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MIPCOM CANNES UP YEAR ON YEAR WITH OVER 11 000 DELEGATES



Cannes, 18 October 2023 – MIPCOM CANNES today announced that over 11 000 delegates from 100 countries attended this week's 39th edition of the International Co-Production & Entertainment Content Market (16-19 Oct).

"Given the buzz from the stands, what the leaders have said on stage, and the sheer volume of content deals done, it is clear that third party sales and distribution are back." said Lucy Smith, Director MIPCOM CANNES. *"MIPCOM has a unique position of bringing together 100 countries, and that concentration of activity in one place, at one time, can only be a catalyst to the international market overall."*

The healthy participation at this year's market underlines a vibrant content sales and acquisitions climate, rapidly developing international FAST channel business, and an increased appetite for international co-production partnerships and future facing insights.

Figures released on the penultimate day of the market represent a third year of growth for the mother of all entertainment content markets, with an increase in overall attendance from last year's 10,800. The total includes a rise in buyers with over 3500 attending in 2023, an increase of 10% year on year, with most hailing from the US, followed by the UK, France, Germany and Spain. Over 320 companies exhibited in

and around the Palais des Festivals, including 31 country pavilions, whilst 50 companies made their debut with stands at this year's market.

Significant delegation increases were seen from China, this year's MIPCOM CANNES Country of Honour, with their biggest representation since 2019 of over 300 delegates from 40 companies; and also from the Middle East, from where more than 160 buyers visited Cannes, an increase of 50% year on year.

The International Kids Screenings & Co-production Market MIPJUNIOR (13-15 Oct) welcomed over 1200 delegates from 63 countries, with a positive take-up for the newly introduced Friday afternoon pre-opening, confirming its position as the annual meeting point for the Kids sector.

The 40th edition of MIPCOM CANNES will take place 21-24 October 2024 with MIPJUNIOR returning to its pre-market slot of 19-20 October 2024.

MIPTV NEW FOR 2024

It was also announced today that in April 2024, MIPTV will be building back the biggest weekend in unscripted with 2 days dedicated to MIPDOC and an extended MIPFORMATS strand as part of the 61st edition of the Spring International Television Market.

-The pre-opening weekend will be dedicated to the doc and factual, and global entertainment format communities and feature in-depth sessions, workshops, summits and screenings.

-MIPTV will again stage a 3 Day exhibition market featuring a streamlined programme of conferences and events including keynotes, The MIP SDG Award and MIPLAB summits focusing on the future of the industry.

-MIP DRAMA screenings will also return with a MIPTV jury pre-selection.

-International Series Festival CANNESERIES will again run alongside the market from 5-10 April 2024.

MIPTV will be staged 8-10 April with MIPDOC and MIPFORMATS held across a pre-opening weekend of 6-7 April 2024.

Further Information

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Note for editors:

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 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, 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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