

mip**tv**®

13-16 APRIL 2015

CANNES, FRANCE

freeing
CREATIVE CONTENT

The international market powering the unlimited potential
of extraordinary stories

mip**doc**.

mip.tv.com

mip**formats**.

WHAT IS MIPTV?

MIPTV is the world's most established TV and digital content market. It isn't simply big, it's the best ecosystem for dealmakers and content creators to forge partnerships, seal distribution deals, and network with their international executive peers. And with the MIP Digital Fronts empowering the new digital content era, we anticipate and shape the future of entertainment. With you.

2014 KEY FIGURES



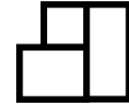
4

DAYS



11,000

PARTICIPANTS



20,300 m²

EXHIBITION SURFACE

1,600
EXHIBITING
COMPANIES

INCLUDING

71
NEW



100 +

COUNTRIES

3,800
BUYERS



1,000
VOD BUYERS

BUSINESS AT MIPTV

BUY **SELL** **DEVELOP**

LAUNCH **PROMOTE** **SELL YOUR SHOWS**

Get your content in front of all the leading buyers looking for new programmes

finance **DEAL** **PARTNER**

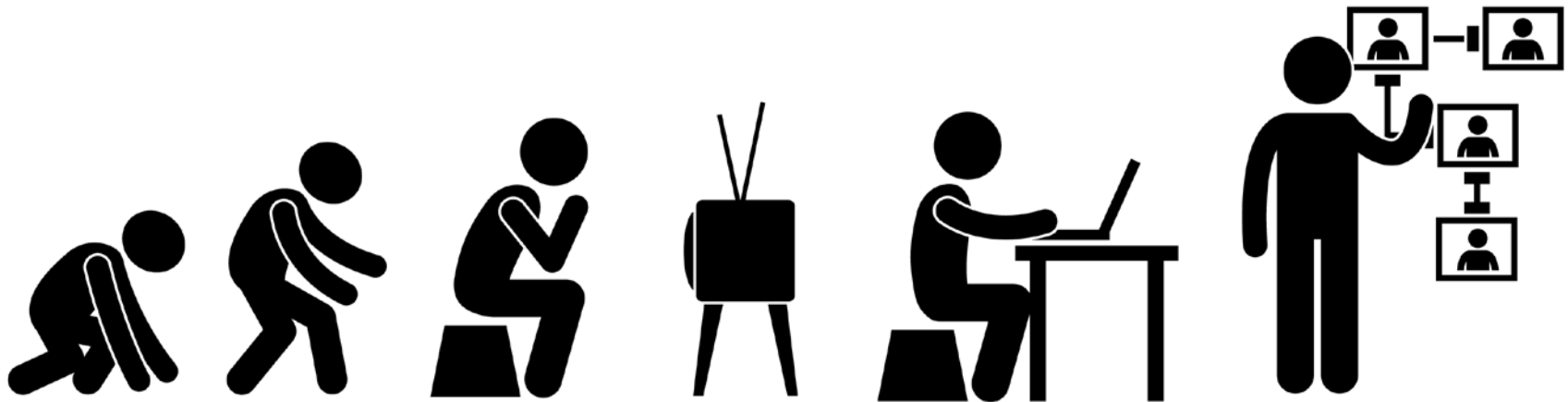
Inject funding into your projects: early-stage financing, co-production deals and partnerships

**CONNECT WITH THE DIGITAL
CONTENT MARKETPLACE**

JOIN THE INDUSTRY LEADERS



THE MILLENNIAL SHIFT



It is crucial for the entertainment industry to attract the attention of this digital-native generation, whose habits are shifting to newer forms of entertainment, consumed where, when and how they want. The conference and events programme will cover all aspects of the theme, offering insights and inspiration.

DRAMA AT MIPTV

A dedicated programme for drama buyers and producers at miptv

- INTERNATIONAL DRAMA CO-PRODUCTION SUMMIT
- WORLD PREMIERE TV SCREENING
- INTERNATIONAL DRAMA SCREENINGS
- FRESH TV FICTION
- INTERNATIONAL CO-PRODUCTION MATCHMAKING
- SHOWRUNNER MASTERCLASSES
- SCRIPTED FORMATS IN MIPFORMATS SCREENING LIBRARY

WHO'S IN ?

