



The Spring International TV Market

04 - 06 April 2022

Palais des Festivals, Cannes

In partnership with  CANNESERIES

PRESS RELEASE

Kevin Mayer and René Rechtman Headline Opening Keynote at MIPTV

Candle Media's Co-Chairman & Co-CEO and Moonbug Entertainment's Co-Founder & CEO take stage at the 2022 Spring Market



Paris, 1 February 2022 – RX France (formerly Reed MIDEM) today confirmed Keynote speakers for the opening session of this Spring's in person re-shaped MIPTV (4-6 April).

Kevin Mayer, Co-Chairman, and Co-CEO of next generation media company Candle Media and **René Rechtman** Co-Founder and CEO of **Moonbug Entertainment** will join forces to keynote at MIPTV. Candle Media's purchase of global children's giant Moonbug in November 2021 is one of several recent high-profile acquisitions of, and investments in, content companies.

Since its beginning in 2018, Moonbug's digital first approach has built a worldwide family audience through globally popular shows including CoComelon, Blippi and Little Baby Bum. Promoting values such as compassion, empathy and resilience to children around the world, Moonbug's content appears in 30 languages and on more than 100 platforms.

Founded by ex-Disney Executives Kevin Mayer and Tom Staggs, with backing from private equity firm Blackstone, Candle Media's acquisition of Moonbug followed that of Hello Sunshine, the media company founded by Reese Witherspoon (Big Little Lies, The Morning Show, Little Fires Everywhere) in August last year. In recent weeks the company has also completed the acquisition of Israeli production company Faraway Road Productions (Fauda) and taken a minority stake in Will Smith and Jada Pinkett Smith's Westbrook Inc. (King Richard, Cobra Kai, Welcome to Earth).

Created as an independent, creator-friendly home for cutting-edge, high quality, category defining brands and franchises, Candle Media aims to position leading entertainment businesses for accelerated, sustainable growth in the current market and beyond by bringing together elite talent operating at the intersection of content, community and commerce.

Staged on the opening day of the market in the Palais des Festivals, the session will cover strategy and future plans of the companies along with insights and takes on wider industry trends.

RX France Entertainment Division Director & Director of MIPTV, Lucy Smith commented: "It could not be timelier to welcome René and Kevin to the Cannes stage. Moonbug has risen to become a category-leader, built on editorial values and a digital first approach, in less than four years. Whilst their new owners are presently the industry's most high profile, acquisitive startup investing in, and supporting, storytellers whose companies can thrive creatively, commercially, and technically in a future media landscape. It will make for an enlightening and entertaining session."

The opening session announcement follows the confirmation of Cécile Frot-Coutaz, CEO of Sky Studios, as the recipient of Variety's International Achievement in Television Award to be presented at the market, with further high-profile confirmations to the programme to follow in the coming weeks.

The 59th annual MIPTV in 2022 incorporates both MIPFORMATS and MIPDOC into a new three-day business efficient programme. with

The 66th annual MIPCOM 2022 incorporates both MIPCOM and MIPDRAMA into a new three-day business event programme, with premium high-end drama showcase MIPDRAMA again acting as a curtain raiser on 3 April.

Also returning are the International Format Awards (in association with C21Media, FRAPA, MIPFORMATS & Entertainment Masterclass), whilst in parallel, Cannes will also host the fifth season of international TV series Festival CANNESERIES (1-6 April) and Esports BAR, the world's leading esports business event.

MIPTV 2022 looks to build on the success of, and take learnings from, last October's MIPCOM, the television industry's biggest global sales and development market and the first major content market to be staged in person since the beginning of the pandemic. MIPCOM saw over 4500 delegates, including 1200 buyers and 145 stands from 35 countries returning to Cannes to buy, sell, network and gain invaluable insights.

Plans for Spring also include health and safety measures successfully implemented at MIPCOM, which continue to be reviewed, updated and refined ahead of April's market.

Further information

MIPTV, Patrick Keegan - patrick@pk-consults.com

Moonbug Entertainment, Monika Fried - monika.fried@moonbug.com

Notes To Editors:

Kevin Mayer

Co-Chairman and Co-CEO, Candle Media

Kevin Mayer is Co-Chairman and Co-CEO of Candle Media.

Prior to this, he held the position of CEO of social networking service TikTok.

Mayer previously served as Chairman of Direct to Consumer and International at Disney, launching streaming businesses including Disney+ and ESPN+. Before this, as Disney's Chief Strategy Officer, he led on the acquisitions of Pixar, Marvel, Lucasfilm, 21st Century Fox and BamTech.

In addition to his Candle Media role, Mayer is Chairman of DAZN, the leading global sports streaming platform.

René Rechtman

Co-founder and CEO, Moonbug Entertainment

René Rechtman is a Danish, English media entertainment executive, entrepreneur and business investor. In June 2018 Rechtman co-founded Moonbug Entertainment, a global children's entertainment company, and currently serves as its CEO.

Prior to Moonbug, Rechtman was Head of Non-Linear Media Networks at The Walt Disney Company, where he was responsible for building a digital studio. He joined Disney through its acquisition of Maker Studios in 2014, where he was an investor and served as President.

Between 2011 and 2013, Rechtman served as CEO of AOL BeOn, a global branded content division of AOL Networks. He joined AOL in 2011 when Goviral, a branded content distribution platform where he was a partner and CEO, was acquired. Earlier in his career, Rechtman took TradeDoubler, a digital marketing platform, from greenfield to IPO.

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.

MIP®, MIPCOM®, MIPTV®, MIPJunior®, MIPDoc® and MIPFormats® are registered trademarks of RX France - All rights reserved.

In accordance with Article Privacy and Data Policy of the Rules and the Organiser's [Privacy Policy](#), as well as the [California Consumer Privacy Act Notice](#), this data is processed by RX France (52 Quai Dion Bouton 92800 Puteaux, France, registered with the Nanterre Companies Registry under n°410 219 364), for the purposes of (i) the use and performance of the online platform (such as fulfilling request for information or content), or for (ii) newsletter, promotional communication or promotional analysis or for (iii) clients' satisfaction and statistics. Such data (i) is stored for a maximum duration of 3 years or 10 years if the present accreditation is completed and (ii) may be transmitted to the Organiser's partners, which may become Data Controllers, that are organising an event or a session, or publishing a video that Data Subjects may attend and/or watch. You may exercise your right to access, obtain, correct and oppose the use of your personal data by writing to [Privacy Center](#). In case of an unsatisfied answer to your request, you may raise a complaint before the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL) www.cnil.fr.

If you do not wish to receive press releases from MIP, you can [unsubscribe here](#).



Built by



In the business of
building businesses