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INTERNATIONAL

DAY

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October 16,

MIPCOM With A Torrent of Activities, Flood of Shows

Be prepared for a whirlwind of major activities in Cannes. Just yesterday, in addition to Sony Pictures' premiere screening, Rainbow held a party to celebrate the launch of its new preschool series 44 Cats, and TV Azteca threw its 25th anniversary Gala.

Today, All3media will host a luncheon for celebrity chef Gordon Ramsay. This takes place at the same time as the A+E-sponsored Women in Global Entertainment Luncheon. In the evening, FOX Networks Group will throw a party for its new series *Deep State*, and early this morning FOX had a "junket" for the cast and creative from *Deep State* and *The Long Road Home*. Tonight, the opening MIPCOM reception, taking place at the Martinez Hotel, will



coronate the day.

Continuing in the culinary vein, tomorrow Banijay will host a luncheon for its *The Restaurant* series. Also on Tuesday, Content — now rebranded as its new parent company, Kew Media — will host a cocktail, and A+E plans to give a party on the beach for its *Michael Jackson Show*, at the same time

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David M. Zaslav Gets Personality MIPCOM Award

This time, as its Personality of the Year, MIPCOM has reeled in an executive whose company's empire spans the globe and whose appetite for expansion has yet to be surpassed: David M. Zaslav, president and CEO of Silver Spring, Maryland-based Discovery Communications.

The 57-year-old New Yorker, a former attorney and former president of NBCUniversal Cable, is an early riser (4:45 am), so he will probably expect the awards ceremony at the gala dinner this Wednesday to move quickly (to the certain joy of the evening's master of ceremonies, Reed MIDEM's Paul Zilk).

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SPE Opens MIPCOM With Counterpart

Last evening, and for the second year in a row, Sony Pictures Entertainment (SPE) showcased its latest drama series during the MIPCOM Pre-Opening World Premiere Screening. *Counterpart*, an espionage series about a mysterious world hidden beneath the surface of our everyday existence, was given the honors.

The screening, which took place in the Palais, was open to all participants and was preceded by a panel discussion with the cast and producer of the show and followed by a cocktail reception in the lobby area. According to Keith Le Goy, president of Worldwide TV Distribution at SPE, "*Counterpart* is going to rock MIPCOM and rock the world."

Talent in attendance for the drama series included JK Simmons, Olivia Williams, Harry Lloyd and executive producer/creator/writer Justin Marks.

Among the SPE executives currently attending MIPCOM

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ACADEMY AWARD® WINNER J.K. SIMMONS

COUNTERPART



A NEW ONE-HOUR DRAMA SERIES

Visit the Sony Pictures Entertainment booth (C12)



