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Press Release

**SNAP INC CONTENT CHIEFS TO DISCUSS FUTURE OF MOBILE VIDEO
IN KEYNOTE AT MIPCOM 2017**



Nick Bell
Vice President of Content

Sean Mills
Director of Content Programming

Paris, 19 September 2017 – Two top content executives from Snap Inc. will deliver a keynote speech at MIPCOM 2017 to outline how the camera company is making new inroads into content creation for mobile.

Nick Bell, Vice President of Content at Snap Inc., and **Sean Mills, Senior Director of Content Programming**, will discuss the company's growing slate of Snapchat Shows and the future of made-for-mobile video content.

The world's leading entertainment content market, MIPCOM takes place in Cannes, France, from 16-19 October, and this year takes as its over-arching conference theme, "**The Global Race For Creative Connections**". The Snapchat keynote is scheduled for Tuesday 17 October.

Snapchat has built a reputation as the go-to app for millennials, representing a new, mobile-first direction for digital media. As of this summer, Snapchat has more than 173 million daily active users. At MIPCOM, Bell and Mills will walk through how Snap Inc. approaches partnerships with legacy media companies, TV networks, film studios, and independent producers, and how to produce for vertical video. They will also explore how mobile content can complement traditional linear programming, and the types of genres they are hoping to expand into – from scripted Shows to horror, documentary, and animated series.

Bell joined Snap Inc. in April 2014 and is the Vice President of Content. He was formerly Senior VP of Digital Products at News Corp. His business career began at an early age, selling his first company Teenfront.com at the age of 16. He subsequently built a number of successful start-ups in the B2B and B2C space.

Mills joined Snapchat in April 2015 and is Senior Director of Content Programming. Prior to that, he was President of NowThis News, where he reinvented the brand, increasing viewership from 150k to 60 million in one year. He was also the President of The Onion, where he grew the company to one of the largest comedy brands in the US.

The Snapchat pair's MIPCOM address is one of several keynotes featuring major players in the mobile and social media space at the 2017 content trade event. Domingo Corral, head of Original Programming at Movistar+, and Facebook's Ricky Van Veen, Head of Global Creative Strategy, along with Daniel Danker, the social platform's Director of Video Product, will also be delivering keynote speeches at [MIPCOM 2017](#).

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