

Press Release

MIPCOM DIVERSIFY TV EXCELLENCE AWARDS ARE BACK

CALL FOR ENTRIES OPENS FOR SECOND EDITION



Paris, 17 July 2018 – Reed MIDEM today announces that **the call for entries is open for the MIPCOM Diversify TV Excellence Awards 2018**. Dedicated to championing and promoting diversity and inclusion in all forms across the international television industry, the second edition of the MIPCOM Diversify TV Excellence Awards will take place on Tuesday 16 October 2018 in the Grand Salon of the Intercontinental Carlton Hotel, Cannes, France, during MIPCOM.

The world's entertainment content market, MIPCOM takes place in Cannes from 15-18 October 2018.

The MIPCOM Diversify TV Excellence Awards ceremony is an invitation-only event for some 200 leading TV executives. The winning projects will be chosen by charitable organisations and specialised publications that campaign for equality and inclusion including GADIM, SCOPE, Gay Star News and Minority Rights, who will reward positive programming across the year that embraces representation in worthy shows. The deadline for submissions is 5 September 2018.

To be eligible, programmes must provide a fair and accurate representation of BAME, LGBTQ and disabled communities, have made a positive impact, stand out in originality and excellence in terms of storytelling, casting and production values, and challenge stereotypes. Submissions must have aired for the first time between 1 September 2017 and 31 August 2018 on a linear and/or non-linear platform.

Programmes can be entered for multiple categories:

- MIPCOM Diversify TV Excellence Award for Representation of Race and Ethnicity

- . Scripted
- . Non-Scripted

- MIPCOM Diversify TV Excellence Award for Representation of LGBTQ

- . Scripted
- . Non-Scripted

- MIPCOM Diversify TV Excellence Award for Representation of Disability

- . Scripted
- . Non-Scripted

New this year is the **MIPCOM Diversify TV Excellence Award for kids' programming, across all genres.**

All submitted programmes will be reviewed by Reed MIDEM's Editorial Team and members of the MIP Markets Diversity Advisory Board that includes: **Bunmi Akintonwa**, Managing Director, **The Little Black Book**; **Sahar Baghery**, Media and Entertainment Executive; **Sean Cohan**, President, International & Digital, **A+E Networks**; **David Cornwall**, Managing Director, **Scorpion TV**; **David Ellender**, President, Global Distribution and Co-productions, **Sonar Entertainment**; **David Levine**, General Manager, **Disney Channels UK**; **Nick Smith**, EVP Formats, **All3Media International**; and **Sallyann Keizer**, Managing Director, **Sixth Sense Media**.

"I'm really proud that the MIPCOM Diversify TV Excellence Awards are coming back bigger and better for 2018. There are so many examples of how specific television programming has made a difference in society, so it feels right to acknowledge excellent programmes that include a fair and accurate representation of often marginalised groups, and important that the awards are judged by organisations supporting these groups," said Nick Smith, EVP Formats, All3Media International.

"Diversity and inclusion are a major priority for us at Reed MIDEM. Besides being a place to do business, MIPCOM is a great platform to think about these preoccupations and address some of the key issues facing the world today. Over the past years, MIPCOM has been providing a forum for the entertainment industry to discuss extending its role to influence society and to take action to improve representation at all levels," said Laurine Garaude, Director of Television at Reed MIDEM, which organises MIPCOM.

The MIPCOM Diversify TV Excellence Awards are part of the MIPCOM Diversity and Inclusion programme which is supported by companies and associations including **A+E Networks** and **Diversify TV**.

The programme will notably include a poignant testimony given by **Rania Ali**, a young Syrian refugee who was the subject of an award-winning documentary "Escape from Syria: Rania's Odyssey". Rania Ali's escape from her war-torn homeland to a new life in Austria was documented by Norwegian filmmaker Anders Hammer, the pair will give a double interview during MIPCOM.

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 Exhibitions is the world's leading events organiser, with over 500 events in over 39 countries. In 2017 Reed brought together over seven million event participants 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 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries.

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