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17-19 April 2023

Palais des Festivals, Cannes

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ANNA MARSH STUDIOCANAL CEO AND DEPUTY CEO CANAL+ GROUP TO KEYNOTE AT MIPTV IN CANNES

EUROPEAN STUDIO HEAD TO EXPLORE RAPIDLY EVOLVING CONTENT BUSINESS MODELS



Paris, 30 January 2023 – MIPTV today announced that Anna Marsh, CEO, STUDIOCANAL, and Deputy CEO of CANAL+ Group, will explore the changing dynamics of content strategies in a keynote speech at the 60th anniversary edition of the Spring international content and co-production market in Cannes, France (17-19 April).

As CEO of STUDIOCANAL, Marsh presides over the leading European studio spanning both feature films and TV series for the international market. Each year, it finances and produces around **30 films**, distributes around **50 films**, and produces more than **200 hours of TV series** in multiple languages. STUDIOCANAL is the **leading French distributor in 2022** thanks to huge theatrical successes, such as NOVEMBRE, RISE, SUPERWHO?, GOLIATH. International successes include A BOY CALLED CHRISTMAS and PADDINGTON 1 & 2. It also owns the European's largest film **library with more than 7 500 titles** from 60 countries and has invested 20 million euros into the restoration of **750 classic films** over the past 5 years.

Speaking from the Debussy Theatre stage in the world-renowned Cannes' Palais des Festivals as part of the programme's Media Mastermind strand on the opening day of the market (Monday 17 April), Marsh will explore the increasing crossover between mediums and the opportunities for talent, storytelling and innovative commercial strategies that spring from these.

Anna Marsh said: *“As the European leader in film and series production and distribution, STUDIOCANAL has a responsibility to share its content with even wider and expanding international audiences. We have the strength, the means and above all the ambition to do so. More than ever in 2023, we are looking to diversify our content and create the successes of tomorrow by strengthening the significant synergies between our film and series activities. Many of the world’s best producers, directors and actors are part of STUDIOCANAL’s illustrious group of loyal talent which, along with our wide-ranging broadcast and platform partners, enables us to tell entertaining and illuminating stories throughout the world.”*

RX France Entertainment Division Director & Director of MIPTV, Lucy Smith said: *“The current ecosystem is a fertile ground for fresh thinking. STUDIOCANAL have both film and TV at their heart and have consistently challenged the conventions around production and distribution models for each internationally. Anna is uniquely and ideally placed to help navigate the changing landscape and illustrate the opportunities within and between both.”*

STUDIOCANAL operates in France, U.K., Germany, Benelux, Spain, Denmark, Australia, and New Zealand. All productions take place directly through STUDIOCANAL entities or with its award-winning network of European production companies: **STUDIOCANAL Series** (SHADOWPLAY, A BETTER PLACE) and **LAILAPS FILMS** (WILD REPUBLIC) in Germany; **RED PRODUCTION COMPANY** (IT’S A SIN, STAY CLOSE, RIDLEY ROAD, YEARS AND YEARS) and **URBAN MYTH FILMS** (THE ONE, WAR OF THE WORLDS) in the UK; **BAMBU PRODUCCIONES** (THE VOW, CABLE GIRLS, DOS VIDAS, UN ASUNTO PRIVADO) in Spain; **STUDIOCANAL ORIGINAL** (NEUF MEUF, NARVALO, MOUCHE) and newly created **2e BUREAU** in France. Also, Benedict Cumberbatch’s company **SUNNYMARCH TV** (PATRICK MELROSE) in the UK; **SAM PRODUCTIONS** – Søren Sveistrup and Adam Price (THE ORCHESTRA, ELVIRA, BORGEN) in Denmark and **DINGIE** acquired in 2022 in Benelux.

Anna Marsh has nearly 20 years of experience in the entertainment industry, after graduating from the University of Otago in New Zealand and then French business school HEC and began her career working in sales at Tele Images Productions and TF1 International. Marsh first joined Studiocanal in 2008 as VP International Sales, in 2013 was appointed Head of International Distribution Strategy, and shortly after Head of International Sales. In 2017, she was appointed EVP, International Distribution at STUDIOCANAL and in March 2019, she was appointed Managing Director of STUDIOCANAL UK.

Marsh was appointed CEO of STUDIOCANAL in 2019, promoted to the CANAL+ Group’s management board in 2022 and appointed Deputy CEO of the Group in October 2022.

Further: MIPTV 2023

Billed as ‘the biggest week in unscripted television’, MIPTV features genre focused strands for Documentary & Factual (MIPDOC), Formats (MIPFORMATS), Drama (MIPDRAMA) and Kids and Young Adults (Future of Kids TV) - all accessible with one pass.

The footprints for both MIPDOC and MIPFORMATS are significantly expanded for the 60th anniversary edition of MIPTV, including the inaugural MIPDOC International Buyer Screening Showcase for over 500 invited buyers on the eve of the market and an extended MIPFORMATS

programme featuring further workshops, the FRAPA summit and a new Fresh TV Formats survey from The WIT.

In addition, 2023's MIPTV will feature the build out of a 2000 SQM MIPDOC & MIPFORMATS Producers Hub including a lounge and conference room in the renowned Riviera Hall, set against the backdrop of Cannes' iconic Mediterranean sea view designed to accommodate hundreds of meetings daily for creators, producers, commissioners, financiers and development executives.

Once again running alongside MIPTV will be international festival CANNESERIES (14-19 April) whose Season 6 also introduces its first [documentary selection](#).

Re-shaped in 2022, the three-day concentrated MIPTV is expected to welcome more than 200 exhibitors and 2500 buyers with participants hailing from 100 countries.

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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