

Not displaying correctly? View the [web version](#)

# miptv<sup>®</sup>

**3 DAYS. 4 MARKETS IN ONE.**

**MIPDOC. MIPFORMATS. MIPDRAMA. FUTURE OF KIDS.**

**17-19 April 2023**

Palais des Festivals, Cannes

In partnership with  **CANNESERIES**

**PIONEERING THOUGHT LEADER EVAN SHAPIRO TO KEYNOTE AT MIPTV**

**MIPTV AND MEDIA UNIVERSE CARTOGRAPHER PARTNER ON EXCLUSIVE RESEARCH FOR SPRING MARKET**



**Paris, 18 January 2023** – MIPTV today announced it has partnered with industry thought leader Evan Shapiro on exclusive research to be unveiled in a scene-setting keynote on the opening day of the market (17-19 April).

Shapiro will draw on the brand-new audience research, exclusive to MIPTV, to challenge assumptions and provide insights to global industry shifts, trends and evolving business models from the stage of the world-renowned Debussy Theatre of Cannes' Palais des Festivals on Monday 17th April 2023.

An Emmy and Peabody Award-winning producer and professor of Television at New York University, Shapiro is acclaimed for his bold predictions and distinctive visualisations of the global tech and entertainment ecosystem shared via his influential newsletter Media War & Peace, as co-host of podcast Cancel Culture and through his change agency ESHAP.

Evan Shapiro said: *“Armed with a raft of fresh new research from a survey of tens of thousands of media consumers, I’m coming to Cannes to challenge the international tv community to move beyond incremental change and reimagine television for the way our audiences want content now.”*

RX France Entertainment Division Director & Director of MIPTV, Lucy Smith said: *“MIP markets are about context alongside content, provided by the industry’s best minds. Evan is a one off. His predictions are bold, incisive and thought provoking, his style unique. In a rapidly evolving global ecosystem such insights are not only invaluable but inspirational.”*

### **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*

Patrick Keegan - [patrick@pk-consults.com](mailto:patrick@pk-consults.com)

---

#### *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](http://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.



OneMIP® is a registered trademark of RX France - All rights reserved. RX France and [our affiliates](#) processes your personal data in accordance with our [Privacy Policy](#) for the purposes detailed within. Such data is stored for as long as necessary in order to provide the Service and fulfil the transactions requested, or for other essential purposes such as complying with our legal obligations. You may exercise your rights via our [Privacy Center](#). In case of an unsatisfied answer to your request you may raise a complaint before the [CNIL](#).

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



Built by



In the business of  
building businesses