- BUYERS
- COMMISSIONERS
- PRODUCERS
- TALENT
- DIRECTORS
- DISTRIBUTORS

JUNIOR AT MIPTV

WITH OVER 1,000 BUYERS, MIPTV IS SECOND ONLY TO MIPCOM AS ONE OF THE WORLD'S BIGGEST KIDS ENTERTAINMENT MARKETS

ALL THE MAJOR KIDS COMPANIES ARE THERE:



FUTURE OF KIDS TV SUMMIT

Join creative strategists defining the direction of the children's entertainment industry

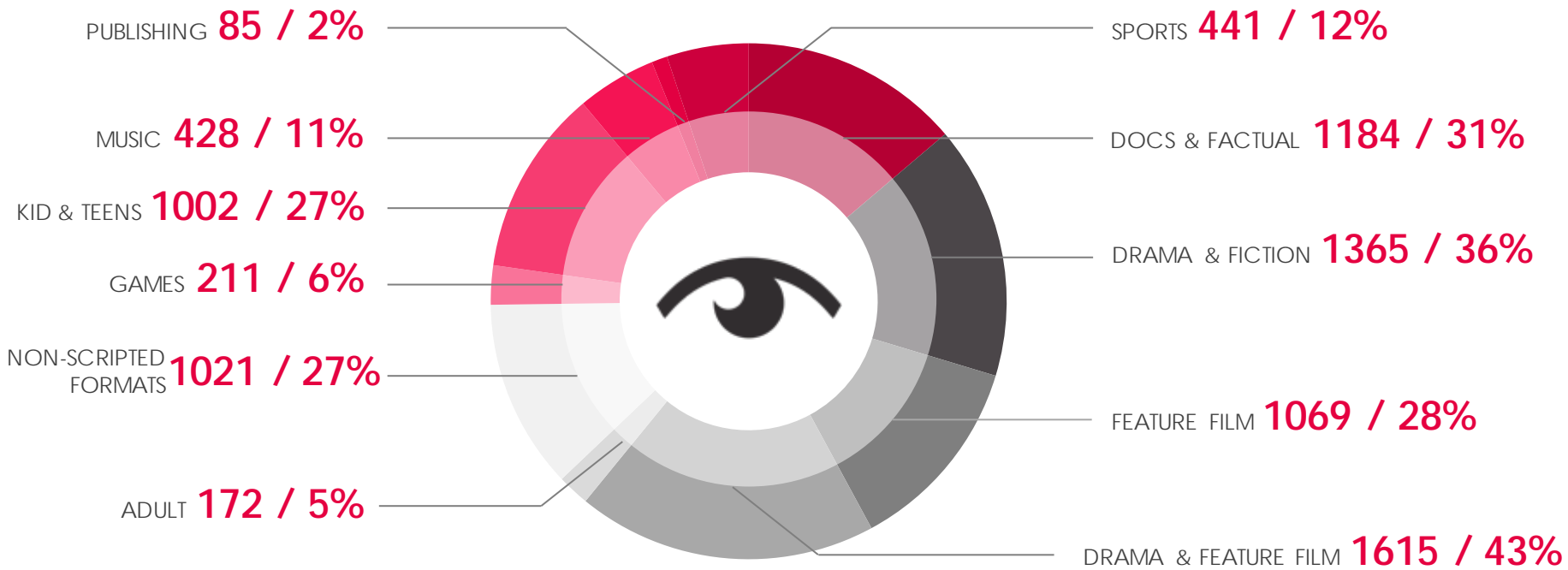
KIDS CO-PRO MATCHMAKING

Your chance to pitch the world's most influential commissioners

MIP DIGITAL FRONTS FOR KIDS

Screen and trade the best in children's original online video

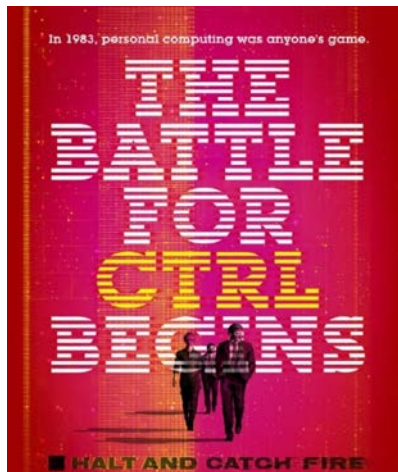
BUYERS BY GENRE



SUCCESS STORIES: PROGRAMMES SOLD AT MIPTV 2014



BBC WORLDWIDE



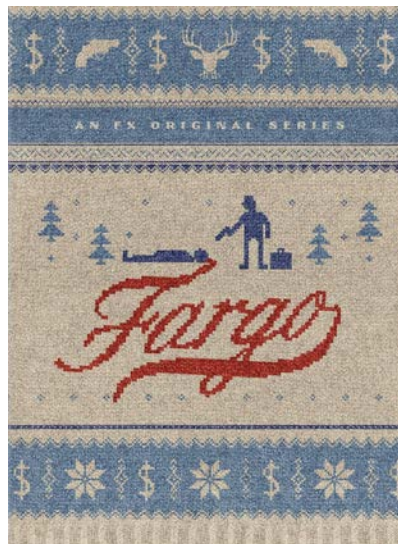
eONE



BETA FILMS



ALL3MEDIA



MGM



FILM.UA

2015 VISITORS PRICING

REGISTER for MIPTV

Early Bird
(until 21/01)

€940

Regular Rate
(after 21/01)

€1,280

On-site
registration

€1,400

1st TIMER RATES

Buyers

€940

Production company

€710

Start-up

€710

[CLICK HERE TO REGISTER](#)

mipdoc®



mipdoc®

The Leading Factual Programming Screenings & Conference

Showcasing 1,500 programmes and projects to over 400 buyers and commissioners through the world's largest Screenings Library, MIPDoc makes the connections that take non-fiction content to the next level. At the cutting edge of documentary and factual content co-production and financing, MIPDoc makes sure your story gets told. Integrating a rich conference programme and high-level matchmaking events, it tells you everything you need to know to develop your business and keep your eye on the future.

