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SILVERBACK TO RECEIVE 'MIPTV SDG AWARD' SUPPORTING UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Acclaimed Producers Renowned for Landmark Global Natural History Recognised
For Their Action On Sustainability

Session To Include Interview with Jonnie Hughes, Director, Studio Silverback



Paris, 03 April 2023 – MIPTV today announced that acclaimed natural history producers Silverback (Silverback Films and Studio Silverback) will be honoured with the fourth annual MIP SDG AWARD at the MIPTV Spring International Content and Co-Production Market (17-19 April) in Cannes, to be accepted by multi-award winning producer/director Jonnie Hughes, Director at Studio Silverback.

Established in association with the United Nations in support of their Decade of Action campaign, the MIPTV SDG AWARD recognises media companies for their action and contribution to delivering against the UN's 17 [SDGs](#); with All3 Media's Silverback Films being recognised

alongside Studio Silverback, in particular for work supporting goals directed at 'climate action' and the conservation of 'life below water' and 'life on land'.¹

The session on Tuesday (April 18) in the Palais des Festivals will include an on stage interview with Jonnie Hughes covering both the craft behind, and the purpose driving, the company's globally impactful work. The award will be presented by Caroline Petit, United Nations.

Founded by Alastair Fothergill and Keith Scholey, the UK-based Silverback Films are renowned for global wildlife landmark series and features. These include **Our Planet** (Netflix), **David Attenborough: A Life On Our Planet** (Netflix), produced and directed by Jonnie Hughes, *The Hunt* and *The Mating Game* (BBC One), six **DisneyNature** features (Disney+), and the recently launched **Wild Isles**, a major five-part series again collaborating with Sir David Attenborough, that aims to do for the wildlife of Britain and Ireland what the *Our Planet* series did for the wildlife of the world. Fothergill was also previously the Series Producer and Executive Producer behind huge global hits **Blue Planet**, **Frozen Planet** and **Planet Earth** whilst running the BBC Natural History Unit.

In 2020 the founders additionally established Studio Silverback with Hughes and former WWF Executive Director Colin Butfield. Created as a multi-platform arm focusing on films that tackle the world's pressing environmental challenges for a global audience, Studio Silverback credits include **The Earthshot Prize: Repairing Our Planet**, led by Earthshot Prize founder Prince William; and YouTube original series **Seat at the Table**, which saw YouTube creator Jack Harries collate personal stories from those directly affected by climate change globally and present them at the Cop 26 in Glasgow.

Caroline Petit, Deputy Director of United Nations Regional Information Centre said: *"This annual award recognises the creative programming of Silverback that reaches millions of viewers worldwide. It also demonstrates the television & media industry's increasing commitment to generate innovative content on the topic of sustainability. This award is timely as 2023 must be a year of game-changing climate action."*

Jonnie Hughes, Director, Studio Silverback said: *"We're proud to receive this award for our work in supporting the SDGs. At Silverback, our mission is to combine powerful storytelling with world-class cinematography to reveal the urgent truth of our changing planet to a global audience as well as the opportunity we have for a sustainable future. We see that to drive real change, we must tackle the communications challenge. Through our wildlife series and features, our purpose-driven films, and our multi-media projects, we have been working to tell the story of sustainability in a new way and to achieve more through collaboration. It's a huge task, but we've already made progress and we're grateful to MIPTV and the United Nations for recognising our contribution so far."*

"This astonishing body of work and sense of purpose is crucial to recognise" said RX France Entertainment Division Director & Director of MIPTV Lucy Smith. *"Silverback's work has consistently conveyed not only the diversity and richness of the natural world in astonishing detail, but their storytelling engages audiences globally about the urgent environmental challenges faced and encourages sustainable choices."*

Previous recipients of MIP SDG Awards include Sky, A+E Networks, ACT (Association of Commercial Television and Video on Demand Services in Europe) and media and entertainment company Junk Kouture.

The award forms part of RX France's ongoing commitment to the United Nations' SDG Media Compact. Founded in 2018, the alliance of media and entertainment companies now numbers over 200 members committed to leveraging their resources and talent to amplify and accelerate progress towards achieving the Sustainable Development Goals.

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 60th MIPTV Spring International Content and Co-Production Market is tracking to welcome over 6000 international entertainment executives to Cannes including an estimated 530 exhibiting companies and 1600 buyers hailing from over 80 countries.

Further Information

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Notes To Editors:

1. Full Details of the 17 SDG Goals can be found [here](#). Further details of the SDG Media Compact can be found [here](#) .

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

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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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