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MIP-TV Boots Old Booth IDs, Complex System Stays

For this MIP-TV, the booth location identifications for more than 1,000 exhibiting stands were changed after 31 years. In terms of market-floor revolution, this is equivalent to a change of Copernicus dimensions.

Imagine if overnight, Britain started to drive on the right side of the street, or the French began saying *mante-sept* (like the Belgians) rather than 4-20-10-7, or that instead of one-and-a-half of an inch, the Americans suddenly started saying 2.7 cm!

Since the current Palais opened for MIP-TV in 1983, and before the numerous extensions, booth numbers were indicated in the basement (i.e., the "bunker"), with even digits to the right of the center



corridor (e.g., 24.02 for Mo), and with odd digits to the left (e.g., 23.02 for Mondo TV).

This year, the section associated with the Palais — from level 0 to 6 — has been renamed Palais 1 to Palais 6; therefore, Mo's stand is now P-1.M50 and Mondo TV's becomes

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Can World Crises Affect TV Biz? Definitely Maybe

This MIP-TV opens with not just the usual half dozen world crises, but over 20, affecting every corner of the globe: the Middle East, Africa, Europe, Russia, Asia, the U.S. and Latin America. In addition, seven countries in Latin America are preparing for national elections, including Brazil (in October) and Colombia (in May for the presidency).

According to Hong Kong-based TV veteran Robert Chua, "the world crises will not affect Asia's TV business as long as the TV stations continue to offer good TV program content, or they will lose to Internet."

Similarly, Brand Storey Interna-

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COMING UP: Moses Znaimer Museum, Canada's subsidies
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A Conference-Oriented MIP To Boost Sales

According to Laurine Garaude, director of Reed MIDEM's Television Division, "The most important reason to [be here at] MIP-TV is to meet with all the companies from around the world proposing new programs. There's a special first timer rate for buyers coming for the first time, and in terms of the actual program, there's a very large focus on screenings, which is a continuation of the strategy developed over recent years."

As for those screenings, Starz is presenting its new series *Power* for the World Premiere Screening tonight. *Power* is the "fifth STARZ Original Series we have brought to market," said Gene George, EVP of Worldwide Distribution for Starz, "and we are very proud it has been selected as the Official World Premiere MIP-TV Screening."

George is enthusiastic about Starz having a dominant presence at this edition of MIP, with CEO Chris Albrecht taking part in a keynote conversation with

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THE HAIRY BIKERS' ASIAN ADVENTURE

BBC Stand Croisette 11 Cannes **FREMANTLE MEDIA INTERNATIONAL**

