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MIPCOM

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MIPCANNES: MIPCOM Vies For Cannes-Style Glamour

“Walk the red carpet and meet the stars” is how Reed MIDEM promoted MIPCOM this year. With the problem of filling up the aisles with exhibitor stands checked off, MIPCOM organizers, who have sold out the exhibition space, are now aiming to transform the market into a glamorous Cannes Film Festival-style event.

One could even say that MIPCOM is turning into “MIPCANNES,” with many film and TV stars walking along the Croisette and posing for pictures at various hotels (see complete list starting below). Clearly, the market organizers weren’t satisfied with the traditional flock of trade journalists; they wanted to attract a horde of consumer reporters — possibly with



TV cameras on their shoulders — by flaunting celebrities.

And it’s not just a matter of TV personalities, but also TV executive stars, such as 21st Century Fox’s James Murdoch as a keynote speaker, Televisa’s Emilio Azcárraga Jean set to deliver a presentation and Simon Cowell as the Personality of the Year.

(Continued on Page 4)

MIPJunior Goes To Palm Beach To Gamble

Even if participants went to MIPJunior for just one important meeting, the organizers made sure that no one was bored during the two-day event that this year took place at the Casino Palm Beach, on the newer port area opposite MIPCOM’s Palais.

Tired, yes, but bored, no. After schlepping for about three kilometers along the Croisette from the Carlton Hotel (as the half-way mark), participants surely enjoyed sitting down for any one of the 24 events on the schedule, which included seminars, conferences, pitches, presentations, showcases, lunches (on both days) and the

(Continued on Page 4)

My 2 Cents: Net neutrality means free access to the highway
Page 6

INSIDE: Highlights of German and Canadian television fare
Pages 6, 7

COMING UP: Latin American TV special, Prix Italia report
April

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Glitz and Glam at MIPCOM Add Costs

The Croisette is glittering with an unusually large number of stars to promote television programs at MIPCOM 2014. Indeed, market organizer Reed MIDEM is purposely mirroring all the glam associated with the Cannes Film Festival, most evident in their choice for Personality of the Year: TV and film producer, music label executive and talent show judge Simon Cowell. Cowell will deliver a keynote interview moderated by television personality Piers Morgan today in the Grand Auditorium. He will accept the award at a gala tomorrow.

Entertainment One is pulling out all the stops and heading to MIPCOM with the cast and creative talent of *Matador* and *The Book of Negroes*, which is being shown tonight at 6 p.m. as the World Premiere TV Screening Event in the Grand Auditorium of the Palais. A question and answer session will follow with actors Aunjanue Ellis, Cuba Gooding, Jr. and Lou Gossett, Jr., author Lawrence Hill, director

(Continued on Page 4)



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