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## JAMIE OLIVER & TWITTER'S KAY MADATI JOIN MIPCOM 2018 MEDIA MASTERMIND KEYNOTES



*Jamie Oliver and Kay Madati*

**Paris, 25 July 2018** – [MIPCOM](#) today announces that the global phenomenon in food, television and campaigning **Jamie Oliver** and **Kay Madati**, Vice President and Global Head of Content Partnerships, **Twitter**, are joining the **Media Mastermind Keynotes'** line-up.

The world's entertainment content market, **MIPCOM** takes place in Cannes, France, from 15-18 October.

Jamie Oliver has inspired millions of people to cook fresh, delicious food from scratch. Through his organisation, Jamie is leading the charge on a global food revolution, aiming to reduce childhood obesity and improve everyone's health and happiness through food.

On **Monday 15 October**, Jamie Oliver will celebrate at MIPCOM his 20 years in the TV industry and reflects over career highlights from *The Naked Chef*, *School Dinners* and *Jamie's Kitchen* to *Sugar Rush*, *Jamie & Jimmy's Friday Night Feast* and of course, the recent huge global hit, *Jamie's Quick and Easy Food*. With an estimated global TV audience reach of 64 million and with more than 35 titles broadcast in 182 territories through 185 broadcasters, the BAFTA and Emmy award-winning chef will reflect on how he retains global relevance and what keeps inspiring him. As famous now as a campaigner as a chef, Jamie will talk about harnessing the power of TV to tell engaging stories that help create positive social change and what his long-term hopes and ambitions are.

Vice President and Global Head of Content Partnerships at Twitter, **Kay Madati** oversees the company's worldwide efforts to engage with media and content publishers across the categories of TV, film, music, sports, news, lifestyle, influencers, and creators. He is responsible for leading the teams that develop the executional strategies for how partners can extend, scale, market, and monetize their content and programming initiatives across Twitter. Prior to joining Twitter, Kay was Executive Vice President and Chief Digital Officer at BET Networks, a unit of Viacom Inc., where he led the teams responsible for all aspects of digital, social and mobile strategy. Before BET Networks, he was the Head of Entertainment and Media at Facebook, Inc, charged with the growth and monetisation of Facebook's Entertainment and Media business.

On **Tuesday 16 October**, during his **keynote** titled "**#ContentIsHappening**," Kay Madati and executives from some of the biggest global media companies will discuss how content is happening in a multiplatform world. Hear specifically about how video on Twitter is boosting reach and revenue for content partners and how publishers are reinventing their engagement strategies to keep up with consumers in the constantly shifting landscape.

The **MIPCOM 2018 Media Mastermind Keynotes** line-up already includes **Tim Davie**, CEO of **BBC Studios** and **Josh Sapan**, President and CEO of **AMC Networks**. This year, MIPCOM takes as its overarching conference theme "**THE BIG SHIFT**," which sets out to examine the paradigm shifts affecting content creation, distribution and monetisation – a topic that will be tackled by a string of top-level industry figures.

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