

WHERE TECHNOLOGY MEETS CONTENT



INNOVATION
HUB
mipTV®

miptv[®] is the **Global TV and Digital Content Market**
9-12 April 2018

Every April, the global TV and digital industry converges in Cannes to make the most out of **four days of productive meetings, high-end screenings and conferences.**

MIPTV has always supported **producers, disruptors, paradigm-shifters** participating in the creation of **innovative content.** MIPTV brings **technology and content together**, changing not only what we watch, but also **how we watch.**

**The best place to look ahead
to the future of content!**

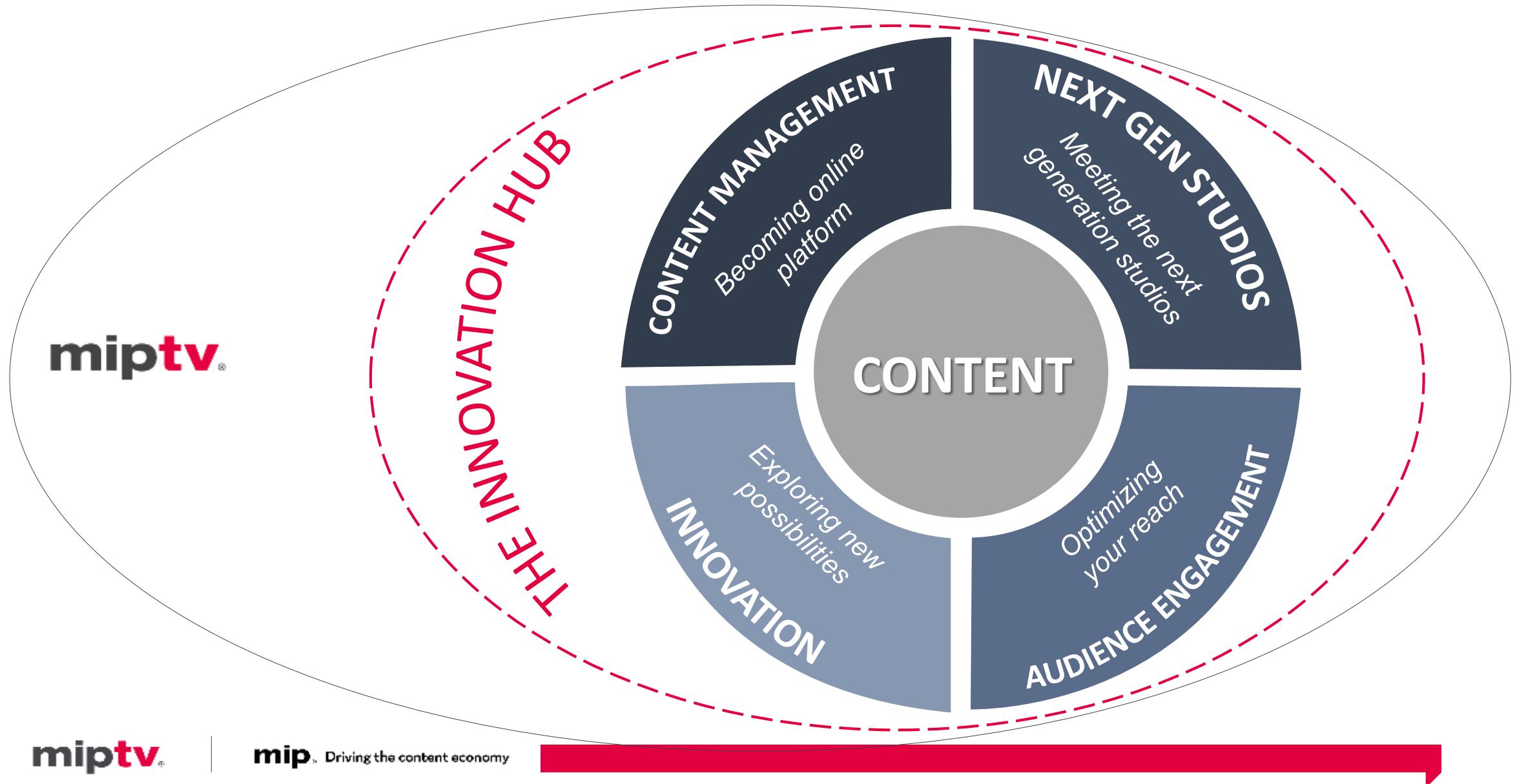


MIPTV – THE INNOVATION HUB



**A ZONE ENTIRELY DEDICATED
TO THE DIGITAL ECOSYSTEM**

A ZONE DEDICATED TO THE DIGITAL ECOSYSTEM



MAXIMIZE YOUR
VISIBILITY:

**HIGH TRAFFIC
GUARANTEED**



80%

of total MIPTV 2017
visitors went to the
Innovation Hub*

60'

Average time
spent on the
zone*

70%

Of total MIPTV 2017
Producers went to
the Innovation Hub

*2017 Retency – traffic analyses

**THE INNOVATION HUB IS NEXT TO MAIN
ATTRACTIVE ZONES:**

Main Entrance

1st timer desk

Participants' club

Buyers' club

Agora conference room



**PREMIUM
SINGLE POD**

€ 5,445

WHAT YOU GET

Approx 9sqm
A 15-minute Pitching slot
Table, 3 seats + Magazine Rack
Cupboard
1 Screen
Logo of the company
2 registrations
1 wifi access at 2Mo



Access to the Online Database
Access to the Pitching Arena and
MIPTV conference sessions
Access to all the exhibition halls

