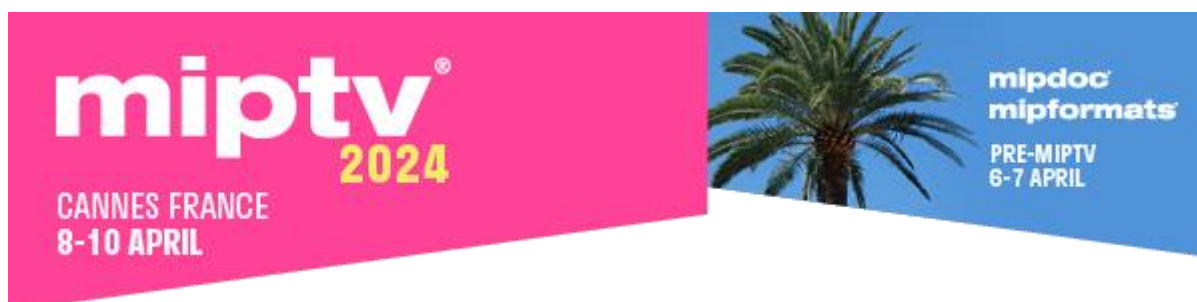




MIPTV WRAPS 61st AND FINAL EDITION*

International Spring Market Finishes Its Run On A High Note



MIPTV founder Bernard Chevry with international TV executives at the first MIPTV in Cannes, 1965.
Photo: Yves Coatsaliou

Cannes 09 April - RX France today announced that the 61st and final edition of the MIPTV Spring International Television Market in Cannes was attended by 3537 delegates from 84 countries, including over 1100 buyers; with 135 exhibitors, including major studios and distributors, hosting stands on the show floor and pavilions covering 11 countries.

Of the total delegates attending the market, the largest proportion hailed from France followed by (in order) the UK, USA, Germany, Spain, Italy, Türkiye, China, Canada and Belgium.

Kicking off with a pre-opening weekend of MIPDOC and MIPFORMATS serving documentary, factual and formats communities, a packed 2024 conference programme running Saturday to Wednesday featured keynotes, exclusive analysis presentations, international screenings, co-production and future-facing summits focusing on areas including FAST, AVOD, AI and TECH.

RX France separately announces that the 40th edition of MIPCOM CANNES, the mother of all entertainment markets, will take place 21-24 October 2024. Dates for the 41st edition of MIPCOM CANNES are also confirmed for 13-16 October 2025.

"The plan was for MIPTV to have a stellar send off and the last few days have been just that." said Lucy Smith, Director MIPTV and MIPCOM CANNES. "We're grateful to the international TV industry across generations, geographies and genres for their support of MIPTV over the last six decades. All our energies on the Croisette will now be solely focused on MIPCOM CANNES, and in delivering and growing the flagship international entertainment content market for the industry, starting with the 40th anniversary edition later this year."

MIP LONDON

A session updating delegates on plans for the recently announced MIP LONDON was also staged at the market, bringing more detail of the offering available to clients at the new multi-genre international MIP market launching February 2025.

Differing in format and scale to MIPTV, MIP LONDON will take place 24-27 February 2025, with a pre-opening on Sunday 23 February, in London's West End at the Savoy Hotel and IET London: Savoy Place.

Staged as complementary to the existing London TV Screenings, MIP LONDON aims to meet the growing need for versatile meeting spaces and screening solutions in line with the increased demand for international companies to connect with buyers in London each February.

"It's been hugely exciting to share our plans for MIP LONDON with the international TV community over the last few days," Smith added. "The feedback has been beyond positive and encouraging and we look forward to sharing more in the coming months."

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.

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**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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