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## **MIPCOM CANNES ORGANISER RX FRANCE CONFIRMS THE LAUNCH OF MIP LONDON IN FEBRUARY 2025**

**MIPTV TO END RUN AFTER 61ST EDITION IN APRIL 2024**



**Paris 26 March** - RX FRANCE today announced the launch of MIP LONDON, a new industry market and networking event set to take place 24-27 February 2025, with a pre-opening on Sunday 23 February. The inaugural MIP LONDON will take place the same week as the 2025 London TV Screenings and is conceived as complementary to the existing annual gathering.

MIP LONDON will convene centrally at the Savoy Hotel and IET London: Savoy Place adjacent venues in London's West-End. The multi-genre market has been shaped through industry feedback to satisfy the growing need for versatile meeting and screening solutions in line with the increased demand for international companies to connect with buyers in London each February.

MIP LONDON aims to consolidate an already-busy global TV events calendar, and differs in format to MIPTV. The focus is not on exhibiting but rather providing international companies looking to have a presence in London with tailored, scalable options to showcase and network in one convenient spot. MIP LONDON will have a comprehensive invitation programme which gives free access to qualified buyers.

*"The creation of MIP LONDON is a direct result of clear and evidenced market factors," said Lucy Smith, Entertainment Division Director, RX France. "There is a continued appetite for a global content market in the first half of the year. MIP LONDON will not only alleviate a busy events calendar but will provide an additional entry point for international companies to gather in London at the same time."*

*"Staging markets that provide clients with the best possible solutions for showcasing their content and facilitating dealmaking is what we do best at MIP and take a huge pride in, as proven over decades in Cannes and more recently Cancun." Smith added. "We have consulted with many of those already hosting events in London as well as with international companies looking to do so. Our vision is a market that complements, not competes with, the established screenings programme, that provides further options for the widest range of international distributors, studios and buyers to take part and can bring even more business to London in February for the benefit of all. Leading RX France's first MIP market in London is an opportunity I'm very grateful for."*

Further details on MIP LONDON will be shared in the coming weeks.

## **MIPTV**

MIPTV will end its run on a high note in Cannes with the forthcoming 61st edition this 8-10 April 2024 with more than 130 exhibitors joining producers and distributors from 76 countries for the global content and co-production market.

*"MIPTV was established in Cannes over six decades ago and is intrinsically linked to the city," added Smith. "It was never a case of simply re-locating it but we have to acknowledge the transformation in the market. MIPTV will bow out in April and we intend to stage a memorable final edition. Following this, all our energies on the Croisette will be focused on MIPCOM CANNES and our mission to deliver the mother of all entertainment markets in partnership with the city."*

MIPCOM CANNES, the flagship global market for the TV industry, will stage its 40th anniversary edition 21-24 October 2024 in Cannes.

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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](http://www.rxglobal.com)*

*\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

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