



16-19 October 2017, Palais des Festivals, Cannes, France

Press Release

**MOVISTAR AND FACEBOOK EXECS
TO KEYNOTE AT MIPCOM 2017**

SPANISH PAY-TV GIANT AND SOCIAL MEDIA PIONEER
OUTLINE RESPECTIVE CONTENT STRATEGIES



From left to right: Movistar's Domingo Corral, Facebook's Ricky Van Veen & Daniel Danker

Paris, 27 July 2017 – Domingo Corral, head of Original Programming at **Movistar+**, and **Facebook's Ricky Van Veen**, Head of Global Creative Strategy, and **Daniel Danker**, Director of Video Product, will all deliver keynote speeches at [MIPCOM 2017](#).

The world's entertainment content market, MIPCOM takes place in Cannes, France from 16 to 19 October 2017, and this year takes as its over-arching conference theme, "**The Global Race For Creative Connections**".

Domingo Corral's keynote is scheduled for Monday 16 October. Corral oversees the production of series and features at Movistar+, Telefónica's pay-TV operation that is revolutionising the Spanish audiovisual market.

Corral will outline the content differentiation strategy of the Telefónica Group, and will explain the ambitious strategy of original series that will offer Movistar+ subscribers one new, exclusive product per month, created with premium production values. The platform has decided to lead the development of projects by directly supporting the best talent to produce TV series with unique, cinematic features. He will be joined on stage by a stellar line-up of guests, including talent and international partners.

On Wednesday 18 October, **Ricky Van Veen**, Facebook's Head of Global Creative Strategy, and **Daniel Danker**, the social platform's Director of Video Product, will discuss the increasingly important role video is playing in connecting people. They'll delve into latest on how Facebook is bringing video to the forefront of the user experience and harnessing the power of the Facebook community.

In his role at Facebook, Van Veen helps develop the company's approach to content and works with media partners to create programming for the platform. Prior to Facebook, he co-founded leading comedy brand CollegeHumor and the video sharing site Vimeo, and after these two companies were acquired by US online giant IAC in 2006, he spent the next 10 years overseeing the TV, film, print and digital content of next-generation studio Electus Digital.

As Product Director at Facebook, Danker is leading product management of the company's video product and Facebook Live. After spells at Microsoft, BBC iPlayer, and most recently Shazam, Danker joined Facebook in January 2016, and oversaw the global rollout of Facebook Live, as well as new formats including Live 360 and Live audio.

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