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China and Asia-Pacific Lead Big Return to MIPTV 2023

MIPTV announces global exhibitor presence in Cannes up 20% vs. 2022



Paris, 09 March 2023 – MIPTV confirmed today a significant return of distributors, buyers and producers from the Asia-Pacific region, including **China**, which will have its first major presence at a MIP market in Cannes since 2019, and joined by **Australia, Hong Kong SAR, India**, the **Philippines, South Korea** and **Japan**, also a returning platinum partner of the market.

The strong regional showing contributes to an overall year-on-year surge of 20% in exhibitors for the forthcoming MIPTV 2023 Spring International Television Content & Co-Production Market (17-19 April), which is set to host over 180 exhibition stands and pavilions across three floors of the iconic Palais des Festivals and outdoor structures on the Riviera, and to welcome participants hailing from over 100 countries.

China will see its national pavilion take centre stage on the MIPTV exhibition floor in Cannes and housing multiple companies. Moreover from the Asia-Pacific, confirmed companies, partners and attendees to attend MIPTV from the region include Japan's *Fuji Television, Nippon TV, NHK, Toei Animation, TBS, TV Asahi, and TV Tokyo*; *ACTF, ABC Commercial, Foxtel, Inverleigh, Nine Network, Paramount ANZ, Seven Network* and *SBS* from Australia; *One Life*

Studios and Zee Entertainment from India; The Philippines' *GMA Network*; *Lightning International* from Hong Kong SAR; and in addition to a Pavilion hosted by the *Korea Creative Contents Agency (KOCCA)*, also welcoming *DAEHAN MEDIAWORLD*, *FormatEast* *KBS Media* and *SBS Media* from South Korea.

The Asia-Pacific is tracking at MIPTV to have the largest representation of buyers outside of Europe, accounting for 1 in 10 buyers expected this April in Cannes. Speakers and showcases from the region will also include a focus on unscripted format IP emerging from South Korea and Japan during the MIPFORMATS programme, as well as the staging of special screenings of Korean scripted series within MIPDRAMA.

“MIPTV gets you back in front of China and the massive Asia-Pacific content community!” said RX France Entertainment Division Director & Director of MIPTV Lucy Smith. “Since 2020, Asia was mostly closed for business travel from the West. This April MIPTV in Cannes is THE must-attend market for anyone whose business touches China, Korea, Japan, Australia, India, the Philippines, and others from the Asia-Pacific. We are so honoured to present this region to the world.”

Alongside an increase in exhibitors, an expanded MIPTV 2023 programme sees MIPDOC and MIPFORMATS significantly built out alongside 'must attend' genre strands for Drama (MIPDRAMA) and Kids (FUTURE OF KIDS TV SUMMIT).

These are complemented by the launch of major new initiatives including the FAST & GLOBAL SUMMIT, focused on the international growth of FAST channels and the MIPDOC INTERNATIONAL BUYER SCREENING SHOWCASE, staged on the eve of the market as part of a 'Super Sunday' of pre-market events – with all accessible with one pass.

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.

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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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