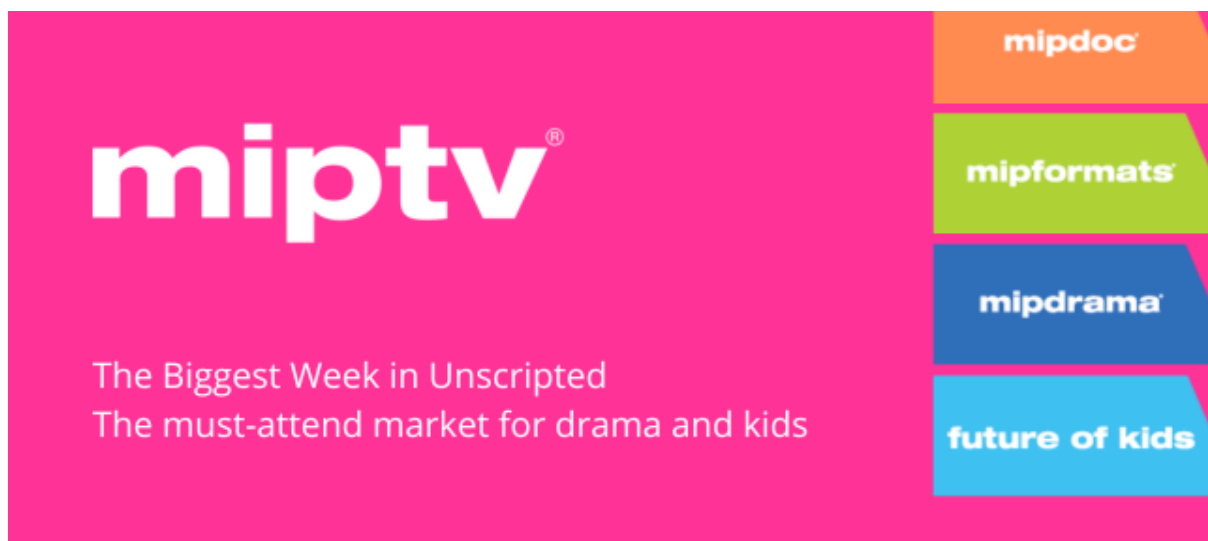


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MIPTV BOOKINGS SURGE 20% YEAR ON YEAR

MAJOR UPTICK IN BUYERS AND EXHIBITING COMPANIES ATTENDING
CANNES SET FOR 'THE BIGGEST MIPTV IN YEARS' NEXT MONTH



Paris, 30 March 2023 – With just under three weeks from opening, MIPTV is forecasting overall growth in attendees to be up 20% for 2023. In total, the 60th Edition of the Spring International Content and Co-Production Market is tracking to welcome over 6000 international entertainment executives to the Palais des Festivals in Cannes from April 17-19, 2023 – a 20% increase vs. 2022 – cementing its position as the largest international content and co-production market behind October's MIPCOM CANNES.

This surge in MIPTV bookings includes more than **530 exhibiting companies** and **1600 buyers** hailing from **over 80 countries**, amongst them hundreds of the industry's biggest international studios, distributors, content producers and FAST channel players. The market is also being fuelled by a strong return from Africa and Asia-Pacific regions (including China which

returns with its first presence at a MIP Market since 2019), alongside a marked growth in buyers attending from France, Germany, Italy, Spain and Türkiye.

“MIPTV is back to growth,” said RX France Entertainment Division Director & Director of MIPTV Lucy Smith. “We’re expecting the biggest MIPTV in years for our 60th anniversary. I am hugely grateful for the overwhelmingly positive response to the reformatted MIPTV. It’s not too late to join us in Cannes.”

Billed as the Biggest Week in Unscripted, and the Must-Attend Market for Drama and Kids, MIPTV 2023 features five programming strands accessible with one pass: Documentary and Factual (MIPDOC) and Formats (MIPFORMATS) alongside Drama (MIPDRAMA), Kids (THE FUTURE OF KIDS TV SUMMIT) and FAST Channels (FAST & GLOBAL).

The 6th edition of International Festival CANNESERIES again runs in parallel to MIPTV (April 14-19) with additional exclusive premieres of drama and documentary selections for MIPTV buyers as part of a pre-market ‘Super Sunday’ on 16th April. Unveiled this week, details of the CANNESERIES Saison 6 Programme can be found [here](#).

Exhibiting Companies, Sponsors and Partners confirmed for MIPTV include...

Aardman Animations, Abacus Media Rights, About Premium Content, A+E Networks, Albatross World Sales, American Public Television, APC Kids, Armoza Formats, Arte France Development, Atresmedia, ATV, Autentic, Avalon Distribution, Be-Entertainment, Be-Films, Beijing Guangzhao Dadi Media, Bell Media, Beta Film, Blue Ant Media, Boat Rocker, Cake Distribution, Calinos Entertainment, Canal+ Groupe, Caracol Television, Catalan Films & TV, China International Television Corporation, Cineflix Rights, CJ ENM, Corus Studios, Creative Europe Media, DCD Rights, Dick Clark Productions, Disney Star India, dotstudioPRO, DR, Eccholine, Federation Studios, Film.UA Group, FilmRise, Finnish Broadcasting Company, FOX Alternative Entertainment, FOX Entertainment Global, France Télévisions, Fuji Television Network, Gaumont, Global Screen, Global Agency, Globo, Guinness World Records, Hangzhou IX Media, Inter Medya, Istanbul Chamber Of Commerce, Jiangsu Broadcasting Corporation, Kanal 7, Kansai TV, KOCCA, Lakeshore Entertainment, Leonine Studios, M6, Madd Entertainment, Media Group Ukraine, Mediaset Group, Mediawan Rights, Mercury Studios, Moonbug Entertainment, Movistar Plus+, Newen Studios, NHK, Nippon TV, Okast TV, ORF, Paramount Global Content Distribution, Passion Distribution, PBS International, Pictures In Motion, Public Broadcasting Company Of Ukraine, Rakuten TV, Robert Gillings Productions, Red Arrow International, SBS, Screen.Brussels, Sinking Ship Entertainment, SODEC, STUDIOCANAL, SVT, Telewizja Polska, TF1, The Mediapro Studio, Tokyo Broadcasting System, TV Asahi, TV Azteca, TV Tokyo Corporation, TV5, Quebec Canada, Unifrance, Urban Films, Variety Distribution, Vevo, Viaplay Group, Vice Media, Wallonie Bruxelles Images, Warner Bros. Discovery, Wildbrain, Wurl, ZDF Studios, Zee Entertainment Enterprises.

A full list of attending participants can be found [here](#)

‘At A Glance’ MIPTV Conference Programme can be found [here](#)

Further Information

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Notes To Editors:

MIPTV forms part of a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (14-17 November 2023), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 39th edition will be held 16-19 October 2023.

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France

About CANNESERIES

Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.



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