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MIPTV WRAPS 60th EDITION WITH ATTENDANCE IN CANNES UP OVER 20%

Standing Room Only Turnout at Inaugural FAST & GLOBAL Summit

First Details of MIPCOM CANNES and MIPJUNIOR Unveiled



Paris, 19 April 2023 – RX France today announced that onsite participation in Cannes was up 22% vs last year for the 60th edition of the MIPTV Spring International Content and Co-Production Market.

Figures released on the final day of the annual Spring market confirmed 5650 participants from 86 countries including 5510 delegates in person in Cannes - an increase of 1000 onsite participants vs 2022 – and 120 delegates joining the market through the MIPTV online platform.

The increase in participation to this year's market underlines a robust content sales and acquisitions climate, a rapidly developing international FAST channel business and positive response to the newly reformatted exhibition layout and schedule in the Palais des Festivals introduced in 2022, which combined further affirms MIPTV's position each Spring as the biggest global television content market after MIPCOM CANNES.

"We have found the right format and scale for MIPTV and its working" said Lucy Smith, Director of RX France's Entertainment Division and Director of MIPTV and MIPCOM CANNES. "The increased attendance standing room only attendance and robust exhibition confirms that the design and focus is paying off for all."

"The benefits to all of having the international industry in one place to discover, connect and acquire is magnified by trends such as increased licensing to third parties, the pace of growth for FAST Channels internationally, and the ongoing hunger for, and necessity of, co-production partnerships - themes we will further build on at MIPCOM CANNES in October," she added.

The next edition of MIPTV will take place **15 - 17 April 2024**.

Update: MIPCOM CANNES

Also announced today are first details of MIPCOM CANNES 2023, the leading annual International Co-production and Entertainment Content Market, which will gather once again at the Palais des Festivals from **16-19 October 2023** with MIPJUNIOR returning to its pre-market spot from **14-15 October** in the JW Marriott.

With more than 80% of the exhibition already sold, major global studios, platforms and content groups will be in Cannes in force in October, both in the Palais des Festivals and with major outdoor builds.

New plans for MIPCOM CANNES 2023 include:

- MIPCOM CANNES will move the Producers Hub & Lounge - the heart of Co-production, development and financing at the market – to a new and larger location on the Croisette Beach to accommodate more capacity and a broader programme
- An October edition of the successful FAST & GLOBAL summit – building to the popularity of this week's inaugural international FAST channel focus at MIPTV
- Re-opening of the Riviera 9 sea view exhibition hall in response to the market's rebound and increased demand for premium exhibition space in the Palais des Festivals

“MIPCOM CANNES will again be the world’s greatest gathering of TV and Entertainment Executives on the planet” added Lucy Smith “confirmations have been streaming in early, plans are ambitious and all roads lead to Cannes this October.”

Further Information

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Notes To Editors:

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