

2018 KEY SPEAKERS



KATE PHILLIPS
Controller, BBC
Entertainment
BBC



ALEX MAHON
CEO
Channel 4



GARY CARTER
Non-Executive
Director
Klok



TOM WRIGHT
CEO
Vertical
Networks



Formagination at MIPFormats - The International Format Pitch, launched under a new partnership with Armoza Formats, unveils the most compelling non-scripted entertainment concepts from international creators and producers.

SATURDAY 7 APRIL

9.00-10.00 — Foyer Debussy, Palais 1 WAKE ME UP: NETWORKING BREAKFAST <i>Network with influential players from the formats industry</i>	
10.00-10.40 — Esterel, Palais 5 C21 TRENDS REPORT: STATE OF THE FORMATS NATION <i>Featuring C21's Outlook on Format Trends</i>	10.00-10.30 — Auditorium A, Palais 3 AR/VR: AUGMENTED TOOLS FOR AUGMENTED FORMATS
10.50-11.30 — Esterel, Palais 5 JUST HOW DISRUPTED IS THE DISTRIBUTION GAME	11.00-11.30 — Auditorium A, Palais 3 THE BIGGER ROLE OF DATA AND AUDIENCE MEASUREMENT
11.40-12.10 — Debussy, Palais 1 FRESH TV: ENTERTAINMENT & GAME SHOW PILOTS	
12.20-13.10 — Debussy, Palais 1 JAPANESE FORMATS SHOWCASE TREASURE BOX JAPAN: WORLD PREMIERE – BRAND NEW FORMATS! Snack Lunch & Networking from 13.10 -14.10, Foyer Debussy	
14.15-15.30 — Debussy, Palais 1 FORMAGINATION AT MIPFORMATS - THE INTERNATIONAL FORMAT PITCH Global Partner	
15.45-16.15 — THE MIPFORMATS KEYNOTE SERIES Debussy, Palais 1 ALEX MAHON, CEO, CHANNEL 4, in conversation with GARY CARTER, NON-EXECUTIVE DIRECTOR, KLOK	
16.15-16.30 — THE MIPFORMATS CASE STUDIES Debussy, Palais 1 'PHONE SWAP'	
16.30-16.45 — THE MIPFORMATS CASE STUDIES Debussy, Palais 1 'ALL TOGETHER NOW'	
16.55-17.35 — Debussy, Palais 1 FAANGS: HOW TO WORK WITH THE NEW PLAYERS	
17.45-18.45 — Debussy, Palais 1 WISDOM IN CHINA, THE LAND OF NEW FORMATS. WORLD PREMIERE: THE HOTTEST ORIGINAL FORMATS IN CHINA! <i>Presented by Television Copyright Committee of CARFT, Shanghai Media Group, iFORMATS</i>	
18.45-20.00 — Foyer Debussy WISDOM IN CHINA • MIPFORMATS NETWORKING COCKTAIL <i>In partnership with Television Copyright Committee of CARFT, Shanghai Media Group, iFORMATS</i>	
19.30 — ClubC21 INTERNATIONAL FORMAT AWARDS GALA DINNER <i>In association with C21Media, FRAPA, EMC and MIPFormats - Pre-registration required through C21 Media</i>	

SUNDAY 8 APRIL

8.15-9.00 — Foyer Debussy, Palais 1 WAKE ME UP: NETWORKING BREAKFAST <i>Network with influential players from the formats industry</i>	
9.00-9.30 — Esterel, Palais 5 NEW WAYS TO GET FROM PAPER TO BROADCAST <i>Followed by Meet the Speakers</i>	9.00-9.30 — Auditorium A, Palais 3 DIGITAL PROTECTION OF YOUR IP
9.40-10.10 — Esterel, Palais 5 THE NEXT VIEWING TRENDS <i>Presented by Eurodata TV Worldwide</i>	9.45-10.15 — Auditorium A, Palais 3 THE PRODUCERS TOOLBOX: GOOD DEAL, BAD DEAL
10.15-10.45 — Debussy, Palais 1 FRESH TV: FACTUAL ENTERTAINMENT & REALITY SHOWS	
11.00-11.20 — THE MIPFORMATS KEYNOTE SERIES Debussy, Palais 1 KATE PHILLIPS, CONTROLLER, BBC ENTERTAINMENT, BBC	
11.20-11.40 — THE MIPFORMATS CASE STUDIES Debussy, Palais 1 'THE FOUR'	
11.40-12.00 — THE MIPFORMATS CASE STUDIES Debussy, Palais 1 'ULTIMATE BEASTMASTER'	
12.10-13.00 — Debussy, Palais 1 K-FORMATS: THE NEXT BIG HITS FROM KOREA <i>Sponsored by KOCCA</i> Snack Lunch and Networking from 13.00 -14.00, Foyer Debussy	
14.30-15.00 — Esterel, Palais 5 THE MISSING LINK NORDIC FORMAT SCREENING <i>Presented by Missing Link</i>	14.30-14.55 — Auditorium A, Palais 3 THE PRODUCERS TOOLBOX: WILL NIGERIA HOST THE NEXT FORMAT BOOM?
15.10-15.50 — Esterel, Palais 5 WHEN TV FORMATS MEET DIGITAL: THE BEST IDEAS	15.05-15.40 — Auditorium A, Palais 3 THE FRENCH TOUCH: FORMATS SHOWCASE
16:00 –16:40 — Esterel, Palais 5 NEW FINANCING PARTNERS FOR FORMAT CREATORS	15:50 –16:30 — Auditorium A, Palais 3 BRANDS EMBRACING ENTERTAINMENT: KEY CASE STUDIES
16:50 –17:20 — Esterel, Palais 5 SPOT THE TALENT:INDIES AROUND THE WORLD <i>Followed by Meet the Speakers</i>	16:40 –17:20 — Auditorium A, Palais 3 NEW TECHNOLOGY TO BOOST OUR CREATIVITY
17.30-18.10 — Esterel, Palais 5 THE COMMISSIONERS' BRIEF <i>Followed by Meet the Speakers</i>	17.30-18.10 — Auditorium A, Palais 3 CASE STUDY OF A CHINESE FORMAT: WORDS OF LIFE <i>Presented by 3C Media</i>
18.15-19.00 — Esterel, Palais 5 FORMAT LAUNCH: WEDDING DAY WINNERS <i>A World Premiere Case Study - Presented by all3media international</i>	

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