View PDF Download PDF

MIP-TV 20

VIDEOAGE INTERNATIONAL DAY

www.VideoAgeDaily.com

April 4, 2

smilehood MEDIA
www.smilehood.com
sales@smilehood.com

MIP-TV Overview Shows A Market Full Of Sparks

Some participants are coming to MIP-TV opening day today already exhausted. Between yesterday and Saturday there were three markets (MipDoc, MipFormats and MipDrama), 52 conferences, two official breakfasts, one official lunch and two official opening parties at the Martinez. Plus, there was the setting up of stands, while juggling private breakfasts, lunches and dinners.

Today and tomorrow are traditionally MIP-TV's busiest days. A little breathing room is expected on Wednesday. At this market, indies are busier than the big studios, which are anxiously waiting for May to talk (new) business.

Indeed, indies love MIP-TV because of the timing and the attention they get from buyers, who tend to reserve theirs at MIPCOM for studios.

A typical comment came from Shaftesbury's Ryan St. Peters: "Given the cycle of the Canadian funding system, many broadcasters

(Continued on Page 4)

Posh Interest In RTL's de Posch Keynote Speech

Today, at 4:30 pm in the Palais, RTL Group's Co-CEO Guillaume de Posch will deliver his keynote speech. Expect executives from France's M6, Germany's RTL, Spain's Atresmedia and Hungary's Cool to be in attendance, among many more of the 54 TV networks in 10 countries that RTL Group owns or has an interest in.

The 58 year-old Belgian-born de Posch is referred as a "McKinsey boy," since he started his media career in 1990 in the powerful consulting company. In a lengthy 2014 interview to the Group's official organ, de Posch described both

(Continued on Page 4)

My 2 Cents: The U.S. presidential campaig should be extended
Pag

WORLD: SVoD strategies, TV5Mond JStreet, SportelAsia
Pages

INSIDE: Highlights o new international TV content
Pages 10

VideoAge Daily on the go

Medal of Honor To Veterans, TV Pioneers

On Wednesday, April 6, MIP-TV organizers will honor five TV executives with Medailles D'Honneur for their contribution to international television.

Among the honorees are: Marcel Vinay Hill (who was featured in *VideoAge*'s International TV Distribution Hall of Fame, in our May 2015 issue), veterans Rola Bauer and Ben Pyne, and a new generation of leaders — brothers Punit and Amit Goenka.

Pyne is president of Global Distribution, Disney Media Networks and is responsible for the global portfolio of entertainment and news content produced by The Walt Disney Company.

Vinay Hill is founder and president of Comarex. A pioneer in the Latin American television distribution industry, he began his career in 1966 and has held key roles with

(Continued on Page 4)