This international event is driven by MIPTV, the international market powering the unlimited potential of extraordinary stories.

A GROWING MARKET



700

PARTICIPANTS

470

COMPANIES

400

BUYERS

1,500

PROGRAMMES
& PROJECTS

30,000

SCREENINGS

SINCE CREATION

2,000+

HOURS OF SCREENED
PROGRAMMES



50+

COUNTRIES

68

PROGRAMMES

*SCREENED ON
AVERAGE PER BUYER*



6

HOURS

PROGRAMMES SCREENED
ON AVERAGE PER BUYER

PRICING

REGISTER for MIPDOC

Early Bird
(until 21/01)

€440

Regular Rate
(after 21/01)

€560

First-timer
Production company, Buyers &
Start-Ups

€350

ADD a programme/project in the Digital Library

New
programme

€210

Programme
submitted at MIPDoc
2014

€130

Project

€62

[CLICK HERE TO REGISTER](#)

If you are an exhibitor at MIPTV, please contact your local sales representative

mipformats®



mipformats®

The Discovery Showcase for The Global Formats Community

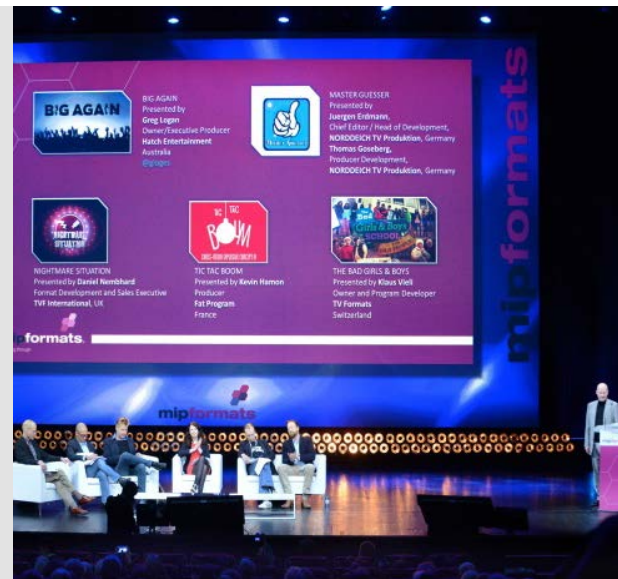
MIPFormats is the incubator for big ideas, the next wave of must-see scripted and non-scripted formats.

Two days before MIPTV, the largest gathering of the world's leading producers, commissioners, buyers and distributors are amongst the first to discover the very best in entertainment formats.

MIPFORMATS: THE DISCOVERY SHOWCASE FOR THE GLOBAL FORMATS COMMUNITY



67
COUNTRIES



992

PARTICIPANTS



327

BUYERS

**PRICING: MIPFORMATS ONLY ACCESSIBLE
WITH MIPTV REGISTRATION**

Early Bird
(until 21/01)

€1,380

Regular Rate
(after 21/01)

€1,840

First-timer
Production company, Buyers &
Start-Ups

+€350

(in addition to your MIPTV specific price)

New
programme

€210

Programme previously
submitted at
MIPFormats 2014

€130



**REGISTER FOR MIPTV+MIPFORMATS BEFORE 21 JAN AND
PAY LESS THAN A MIPTV-ONLY ON-SITE ACCREDITATION**

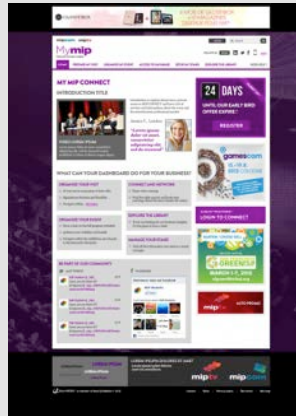
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BE VISIBLE



DIGITAL ADVERTISING OPPORTUNITIES

WEBSITES



MOBILE



E-MARKETING



SOCIAL MEDIA



OUR PUBLICATIONS

PREVIEW



- Sent before the market to all delegates
- Available in Cannes
- Focuses on all key events taking place at MIPTV
- Highlights major trends affecting the industry

NEWS



- 1 issue per day
- Full of the latest news
- Delivered to all the main hotels in Cannes and close by
- Also available in the Palais

GUIDE



- The “who’s-who” of the global audiovisual content industry
- Detailed directory
- Special entry for buyers
- USED ALL YEAR LONG BY PARTICIPANTS LOOKING FOR CONTACTS

POCKET GUIDE



- Designed to offer participants a handy, lightweight and simple-to-use tool for use during the show
- Simplified directory



SEE YOU IN CANNES!

