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INDUSTRY TRANSFORMATION EXPERT MARK ENDEMAÑO TO GIVE OPENING KEYNOTE AT MIPTV

Partner & Managing Director in AlixPartners London to Lead Scene Setting
Session



Paris 6 March - MIPTV today announced that industry transformation expert, global studio veteran and leading industry consultant Mark Endemaño will give the opening keynote at the forthcoming MIPTV Spring International Television Market in Cannes **8-10 April 2024**.

The presentation entitled *'Back To The Future - bridging the past and present to shape tomorrow's TV landscape'* will give invaluable insights to help navigate the current transformational period in the television landscape, demonstrating how principles that have underpinned the industry historically give the clearest indication to what may lie ahead.

Speaking from the Riviera Stage in the Palais des Festivals on Monday 8 April at 11.00, the findings will draw on Endemaño's 25 years of experience across Media, Entertainment and Technology sectors and build on insights outlined in AlixPartners Predictions Report 2024 titled *'Appetite For Disruption'* with new research.

A senior partner at global consulting firm AlixPartners' London Office, Endemaño previously held senior roles at Disney across more than a decade, including General Manager of Media Distribution at Walt Disney International and CFO of Disney's EMEA business, and played a key role in the international launch planning of Disney+. Following which, as CEO of Move AI, Endemaño led a tech company delivering next generation 3D animation with markerless motion capture software for digital content creators. He joined AlixPartners as a senior partner in their London-based practice in 2022 and co-leads the Media & Entertainment practice for EMEA.

Mark Endemaño commented: *"It's a pivotal time for the media and entertainment industry, as digital and economic disruption continues to test business models like never before. Those businesses that come out on top will bypass the noise and harness technology in a way that incorporates lessons learned from the past. I'm delighted to return to MIPTV to share my thoughts on this and look forward to engaging in conversations on such a vital topic for our industry."*

The three-day MIPTV co-production and content market is set to welcome over 130 exhibitors, joining producers and buyers from an expected 80 countries in Cannes. It follows a major pre-opening weekend **6-7 April**, with **MIPDOC** and **MIPFORMATS** strands creating 'The Biggest Weekend in Unscripted' with two days of networking, content discovery and intelligence gathering for documentary, factual and format communities - all centred around a dedicated Producers Hub and Lounge space in the Palais des Festivals.

The 2024 conference programme will also feature further keynotes, analysis and future facing MIPLAB tracks focusing on key areas including Finance, AI and FAST, with the MIP GLOBAL FAST&AVOD Summit becoming the latest in the popular and definitive series exploring international opportunities within this sector's explosive growth. International Series Festival **CANNESERIES** will again run alongside MIPTV from **5-10 April**. One accreditation covers all activities across all days.

The 'At A Glance' MIPTV Conference Programme can be found [here](#)

Further information

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Notes To Editors:

About MIPTV

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 (19-22 November 2024), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 40th edition will be held 21-24 October 2024.

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 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, MIPCOM,

MIPTV, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy, Mexico 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 RX France 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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