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## **Press Release**

### **HUACE MEDIA JOINS MIP CHINA HANGZHOU**

China's leading programmer producer signs on as key partner

**Paris, 26 October 2016**

Reed MIDEM, organizer of MIPTV/MIPCOM, today announces that Huace Media, one of China's leading program producers, will be a global sponsor of MIP China Hangzhou.

"Huace Media is proud to partner with Reed MIDEM on the launch of this new business forum to bring together production studios, channels and brands from China with potential partners from around the world," said Cecilia Zhu, Vice General Manager of Huace Global.

MIP China Hangzhou will run May 23-25 in Hangzhou, the lakeside city that recently hosted the G20 Summit in China. The event will bring together Chinese and International production companies interested in co-developing content for China and global markets.

"Producing more than 1000 episodes of TV dramas, plus about 10 feature films and 10 variety shows each year, we are delighted to have such a strong production company as Huace Media as a key partner to welcome international production companies to China", said Ted Baracos, Director of Market Development, Reed MIDEM.

**About Reed MIDEM** – Founded in 1963, Reed MIDEM is an organizer of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPCANCUN and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia, MIPIM UK, and MIPIM Japan for the real estate industry and MAPIC, Retail Real Estate Market brought by MAPIC in Shanghai and MAPIC Italy for the retail real estate sector.

**About Reed Exhibitions** - Reed MIDEM is a division of Reed Exhibitions, the world's leading event organiser, with over 500 events in 43 countries. In 2015 Reed brought together over seven million active professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully-staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

**About HUACE MEDIA** - Set up in 2005, and publicly listed in 2010, Huace Media is China's biggest content creator with over 18% of the Chinese film and TV industry. Based in Hangzhou, Huace Media has established production ties with several world famous media companies, including ITV, 20th Century Fox, and Sony and over 10,000 hours of shows which have been distributed outside of China to more than 180 territories around the world.

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