

Press Release**NETFLIX & FREDERATOR NETWORKS TO KEYNOTE AT MIPJUNIOR 2017**

Kids' digital trendsetters Fred SEIBERT, Founder of FREDERATOR NETWORKS, & Andy YEATMAN, Head of global kids content at NETFLIX, both announced at MIPJunior



Paris, 21 June 2017 – MIPJunior today announces two keynotes that both have a strong influence on the kids' animation industry. In their respective sessions, each of them will share their vision of the future of the kids' industry in a definitely in and on-demand environment.

Fred Seibert is the founder of **Frederator Networks**, the Chief Creative Officer of **WOW! Unlimited Media**, and a serial media entrepreneur. He was the first creative director of MTV and the last president of Hanna-Barbera Cartoons. Frederator Networks is Channel Frederator, the leading online cartoon network, Frederator Studios, an independent production company with hits on Cartoon Network and Nickelodeon, *Cartoon Hangover*, the home of *Bravest Warriors* and *Bee & PuppyCat* (the most funded web series Kickstarter in history), and Frederator Books. Frederator distributes hundreds of independently owned, animator operated, YouTube channels. WOW! Unlimited Media is the merger of Frederator, Rainmaker Entertainment, and Ezrin Hirsh (founded by veteran producer Bob Ezrin and animation pioneer Michael Hirsh).

Andy Yeatman leads the kids & family programming team for **Netflix** globally, covering all original and licensed content for kids age 2-12. Prior to this role, he acquired Major Studio film and

television content for Netflix's North America service. Andy joined Netflix in 2011, helping to launch its service internationally.

Before joining Netflix, Andy worked in Digital Distribution for The Walt Disney Studios. In that role, he negotiated movie distribution deals with digital platforms such as iTunes, Sony Playstation Network and Microsoft Xbox for a number of territories, including the US, Canada, Mexico, Japan and Korea.

Andy holds an MBA in Strategy and Entertainment Management from UCLA's Anderson School of Management and an International Relations degree from Tufts University.

Organised by Reed MIDEM, **MIPJunior will be held in Cannes on 14-15 October**, ahead of the [MIPCOM](#) global entertainment content market. The MIPJunior will take place at the Marriott Hotel in Cannes.

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDEM in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

About Reed Exhibitions - Reed MIDEM is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. www.reedexpo.com

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