



9-12 April 2018
Palais des festivals, Cannes France

PRESS RELEASE

MIPTV LAUNCHES KIDS' LIVE ACTION PITCH COMPETITION

CREATORS BRING IDEAS TO PRESTIGIOUS INTERNATIONAL JURY



Paris, 11 January 2018 – MIPTV today announces a brand-new pitching competition dedicated to youth programming, the ***Kids' Live Action Pitch***.

Designed to meet the growing international demand for kids' live action series, it is the first-of-its-kind international competition to source original live action programming ideas from producers and creators of children's content.

Five finalists will be selected by a prestigious jury comprised of some of the industry's most renowned experts in the kids' industry. Those so far confirmed for the jury are: Jo Allen, Producer, BBC Children's Acquisitions and Independent Animation, BBC, UK; Nina Hahn, SVP Production and Development, Nickelodeon International; David Levine, VP Programming, Production and Strategic Development Disney Channels EMEA, The Walt Disney Company, UK; and Paula Taborda dos Guarany's, Head of Content and Programming, GLOOB, Brazil.

Submissions are now open for series ideas, and will close on 16 February. The finalists will have the opportunity to pitch their project live on stage at MIPTV in front of buyers and commissioning editors in the kids' industry, and will also have one-on-one meetings with each of the jury members.

Alongside this inaugural competition, MIPTV will this year have a comprehensive programme that will put a strong emphasis on Digital Native Kids Content and Live Action Scripted Series. The International Emmy® Kids' Awards ceremony will also take place on the evening of Tuesday 10 April as part of MIPTV.

The world's leading entertainment content market and forum, MIPTV takes place in Cannes, France from 9-12 April 2018.

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

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