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For MIPCOM Exhibitors Bigger Is More, And Better

MIPCOM 2016 is the biggest one on record (with some 14,000 attendees expected), and to most distributors VideoAge Daily spoke to, that's great news.

"As MIPCOM grows, so does access to content and sales channels," said Craig McGillivray, vp of Distribution at Breakthrough Entertainment. Plus, "Reed Midem is doing an excellent job of managing the data of the registrants and exhibitors, so it is easy to filter through content and find contact information where necessary."

Added Gene George, evp of Worldwide Distribution at Starz: "Starz Worldwide Distribution accomplishes a lot at this market — it gives us an opportunity to see a significant number of buyers in a



short period of time. We naturally wish that we had more time with our partners there, but do not feel the market is too big."

Simply put: "MIPCOM is reflective of the global television market, which seems to be growing every year," said David Ellender, president, Global Distribution and Co-Productions at Sonar

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Conferences Not to Miss: A Toll on Execs

During the four days of MIPCOM, many participants are invited to some 55 conferences for a total of 40 hours. These are in addition to breakfast and luncheon meetings and screenings.

The heaviest day is tomorrow, with 20 scheduled conferences, while today there are "only" 18. By Wednesday, they will be tapering off to 13, and on Thursday only a handful remain.

Naturally, for sellers who are patiently waiting in their stands, and buyers who are running late, attending conferences is difficult. However, the temptation is there,

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Gearing Up For SportelMonaco Is Easy To Do

Out of 80 companies exhibiting at SportelMonaco, held October 24-27 in Monte Carlo, at least 12 are also exhibiting at MIPCOM. These include Italy's RAI Com, France's Lagardere, Britain's Eurosport, and from the U.S., ESPN, NBC Sports and WWE.

Curiously and despite the closeness and affinity between the two markets, only one conference at MIPCOM out of the 55 scheduled has something to do with sports.

Most of the SportelMonaco exhibitors are from 10 European countries, while the Middle East is represented by three countries, and Australasia by six countries. But in terms of number of exhibitors, the U.S., with its 16 companies represents the largest contingent.

The fact that Sportel starts just four days after the end of MIPCOM doesn't seem to bother those exhibitors who have to schlep their stands — albeit much smaller ones — for the 55 km that separates Cannes from Monte Carlo.

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