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MIPCOM CANNES REVEALS POWER LINE UP FOR EXPANDED MIP INNOVATION LAB



Evan Shapiro to interview

David Eilenberg, Head of Content, Roku

Cédric Dufour, CEO & President, Rakuten TV

Olivier Jollet, EVP and International General Manager Pluto TV

Claire Basini, Deputy General Manager in charge of BTOC, TF1

Key Players from Over 60 International Companies Set to Speak on Stage Across Four Summits

Expanded Zone for Exhibiting and Demonstration in Palais des Festivals

Paris – 3 October 2024, MIPCOM CANNES today announces the full details and programme for its newly expanded MIP INNOVATION LAB, which brings together a high-profile line up of key players from over 60 international companies for a series of thought-leading talks, summits, networking events and demonstrations at the forthcoming 40th edition of the International Co-Production & Entertainment Content Market (21-24 October).

Covering the area at the intersection of content, technology and changing audience behaviours, and housed in a new dedicated purpose-built space within the Palais des Festivals, The MIP INNOVATION LAB will host a daily curated programme with **dedicated summits on FAST, AI, Streaming and Connected TV** aimed at equipping companies with the latest insights and introductions to potential partners in these rapidly evolving sectors.

“The fastest developing areas that are shaping the future direction of the television industry are now at the heart of the Palais and of the market.” said Lucy Smith Director of MIPCOM CANNES and MIP LONDON. *“We’ve built a destination with a ‘who’s who’ of key players speaking, a host of cutting-edge technology-led companies exhibiting and unrivalled matchmaking opportunities. Everything in the MIP INNOVATION LAB is geared to helping businesses adapt, identify opportunities, find potential partners and unlock further potential revenue streams. We expect it to be energising, prescient and highly productive.”*

Programme Highlights include:

GLOBAL STREAMER TALKS - NEW FOR 2024 – a series of interviews by renowned Media Cartographer Evan Shapiro with leaders from streaming and digital platforms interviewed on their strategies, dealing with market challenges and what makes for effective collaborations. Speakers include **David Eilenberg, Head of Content, Roku; Claire Basini, Deputy General Manager in charge of BTOC, TF1; Olivier Jollet, EVP and International General Manager Pluto TV, Paramount; Cédric Dufour, CEO & President, Rakuten TV; Maxime Carboni, Chief Business Officer, Euronews** and **Justin Sampson, Chief Executive, Barb Audiences** - starting on **Tuesday 22 October from 09.00** the full line up is available [here](#).

CONNECTED TV SUMMIT – NEW FOR 2024 – covering the influence and innovations in TV operating systems, including the evolving dynamics of the user experience and latest advertising and monetisation models. Speakers include key players from **All3Media International, Anoki, NEW ID, Numila Advisory, Samsung TV Plus, TVREV, Veed**

Analytics, VIZIO, Whale TV and Wurl amongst others - starting on **Wednesday 23 October from 09.00** the full line up is available [here](#).

GLOBAL FAST&AVOD SUMMIT - an institution at MIP Markets since its introduction in 2022, the definitive summit dedicated to FAST and incorporating AVOD, again focuses on the sector's international growth through the summit's signature format of talks and round tables. Speakers include pioneers in the sector from companies including **Banijay Rights, BBC Studios, Blue Lucy, Dataxis, FilmRise, Fremantle, Gracenote, Little Dot Studios, OKAST.TV, Roku, Samsung TV Plus, The Local Act, Tubi, Vevo, Warner Bros. Discovery, Whale TV, Xumo** and **ZDF Studios** amongst others - starting on **Tuesday 22 October from 14.30** the full line up is available [here](#).

APPLIED AI SUMMIT – a full immersion day demonstrating the latest applications of AI across the industry including the areas of production and monetisation, along with an exploration of the latest thinking and precedents around ethical and legal challenges inherent to the technology. Leading contributing companies include **Adventr, Aive, Alix Partners, Banijay Entertainment, BetaSeries, Calliope Networks, DLA Piper, FanTrust, Google, Largo.ai, TF1 Group, Newen Studios, Papercup, Runway, Social Department** and **Variety Intelligence Platform** amongst others - starting on **Monday 21 October from 10.15** the full line up is available [here](#).

WHY YOUTUBE MATTERS: ENGAGING AUDIENCES & BOOSTING REVENUE – unmissable session featuring analysis of recent trends and emerging opportunities across the industry, including in depth case studies of success stories in driving viewership and revenues via the global platform with **Neil Price, UK Film and TV Partnerships Lead, YouTube** and **Wayne Davison, Chief Revenue Officer, Little Dot Studios** – on **Wednesday 23 October at 14.00** further details are available [here](#).

INSIGHTS THAT MATTER: FUELING YOUR NEXT STRATEGIC MOVE – an invaluable wrap session featuring three exclusive trend reports and essential take-aways from the programme presented by **RTLAdAlliance, 3Vision** and **Omdia** – on **Wednesday 23 Oct at 14.45** further details are available [here](#).

Partners for the GLOBAL FAST & AVOD SUMMIT include **Xumo, OKAST.TV, Vevo, Gracenote, Blue Lucy, Abema, OTTera** and **Tevefy**; and for the CONNECTED TV SUMMIT, **Samsung TV Plus** and **Wurl**. **DLA Piper** is the Conference Partner of the APPLIED AI SUMMIT.

Companies confirmed to exhibit in the new MIP INNOVATION LAB include **Amagi, aurbit by Adease Media Intelligence, Dubformer, ElevenLabs, FASTHub** by

MuxIP and **Largo.ai**; with **Bango**, **Dramatify**, **Digital Convergence Technologies**, **Motion Tech** and **Triforce** both exhibiting and demonstrating within the new set up.

The mother of all Entertainment Content Markets, MIPCOM CANNES was attended by over 11 000 delegates from over 100 countries in 2023. The 40th edition takes place in Cannes 21-24 October 2024.

Further Information

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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