



PRESS RELEASE

**MIPTV ONLINE+ EXTENDS SERVICE THROUGH 10 APRIL
4000 DELEGATES ACCESS PLATFORM IN FIRST 4 DAYS**

A promotional graphic for MIPTV ONLINE+. The background is dark with a blurred image of a woman wearing white headphones and looking at a laptop. The text is white and pink. In the top left, it says 'mip | tv.online+'. In the top right, a white box contains the text 'EXTENDED Till 10 April'. Below that, it says '4,000 professionals have already joined us online enjoying exclusive MIP content' with an icon of three people and a play button icon. At the bottom left, it says 'Come join us!' and 'STREAMING NOW' in a white box. At the bottom right, there is a Twitter icon and the hashtag '#MIPTV'.

Paris, 2 April 2020 - Reed MIDEM today announces a week-long extension of its **MIPTV ONLINE+** service which will now remain available free of charge to all registered MIPTV, MIPDoc and MIPFormats 2020 clients until 10 April.

The decision to extend the service was taken following high demand and uptake for the service which in its first four days saw 4000 registered delegates access the rich programme of content originally scheduled for this year's editions of MIPTV, MIPDoc and MIPFormats.

Lucy Smith, Television Division Deputy Director at Reed MIDEM said: *"MIPTV Online+ exceeded all expectations in our first week. With so much disruption going on in the world, it's heartening to know more than 4,000 entertainment executives from across the globe made time to connect, screen and move business forward in spite of MIPTV's cancellation. For this reason, we are thrilled to extend MIPTV Online+ for another week."*

MIPTV ONLINE+ provides buyers with the opportunity to stream distributor programmes scheduled as part of the MIPTV Drama Buyers' Summit and the MIPDoc Screenings Library. The online service also offers access to the In Development, MIPDoc and MIPFormats project pitches as well as MIPTV's exclusive market intelligence conference sessions - Fresh TV and the Factual and Kids Content Showcases.

MIPTV ONLINE+ PRESS CONTACTS

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