

MEDIA ALERT

MIPCOM ANNOUNCES EARLY EXHIBIT SPACE COMMITMENTS FOR OCTOBER 2021 FLAGSHIP TV CONTENT MARKET IN CANNES

OVER 100 EXHIBITORS ALREADY ON BOARD



Paris, 15 January - Reed MIDEM today confirms **more than 100 exhibitors from 30 countries** have already confirmed commitments to book exhibition space at [MIPCOM](#) 2021 in October as the return to Cannes prompts a strong response from the industry to attend. This follows the December 2020 announcement by Reed MIDEM to host MIPCOM as a physical market in Cannes as the international television industry seeks to reunite in-person.

Confirmed stand holders include a broad range of international distributors, production studios and country pavilions, including **9 STORY, AARDMAN ANIMATIONS, ABACUS MEDIA RIGHTS, BEYOND RIGHTS, CATALAN FILMS & TV (pavilion), CYBER GROUP STUDIOS, CZECH TELEVISION, DARO FILM, DCD RIGHTS, FANTAWILD ANIMATION INC., FILM UA, FLAME MEDIA, GAUMONT, GLOBAL SCREEN, GPM Media, INCAA (Argentine pavilion), MATTEL, NEWENCONNECT, OFF THE FENCE B.V, ORF, PLANETA JUNIOR, S.L., PROCOLOMBIA PAVILION, RAINBOW, TF1, TV AZTECA and WILDBRAIN, among others.**

MIPCOM – the 37th World’s Entertainment Content Market – along with Kids Programming Market **MIPJunior** (9-10 October 2021) – will take place as a live gathering in Cannes on the scheduled dates of 11-14 October 2021, welcoming the global distribution and production community back to the Palais des Festivals venue for the first major international television event since MIPCOM 2019. A digital complement will run alongside the physical market.

The 58th MIPTV will take place entirely online the week of April 12-16.

About Reed MIDE M - Founded in 1963, Reed MIDE M 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; MIDE M in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

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