PRESS RELEASE

CHINA’S ALIBABA/YOUKU PRESIDENT
YANG WEIDONG TO KEYNOTE AT MIPTV

SPOTLIGHT ON ASIA IN MIPTV’S CONFERENCE PROGRAMME

Paris, 5 March 2018 – MIPTV announces the keynote speech by Yang Weidong, President of Youku, Alibaba Media & Entertainment Group.

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

As part of MIPTV’s overall “Creators in Demand” conference theme, Yang Weidong’s keynote will outline the necessity of continuing to provide a bridge between the internet and broadcast channels, and the need to create qualitative, brand-defining content. He will also share his company’s international partnership strategy aimed at strengthening Youku’s position as a leading multi-screen entertainment and media platform in China.

Yang Weidong, President of Youku, Alibaba Media & Entertainment Group, has contributed to rebuilding the relationship between the internet and TV channels, and leading Chinese online video into the era of well-made content. He has promoted the “ecologicalisation” of cultural industries, the creation of “super series,” and the development of different types and brands of video. He was the first to put forward the model of integration of the “super variety show” and the internet variety show, and created the popular “MARS Intelligence Agency.” In his previous role as President of Tudou.com, he reshaped the company, turning it into a cultural brand among youth.

Weidong Yang has been President of Alibaba Digital Media and Entertainment Group since December 2017, and has also served as President of Youku business group since October 2016. Prior to that, he headed the operations of the Youku business group and other digital media and entertainment businesses in various senior executive roles since joining the company in May 2016.
Asian TV drama will be also highlighted in the MIPTV conference programme, with a showcase introducing the new producers to watch from that region. There will also be a panel emphasising the new breed of local dramas with regional reach and global ambitions coming from Asian OTT platforms, alongside the well-established regional powerhouse networks that have raised the bar in terms of local drama series. Speakers so far confirmed include executives from HOOQ, HBO ASIA, VIKI, and YOUKU.

CANNESERIES takes place alongside MIPTV and “In Development” as part of the biggest week in TV.

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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