

# 2019 CONFERENCE PROGRAMME

## THE POWER GAME BETWEEN NEW AND LEGACY PLAYERS

# mipformats

6-7 April 2019, Palais des Festivals, Cannes

### KEY SPEAKERS



**JEFF APPOLOFF**  
President and CEO  
**Apploff**  
Entertainment



**PETER FINCHAM**  
Co-CEO  
**Expectation**  
Entertainment



**GENA MCCARTHY**  
Executive Vice President,  
Head of Programming,  
**Lifetime** Unscripted &  
Head of Programming  
FYI



### MIPFORMATS INTERNATIONAL PITCH

The MIPFormats International Pitch is open to all creators to present their new and original, non-scripted entertainment formats.  
*5000€ Pitch Prize offered by La Fabrique des Formats and Natixis.*

## SATURDAY 6 APRIL

9.00-10.00, FOYER DEBUSSY, PALAIS 1

**WAKE ME UP: MENTORING BREAKFAST**  
*Network with influential players from the formats industry*

10.00-10.40, ESTEREL, PALAIS 5

**C21 TRENDS REPORT:  
STATE OF THE FORMATS NATION**

10.50-11.30, ESTEREL, PALAIS 5

**PAPER FORMATS:  
MORE OPPORTUNITIES THAN EVER**

11.40-12.10, DEBUSSY, PALAIS 1

**FRESH TV:  
ENTERTAINMENT & GAME SHOW PILOTS**

12.15-13.05, DEBUSSY, PALAIS 1

**JAPANESE FORMATS SHOWCASE**  
**TREASURE BOX JAPAN: WORLD PREMIERE - BRAND NEW FORMATS & MORE!**  
*Snack Lunch & Networking from 13.10 - 14.10, Foyer Debussy*

14.15-15.30, DEBUSSY, PALAIS 1

**MIPFORMATS INTERNATIONAL PITCH**  
*Pitch Prize offered by La Fabrique des Formats and Natixis*

15.30-16.00, LOUNGE, PALAIS 5

**ENTERTAINMENT MEET-UP**  
*A quick and efficient way to network and meet new partners*

15.45-16.30, DEBUSSY PALAIS 1

**WISDOM IN CHINA:  
NEW OPPORTUNITIES FOR CHINESE FORMATS**  
*Presented by iFormats*

16.10-16.40, FOYER LOUNGE, PALAIS 5

**GAMESHOW MEET-UP**  
*A quick and efficient way to network and meet new partners*

16.45-17.15, DEBUSSY, PALAIS 1

**NEW HITS: ALL YOU NEED ARE VISUAL EFFECTS**

17.25-17.45, MIPFORMATS KEYNOTE SERIES DEBUSSY, PALAIS 1

**JEFF APPOLOFF**  
*From 'Don't forget the Lyrics' to 'Beat Shazam' to 'Mental Samurai'*

17.50-18.10, MIPFORMATS CASE STUDIES SERIES DEBUSSY, PALAIS 1

**THE MASKED SINGER:  
STORY OF A HIT AND ITS FUTURE**

18.15-18.35, MIPFORMATS CASE STUDIES SERIES DEBUSSY, PALAIS 1

**RHYTHM + FLOW :  
LATEST TALENT QUEST ON NETFLIX**

19.30, CLUB C21

**INTERNATIONAL FORMAT AWARDS GALA DINNER**  
*In association with C21Media, FRAPA, EMC and MIPFormats  
Pre-registration required through C21 Media*

## SUNDAY 7 APRIL

8.30-9.00, FOYER DEBUSSY, PALAIS 1

**REALITY SERIES MEET-UP**  
*A quick and efficient way to network and meet new partners*

9.00-9.30, ESTEREL, PALAIS 5

**THE FUTURE OF VIEWING TRENDS**  
*Presented by Eurodata TV Worldwide*

9.00-9.30, AUDITORIUM A, PALAIS 3

**LIVE HITS:  
THE ULTIMATE WEAPON**

9.40-10.10, ESTEREL, PALAIS 5

**UNAVOIDABLE DIVERSIFICATION**

9.40-10.10, AUDITORIUM A, PALAIS 3

**FORMAT RIPOFFS: FEEDBACK  
FROM AROUND THE GLOBE**

10.15-10.45, DEBUSSY, PALAIS 1

**FRESH TV:  
FACTUAL ENTERTAINMENT & REALITY SHOWS**

10.55-11.10, MIPFORMATS CASE STUDIES SERIES DEBUSSY, PALAIS 1

**2025:  
SECRETS OF A FUTURISTIC REALITY SERIES**

11.15-11.30, MIPFORMATS CASE STUDIES SERIES DEBUSSY, PALAIS 1

**MILLION DOLLAR MILE:  
CHALLENGING THE PHYSICAL FORMATS GENRE**

11.35- 12.00, MIPFORMATS KEYNOTE SERIES DEBUSSY, PALAIS 1

**PETER FINCHAM**  
*From Talkback to BBC, ITV and now Expectation*

12.10- 13.00, DEBUSSY, PALAIS 1

**K-FORMATS: THE NEXT BIG HITS FROM KOREA**  
*Sponsored by KOCCA  
Snack Lunch and Networking from 13.00 -14.00, Foyer Debussy*

14.15-14.45, ESTEREL, PALAIS 5

**NORDIC FORMAT SCREENING**  
*Presented by Missing Link*

14.30-15.00, AUDITORIUM A, PALAIS 3

**FINDING THE NEW FORMATS  
EXECUTIVES**

15.00-15.40, ESTEREL, PALAIS 5

**ENTERTAINMENT:  
A QUEST FOR AUTHENTICITY**

15.15-16.00, AUDITORIUM A, PALAIS 3

**THE FRENCH TOUCH:  
FORMATS SHOWCASE**

15.50-16.30, ESTEREL, PALAIS 5

**GET THE COMMISSIONERS' BRIEF**

16.10-16.40, AUDITORIUM A, PALAIS 3

**NEW FUNDING PARTNERS LOOKING  
FOR THE NEXT FORMATS**

16.45-17.30, ESTEREL, PALAIS 5

**SPOT THE TALENT:  
INDIES AROUND THE WORLD**

17.00-17.30, AUDITORIUM A, PALAIS 3

**"SUPER VOCAL": A REVOLUTION  
IN SINGING COMPETITION**  
*Presented by HUNAN TV*

17.45-18.15, ESTEREL, PALAIS 5

**MENTAL SAMURAI:  
THE NEW PHYSICAL QUIZ**

18.30-20.30, MAJESTIC HOTEL

**THE MIPFORMATS & MIPDOC HAPPY HOUR!**  
*Open to all registered participants*

MIPFormats  
thanks  
its Sponsors  
& Partners

