

SPAIN ANNOUNCED AS MIPCOM CANNES COUNTRY OF HONOUR 2024



Major Presence Planned for 40th Edition of World's Biggest TV Content Market



Pictured this morning at ICEX Madrid, L-R (Pablo Conde, María González, Lucy Smith)

Paris/Madrid 6 June 2024 – MIPCOM CANNES today announced Spain as the Country of Honour at the forthcoming 40th edition of the International Co-Production & Entertainment Content Market in Cannes (21-24 October 2024), to be marked with a programme highlighting the country's significant growth in recent years as a major international production hub and provider of quality content to global audiences.

The recognition comes with Spain seeing a marked rise in scripted and non-scripted productions in recent years by both domestic and global producers⁽¹⁾, and with Spanish content not only consistently ranking amongst the highest viewed worldwide but gaining wider recognition and awards internationally.

A prominent series of events at the mother of all entertainment content markets will both celebrate Spain's creative sector and promote further international collaboration; events across the week will range from high profile screenings, the staging of producers' panels focusing on co-production opportunities and a Spanish-themed MIPCOM CANNES Opening Night Party amongst others. Further details of these and further activities will follow.

The programme is curated by **MIPCOM CANNES** in partnership with **ICEX Spain Trade & Investment** (public entity of the Ministry of Economy, Commerce and Business). The key mission of ICEX, through its umbrella brand **Audiovisual from Spain**, is to support the international promotion of content

and services offered by Spanish production and distribution companies. The Country of Honour activity forms part of the "Spain, Audiovisual Hub of Europe"^[2] plan, a major five year €1.6 billion public investment initiative targeting a 30% rise in audiovisual production in the country by 2025 within the framework of the Recovery Plan, transformation, and resilience funded by NextGenerationUE.

*"The Country of Honour is a celebration of a country's culture and creativity" said **Lucy Smith, Director MIPCOM CANNES and MIP LONDON** at the event. "Spain's historical impact on international television is irrefutable and its prominence on the global stage in recent years inescapable. It could not be timelier for Spain to be in the spotlight this year and we have some very special plans in the works to do so spectacularly."*

Pablo Conde, Director General for Internationalisation, ICEX said: *"Supporting the internationalisation of Spanish audiovisual companies has a clear objective for us: to expand the opportunities for producing and distributing their projects abroad. We do this by promoting their visibility, creating networking opportunities for our companies with international partners, and facilitating co-production. Being the Country of Honor at MIPCOM CANNES in 2024 will certainly promote these three fundamental aspects. Moreover, it will bring the perfect opportunity to celebrate the excellence, creativity and professionalism of Spain's content industry."*

María González Veracruz, Spain's Secretary of State for Telecommunications and Digital Infrastructure, said: *"Spain being chosen as the Country of Honor at the upcoming edition of MIPCOM CANNES is jumping into the front line of entertainment and audiovisual creation at the international level. This spotlight will illuminate the talent, strength and duende of our industry. It is a leap that can only be good for our companies, the industry's employment, talent and creativity. Because we can only jump out if we have our feet firmly rooted. That is what we are pursuing with the Spain Audiovisual Hub Plan: to consolidate the progress achieved so far, and to ensure that the audiovisual sector continues to be powerful, strategic and has a bright future."*

MIPCOM CANNES is the flagship entertainment content market for the international TV industry, attended by over 11, 000 delegates from over 100 countries in 2023. The 40th edition in takes place in Cannes 21-24 October 2024 with MIPJUNIOR, the annual meeting point for the Kids sector returning to its traditional slot ahead of the market of 19-20 October with a pre-opening afternoon on 18 October.

The Country of Honour forms part of a week-long MIPCOM CANNES conference programme which helps define the TV industry year through keynotes from leading global players and thought leaders in addition to screenings of highly anticipated series, future facing summits and exclusive insight presentations. Past Countries of Honour have included Japan, Türkiye, Mexico, France, South Korea and most recently China in 2023.

The Audiovisual from Spain brand will gain more prominence than ever in the traditional Riviera space of the Palais des Festivals. The Seaview Producers Hub, a space dedicated to sessions and networking meetings focused on co-production agreements, will serve as the stage for the multiple activities scheduled during the week dedicated to celebrating Spain as Country of Honour.

Further images and logo available to download [here](#).

^[1] European Audiovisual Observatory Yearbook 2023/2024

^[2] Spain Audiovisual Hub of Europe" 2021-2025

Further Information

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Note for editors:

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ICEX SPAIN TRADE AND INVESTMENT

*ICEX Spain Trade and Investment is a public business entity that falls under the Ministry of Economy, Commerce and Business whose mission is to promote the internationalization of Spanish companies in order to contribute to their competitiveness and add value to the economy as a whole, as well as to attract foreign investment to Spain. **Audiovisual from Spain** is the brand created by ICEX to promote talent and content within the sector internationally at major trade fairs around the world.*

SPAIN AUDIOVISUAL HUB

The Plan 'Spain, Audiovisual Hub of Europe' presented in March 2021 by the President of the Government, Pedro Sánchez, and the First Vice-President and Minister for Economic Affairs and Digital Transformation, Nadia Calviño, is part of the Spain Digital Agenda 2026 and its objectives include making Spain a leading country in audiovisual production in the digital era, increasing audiovisual production in Spain by 30% by the end of the period, turning the country into a pole of attraction for international investment and talent, and with a strengthened industry-services ecosystem to export and compete in international markets.

The financial resources of this Plan come from the General State Budget and European Union funds (mainly the European Recovery and Resilience Fund, the European Regional Development Fund (ERDF) and the Creative Europe Programme for the period 2021-2027). The plan includes public investments and reforms to achieve a significant boost to the entire value chain of the audiovisual industry based on Spain's strengths, such as a solvent audiovisual industry, well-trained and prestigious professionals, a creative capacity recognised worldwide and a comparative advantage in the growing global market for audiovisual.

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