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CANNES

16-19 OCTOBER **2023**
Palais des Festivals, Cannes

**MIPCOM CANNES ANNOUNCE CHINA AS COUNTRY OF HONOUR
2023**



Paris, 12 September 2023 – MIPCOM CANNES today announced that China will be recognised as the 2023 Country of Honour at the forthcoming 39th International Co-Production & Entertainment Content Market in Cannes (16-19 October) and marked with a widespread programme of events.

Across the week, the specially curated programme will spotlight China's co-production, acquisition and distribution activities and opportunities.

These include Fresh Content China, a session presented by the China Pavilion, featuring both the country's latest output alongside distinguished creatives from the China TV industry who will share learnings from its evolution domestically and internationally. Further sessions include masterclasses focusing on successful format adaptations and the use of latest technology within production, and showcases specialising in the latest in animation, scripted and non-scripted content to be emerging from the country.

As part, Vice President of Tencent, and CEO of Tencent Online Video, Zhonghuai Sun will give a keynote speech in the world-renowned Grand Auditorium of the Palais des Festivals on Monday 16 October at 12.00 as one of the conference's Media Mastermind series. In the session, Sun will share insights into the roles that art and technology play in shaping Tencent Video's strategy within the ecosystem of one of the

world's largest multimedia companies, and the opportunities for international partnerships within content and streaming.

More than 300 delegates and nearly 40 companies from China are expected at this year's market, the country's biggest presence at MIPCOM CANNES since 2019.

Past Countries of Honour have included Japan, Türkiye, Mexico, France and, most recently, South Korea in 2020. China was also previously recognised in 2018, the year the country became established as the world's second largest TV market after the US.

"We relish the opportunity to champion China's creativity and content," said Lucy Smith, Director MIPCOM CANNES. "The Country of Honour spotlight provides an unrivalled insight and discovery which can unlock further global deal-making and partnership opportunities. We look forward to welcoming everyone who has kindly agreed to contribute to what will be an unmissable programme of events."

In all, 11 000 global buyers, commissioners, creatives and producers from over 100 countries are set to attend the world's greatest gathering of TV and entertainment executives. Riviera exhibition halls and outdoor Croisette beach exhibition areas are sold out with a line-up comprising major studios, production and distribution groups (including All3Media International, Amazon MGM Studios Distribution, Banijay Rights, BBC Studios, BETA Film, FOX Entertainment Global, NBCUniversal International, Paramount Global Content Distribution, Federation Studios, France tv distribution, Fremantle, Global Screen, ITV Studios, The Mediapro Studio, Mediawan, Movistar+, Red Arrow Studios International, STUDIOCANAL, The Walt Disney Company, Warner Bros. Discovery and ZDF Studios amongst many others).

MIPJUNIOR returns to the JW Marriott at the weekend heading into MIPCOM CANNES (Oct 13-15) with a brand-new half-day pre-opening programme beginning at 14.00 on Friday (Oct 13).

The week-long MIPCOM CANNES conference programme helps define the TV industry year with keynotes from leading global players and thought leaders in addition to screenings of highly anticipated series and exclusive insight presentations. An overview schedule can be found [here](#).

Plus d'Informations

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Note for editors:

About MIPCOM CANNES

MIPCOM CANNES leads a portfolio of markets and conferences from RX France's Entertainment Division staged for the international television distribution and production community year-round alongside MIPTV (featuring MIPDOC and MIPFORMATS), MIP CANCUN and MIPJUNIOR.

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet... and many more.*

*RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com *Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France.*

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