

Media Alert

CHINA NAMED MIPCOM 2018 COUNTRY OF HONOUR



Paris, 11 September 2018 – [MIPCOM](#) today announces that China will be its 2018 Country of Honour.

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

"China has now emerged as a major producer and consumer of film and television. We have confidence and the capacity to play the leading role at MIPCOM, present to the world great Chinese stories and work with our colleagues around the globe to usher in a better future," said Mrs. Ma Li, Director General of the International Cooperation Department of the National Radio and Television Administration, People's Republic of China.

"The Chinese television and entertainment sector has a special place within the MIPCOM and MIPTV community going back to 2004 when MIPTV welcomed the largest-ever delegation of Chinese TV executives at an international television market. As MIPCOM 2018 Country of Honour, China will be showcasing its wide range of programme genre destined for international television channels," commented Laurine Garaude, Director of Reed MIDEM's Television Division.

The announcement comes hot on the heels of new industry data reporting that China is now the second largest television market in the world, overtaking the United Kingdom and behind the United States.

According to a report from IHS Markit, China spent \$10.9 billion on television programming in 2017 compared to \$10 billion in the UK. TV broadcasters spent \$6.4 billion while online giants Baidu, Alibaba and Tencent invested \$4.5 billion to provide programmes for their online entertainment platforms. Original programming accounted for 49% of shows aired in China with the rest being made up of acquisitions (46%) and sports programming.

"In recent years we have seen the growth in Chinese shows being presented at our events for sale to international broadcasters and an increase in cross-border partnerships between Chinese and international producers. We anticipate that the trend towards Chinese content being exported to international territories will speed up over the next two to three years and we are very keen for MIPCOM and MIPTV to be part of that process," noted Reed MIDEM's Laurine Garaude.

"At MIPTV 2018 we showcased several Chinese formats including 'National Treasure.' And in the documentary sector, the agreement between Tencent and BBC to produce high-quality documentaries is an indication of the desire to develop bilateral production partnerships," added Laurine Garaude.

The MIPCOM Country of Honour programme will include conference panel discussions on the Chinese market during MIPJunior and MIPCOM, multiple showcases of the latest Chinese programmes, a Chinese-themed Opening Night Welcome Reception, a look into the hottest shows from China in the popular Fresh TV presentation and the largest-ever China Pavilion.

Previous MIPCOM Countries of Honour include Japan, Russia, Turkey and Mexico.

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.

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