Beat: Entertainment

MIPCOM 2017 CANNES - The World s Entertainment Content Market

16-19 October 2017 In CANNES

PARIS - CANNES, 23.09.2017, 07:48 Time

USPA NEWS - Four Days Of Opportunities : MIPCOM gathers the World´s Most Influential Industry Players For Four Days Of Meetings, Screenings And Conferences. This is the Year´s Most Anticipated Global Market for Entertainment Content Across all Platforms.

Four Days Of Opportunities : MIPCOM gathers the World´s Most Influential Industry Players For Four Days Of Meetings, Screenings And Conferences. This is the Year´s Most Anticipated Global Market for Entertainment Content Across all Platforms. MIPCOM is Home to all the Major Content Providers from Every Continent. For the Duration of the Show, Each Stand becomes the HQ and Brand Image of the Companies attending and is where Meetings, Screenings and Client Hospitality take Place.

The Content Market is in the Midst of a Global Race for Creative Connections that is Shaking the Foundations of the Industry. The End Goal is to Unite Players with the Best Partners, Create the Best Content, Nurture the Best Talent, and Deliver the Next Generation of Rule Breaking Shows. Screenings are about to Source and Acquire the Latest and Best TV and Online Content in Every Genre.

- MIPCOM 2017 Media Mastermind Keynotes :

* GORDON RAMSAY, Award Winning Chef And TV Host. The World´s Most Famous Chef and Television Personality celebrates 25 years in the Industry this MIPCOM. During his Keynote, Ramsay will reveal the Motivation behind the TV Personality, his Views on Enduring Appeal for Audiences around the World, how he maintains his Brand across Restaurant and Media Empires "" and his Plans for the Next 25 Years.

* COURTENEY MONROE, CEO, National Geographic Global Networks. She will look at the Group´s Scripted Content, its Strategy, and why its High-end Slate of New Drama resonates with a Global Audience, dramatising Factual Events in an Innovative and Unique Way.

* VARIETY VANGUARD AWARD at MIPCOM : RICHARD PLEPLER, Chairman and CEO, HBO. The Honor recognizes an Industry Executive who has made Significant Contributions to the Growth of the Worldwide Television Business. Under Plepler´s Leadership, HBO has dramatically expanded its International Reach and has been a Pioneer in embracing Alternative Distribution Models.

* DOMINGO CORRAL, Head of Original Programming, MOVISTAR+, TELEFONICA´s Pay-TV Operation that is revolutionising the Spanish Audiovisual Market. He will outline the Content Differentiation Strategy of the Telefónica Group, and will explain the Ambitious Strategy of Original Series that will offer Movistar+ Subscribers one new, exclusive Product per month, created with Premium Production Values.

* RICKY VAN VEEN, Head of Global Creative Strategy, FACEBOOK & DANIEL DANKER, Director of Video Product , FACEBOOK. they will discuss the increasingly Important Role Video is playing in Connecting People. They´ll delve into latest on how Facebook is bringing Video to the Forefront of the User Experience and harnessing the Power of the Facebook Community.

* NICK BELL, Vice President of Content, SNAPCHAT & SEAN MILLS, Senior Director of Content Programming, SNAPCHAT. They will outline how the Camera Company is making New Inroads into Content Creation for Mobile. They will discuss the Company's growing Slate of Snapchat Shows and the Future of made-for-mobile Video Content.

- MIPCOM 2017 World Premiere TV Screenings :

* MIPCOM Pre-Opening World Premiere TV Screening : COUNTERPART
* MIPCOM World Premiere TV Screening : BRITANNIA
* MIPCOM Russian Content Revolution World Premiere TV Sscreening : TROTSKY

* MIPCOM Asian World Premiere TV Screening : KURARA : THE DAZZLING LIFE OF HOKUSAI'S DAUGHTER

- MIPCOM 2017 International Screenings

* THE LAWYER : By Studiocanal and Viaplay
* THE ROAD TO CALVARY : By NTV Broadcasting Company
* LA ZONA : By Beta Film
* BLUE PLANET II : By BBC Worldwide
* LIVING THE DREAM : By ITV Studios Global Entertainment
* GUEST LIST : By SND - Groupe M6
* TABULA RASA : By ZDF Enterprises
* THE MINIATURIST : By all3media International
* PULSE : By ABC Commercial & Screen Australia
* THE PLAGUE : By Movistar
* WEISSENSEE : By Global Screen
* DEMENTIA : By Global Screen
* GOGOL : By TV3 Channel
* MOROCCO - LOVE IN TIMES OF WAR : By Beta Film

- MIPCOM 2017 Programme Highlights

* Global Content Trends
* Digital Distribution
* Virtual Reality
* Network & Connect
* Ultra-HD reaches Tipping Point

- MIPCOM 2017 PERSONALITY OF THE YEAR : DAVID ZASLAV President & CEO DISCOVERY COMMUNICATIONS. He sets the Strategy and oversees all operations for Discovery Communications´ Global Suite of Brands across pay-TV, Free-to-air and Digital Platforms. Under his Leadership, Discovery began trading as a Public Company in 2008 and became a Fortune 500 Company in 2014. Most recently under Zaslav, Discovery announced an Agreement to acquire Scripps Networks Interactive, in a deal which is expected to close in early 2018.

Source : MIPCOM Press Conference on September 19, 2017 @ Café des Editeurs (PARIS)

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Article online:
https://www.uspa24.com/bericht-12034/mipcom-2017-cannes-the-world-s-entertainment-content-market.html

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V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Official Federal Reg. No. 7442619