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MIPTV ANNOUNCES POWER LINE UP FOR TECH AND AI INNOVATION SUMMIT



Paris 13 March - MIPTV today announced a high-profile speaker line-up for its TECH & AI INNOVATION SUMMIT, a dedicated programme track aiming to both demystify, and demonstrate the advancements in AI through leading practitioners in the space, to be staged at the forthcoming MIPTV Spring International Television Market in Cannes (**8-10 April 2024**).

The summit will open with a scene-setting presentation by Executive Director & Co-Founder at **Ampere Analysis** **Guy Bisson**, drawing on research which highlights where AI can be best leveraged across the industry's value chain.

Chaired by specialist in new technology, and founder of consultancy **Gone With**, **Peter Robinson**, the programme will feature both agencies at the forefront of change (**Hypothesis Media** and **Vionlabs**), and established media companies introducing new techniques and models around the rapidly developing and transformative technology (**Getty Images**).

Running from **10.30 on Wednesday 10 April** for two hours in the Palais des Festivals, the summit will span where cognitive media and generative AI is already being deployed, and look at further advancements across creative and production, distribution and discovery, and copyright and licensing areas.

. Covering new tools in the creative and production process - to help with new original format ideas, including areas such as CGI, virtual production, editing and interactive enhancement - will be founder of broadcast innovation consultancy [Hypothesis Media](#), **Tom Bowers**.

. Illustrating advances around distribution and discovery, including personalisation, recommendation and advertising will be **Arash Pendari**, Founder and Creative Director of [Vionlabs](#) whose use of AI and Machine Learning technologies helps businesses unlock potential in content libraries globally.

. CEO of Getty Images **Craig Peters** will address the development of commercially safe and responsible AI tools to the benefit of creators, outlining the strategy, rights management and guardrails behind the *Generative AI by Getty Images* tool, launched last year in partnership with NVIDIA.

Over 130 exhibitors, including major studios and distributors, are set to host stands on the exhibition show floor at the forthcoming 61st MIPTV Spring International Television Market (**8-10 April 2024**), joining producers and buyers from an expected 80 countries in Cannes for the global content and co-production market.

The 2024 conference programme will additionally feature keynotes, exclusive analysis and future facing MIPLAB tracks focusing on key areas including Financing 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**.

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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