, Jimmy Fallon, Sir Kenneth Branagh, Simon Cowell, Penelope Cruz, Pablo and Juan De Dios Larrain and Cara Delevingne.

It also follows a prolific year for Fremantle's growing film business with a first Oscar nomination for *The Hand of God*; *The Eight Mountains* being awarded the Prix Du Jury Prize at the 75th Festival de Cannes, and most recently *Bones and All*, *L'Immensità* and *The Eternal Daughter* all being entered into competition at this year's Venice Film Festival - a total of 30 movies produced in 2022. With over 100 dramas to be delivered in 2022, Fremantle's slate has now three times more drama series coming from outside the US and UK than major US Studios.

Fremantle continues to be a global player in the non-scripted world producing iconic shows such as *Idol*, *Got Talent*, *Family Feud* alongside new shows for global streamers such as *Too Hot To Handle* (Netflix's "most popular competition series ever"). Fremantle has been named formats distributor of the year by K7 Media for three years in a row.

Mullin and Scrosati are the latest creative leaders to be added to the conference programme's agenda setting Media Mastermind keynote series which features leading global executives and

agenda-setting *media mastermind* keynote series which features leading global executives and creatives from the TV industry speaking from the world-famous Palais des Festivals stage. The session will be hosted by Variety's Executive Editor of International and Senior Writer, Manori Ravindran.

Billed as "the mother of all entertainment content markets," the 38th edition of MIPCOM CANNES will gather more than 10,000 senior international television producers, buyers, commissioners and creatives from the industry's major studios and platforms worldwide. More than 250 exhibiting studios and distributors from 45 countries are confirmed for the annual International Co-Production and Entertainment Content Market.

Jennifer Mullin and Andrea Scrosati said: "*MIPCOM CANNES has always been a central showcase of TV excellence & opportunity. We are delighted to be back once again to meet with the industry's finest and we are honoured to be taking to the stage to share Fremantle's growing vision to be the place creatives call home.*"

Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR said: "*MIPCOM CANNES is THE place to hear from global creative leaders. It's a pleasure to welcome Jennifer and Andrea to the Cannes stage after such an eventful year for the company and for the industry to hear the thinking behind the strategy.*"

The week-long MIPCOM CANNES conference programme helps define the TV industry year, with world premieres of highly anticipated series and exclusive trend insight presentations also featuring alongside keynote sessions. Diverse, inclusive storytelling and mentoring remain at the heart of the MIP mission and will be elevated throughout the programme and the 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 as part of the continued focus at the market on exploring development, Co-Production and funding partnerships.

Further Information

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Editors Notes

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

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 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, China, Italy, Mexico and the United States.

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

About Fremantle

Fremantle is one of the world's largest and most successful creators, producers and distributors of Entertainment, Drama & Film and Documentaries.

Operating in 26 territories we are a proudly independent group of content creators. We produce and deliver high-quality multi-genre IP including some of the biggest entertainment formats, most watched international dramas, award winning films and hard-hitting documentaries, amplifying local stories on a global scale.

From Too Hot To Handle to The Mosquito Coast, Game of Talents to The Hand of God, The Farmer Wants A Wife to Got Talent, Family Feud to My Brilliant Friend and The Investigation to Arctic Drift, our focus is simple – we create and deliver irresistible entertainment.

We are also a world leader in digital and branded entertainment with more than 480 million fans across 1,600 social channels and over 40 billion views per year across all platforms.

Fremantle is part of RTL Group, a global leader across broadcast, content and digital, itself a division of the international media giant Bertelsmann.

For more information, please visit Fremantle.com, follow us @FremantleHQ or visit our LinkedIn and Facebook pages.



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