



9-12 April 2018  
Palais des festivals, Cannes France

PRESS RELEASE

## **BUZZFEED'S MATTHEW HENICK TO KEYNOTE AT MIPTV 2018**



**Paris, 10 January 2018** – MIPTV announces its first keynote of 2018 - **BuzzFeed's** Head of Development **Matthew Henick**.

The leading global television and digital content market, MIPTV takes place in Cannes, France from April 9-12, 2018.

As part of MIPTV's overall "Creators in Demand" theme, Henick's keynote will outline how the current landscape is about creativity and sourcing good ideas to make compelling content. Platforms and media are seeking ways to go into long-form quality content, and BuzzFeed is really owning this space, amplifying its original digital news and entertainment activity.

In his role as head of Los Angeles-based BuzzFeed Studios, Henick helps construct show and talent models for growing the entertainment company made up of full-time multi-hyphenate creators. He also extends BuzzFeed's talent pool and intellectual property to external productions, working with his team to find BuzzFeed content for ideas that could be turned into external development projects for TV series or feature-length films. Prior to joining BuzzFeed, Henick had spells working for comedy writer-producer Judd Apatow and for Pop Up Video, and has consulted for several media startups in Los Angeles.

"This year's Creators in Demand central theme underlines the need to discover new voices and the next generation of showrunners. In a world where all channels and platforms want to super-serve their fans, the unprecedented demand for new shows is generating new opportunities for creator-driven stories. At the same time, rocketing budgets need ground-breaking new financing models, meaning it is all about finding genuine partners to help create great stories and great brands. Regardless of the content genre and the size of the screens, creators and talent have become the most valuable resource," said Laurine Garaude, Director of Television at Reed MIDEM, which organises MIPTV.

With the launch of the inaugural gold-standard international series festival CANNESERIES, alongside MIPTV and the new Cannes Drama Creative Forum, *In Development*, taking place on April 10 and 11, MIPTV will be the biggest week in TV. Combined MIPTV, CANNESERIES and *In Development* will fast-track new drama productions at an international level.

**About MIPTV** – MIPTV (9-12 April 2018, Cannes) is the flagship and leading global TV and digital content market. Each April, over 10,000 professionals from across the international TV and digital entertainment ecosystem connect to launch and discover new content, forge partnerships, negotiate financing and distribution agreements, find co-production opportunities and explore the latest trends.

MIPTV is preceded by the biggest weekend in unscripted content (7-8 April 2018), comprising MIPDoc, the world's largest screenings library, conference and co-production marketplace for the factual community, and MIPFormats, the discovery showcase for the global formats community. [www.miptv.com](http://www.miptv.com)

**About Reed MIDEM** - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector. [www.reedmidem.com](http://www.reedmidem.com)

**About Reed Exhibitions** - Reed Exhibitions is the world's leading events organiser, with over 500 events in over 30 countries. In 2016 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

#### **REED MIDEM PRESS CONTACTS**

**Jane GARTON**, Entertainment Press Director: +33 1 79 71 94 39 > [jane.garton@reedmidem.com](mailto:jane.garton@reedmidem.com)

**Philippe LE GALL**, Press Manager: +33 1 79 71 96 48 > [philippe.legall@reedmidem.com](mailto:philippe.legall@reedmidem.com)

**Yassia FEKIR**, PR: +33 1 79 71 95 82 > [yassia.fekir@reedmidem.com](mailto:yassia.fekir@reedmidem.com)

**Edith YAHIAOUI**, Press Officer: +33 1 79 71 94 34 > [edith.yahiaoui@reedmidem.com](mailto:edith.yahiaoui@reedmidem.com)