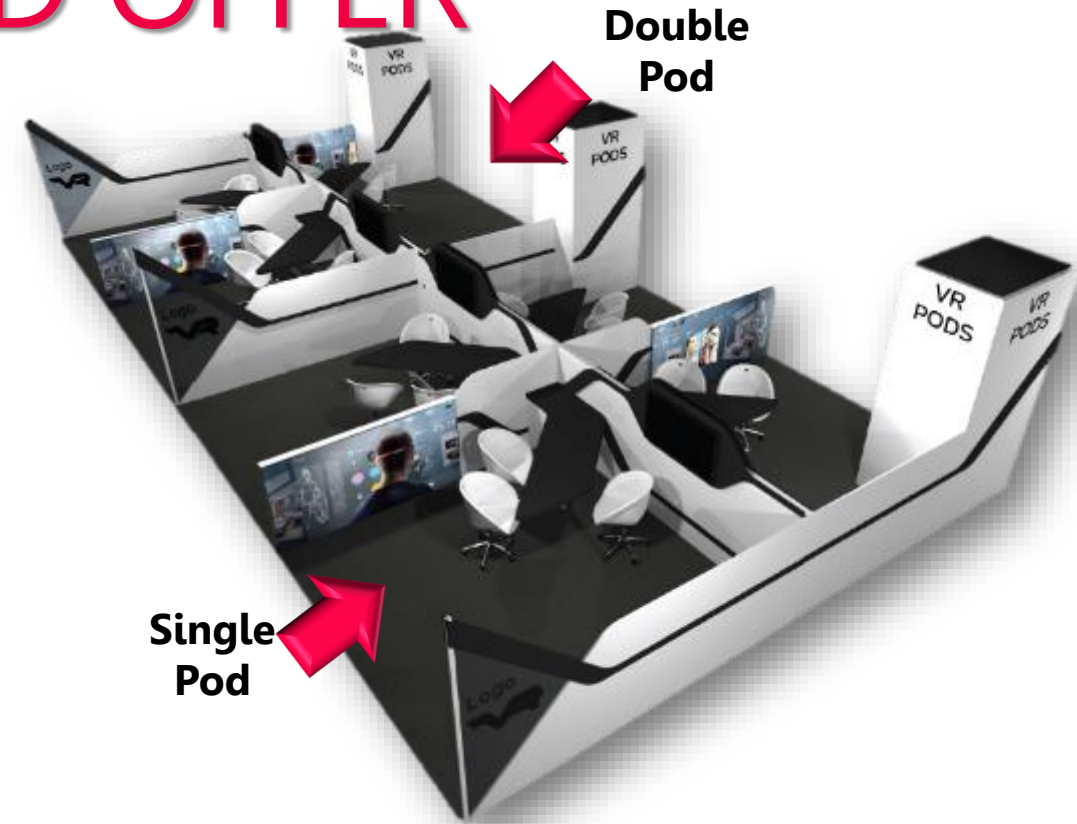
**PREMIUM
DOUBLE POD**

€ 9,954

WHAT YOU GET

Approx 18 sqm
A 15-minute Pitching slot
Table, 3 seats + Magazine Rack
1 Sofa + Low table + Cupboard
1 Screen
Logo of the company
2 registrations
1 wifi access at 2Mo

VR/AR POD OFFER



*No 100% commitment on the exact location.
Priority to 1st signed clients*

MORE THAN AN EXHIBITION ZONE

SHOWCASE:

A unique opportunity to reach out for potential business partners

Every **VR/digital POD company** gets a **15-min slot** in the Agora room!

- 80 seats for the audience
- Stage, microphone and screen for the pitching company
- Bar to network after the pitch



Whether you are exhibiting the zone or visiting it, come find **key partners to design the future of your industry**

MORE THAN AN EXHIBITION ZONE

EXPERIENCE:

THE VR THEATRE

**Discover simulated environments and
fully immersive visual experiences**



1,500 visitors

2017 traffic estimates

miptv®: the 1st ever Marketplace for
Immersive Content

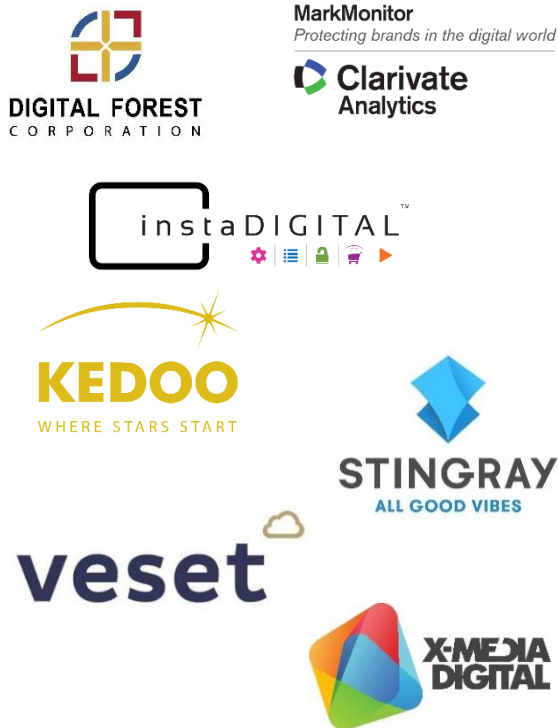


*VR is everywhere
@ MIPTV!*



A MAJOR SUCCESS IN 2017

THEY WERE THERE...



TECH & DIGITAL COMPANIES

mip^{tv}

mip. Driving the content economy



VR/AR COMPANIES



NEXT GEN STUDIOS

A MAJOR SUCCESS IN 2017



2017 INNOVATION DEDICATED PROGRAM

20 CONFERENCES & SESSIONS

10 DIGITAL

10 VR & AR

Keynote of **Rikard Steiber**,
Psdt of **Viveport, HTC Vive**

The future of VR is social

*VR branded content:
immersion is the
new black*

Awesomeness TV
Conference

Digital Short Form
Series Pitch

Immersive Content
Leadership Summit

...

MORE TO COME IN 2018



A MAJOR SUCCESS IN 2017

**DEFINITELY
BENEFICIAL AND
EYE OPENING
TO BE THERE.**



Greg Furber

VR Director – REWIND

VR production, Digital OOH, Post Production, 360°video

*Events like this are key to moving the conversation forward and finding a route that is beneficial to both VR and traditional media companies. (...) Both in terms of **strengthening existing relationships** and **forging new ones**.*



See you at **mip**tv®

9-12 April 2018

mip.tv.com

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learn | share | inspire

Expert analysis of the biggest trends **in television and digital content** to inspire and grow your business
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