



12-16 April 2021
Online



11-14 October 2021
Cannes, France

MEDIA ALERT

REED MIDEM OUTLINES PLANS FOR MIPTV AND MIPCOM 2021

*MIPTV TO TAKE PLACE EXCLUSIVELY ONLINE NEXT APRIL
FOCUS ON RETURN TO CANNES FOR MIPCOM IN OCTOBER*

Paris, 18 December - Reed MIDEM today outlines 2021 plans for its flagship international television distribution markets MIPTV and MIPCOM as it looks forward to gathering the industry together next year through online and in-person events.

MIPTV – the 58th Spring International Television Market – will take place online during the week of April 12-16, 2021 and will encompass the MIPDoc and MIPFormats programmes. Details of the all-new **Digital MIPTV 2021**, including enhanced, personalised one-to-one business meeting tools allowing the international entertainment content business community to connect, will be announced in the coming weeks.

The decision to hold MIPTV online is due to the ongoing uncertainty over Covid-19. However, if conditions improve sufficiently by early 2021, Reed MIDEM will look at holding a small, in-person screenings-based event in Cannes during the MIPTV week to complement the digital edition. **CANNESERIES** Season 4 will take place in the Palais des Festivals in Cannes from April 9-14, 2021.

MIPCOM – the 37th World's Entertainment Content Market – along with Kids Programming Market **MIPJunior** (9-10 October 2021) – will move forward as a live gathering in Cannes on the scheduled dates of 11-14 October 2021, welcoming the global distribution and production community back to the Palais des Festivals venue for the first major international television event since MIPCOM 2019. A digital complement will run alongside the physical market.

Jerome Delhaye, Director of Reed MIDEM's Entertainment Division comments: "We have learned a great deal in this extraordinary year. Two points stand out very clearly across all of Reed MIDEM's events: the need for clear and, when possible, timely decision making, so our partners around the globe can plan for the year ahead; and the need to get back to doing business face-to-face. That is why we are confirming plans now for the two biggest annual events in the television calendar. We remain especially optimistic about the 2nd half

of 2021 and as such we are focussing all our energies on bringing everyone back to Cannes in October for the business reunion that the industry is so eagerly awaiting.”

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 Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions - Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. www.reedexhibitions.com

Reed MIDEM Press Contacts

Mike WILLIAMS, Director of Communications, +33 6 24 19 36 57 > mike.williams@reedmidem.com

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 > philippe.legall@reedmidem.com

Ruth SETTLE, PR, +44 7946 346698 > ruth@ruthsettle.com