

# mip china<sup>®</sup> HANGZHOU

— 国际影视内容高峰论坛 —

## PRESS RELEASE

### MIP CHINA HANGZHOU ANNOUNCES 55 PARTICIPATING COMPANIES AT NEW CO-DEVELOPMENT MARKET IN CHINA



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**Paris, 30 March 2017** – Reed MIDEM, organiser of the MIP television markets, today announces that 55 companies are now registered to attend the inaugural MIP China Hangzhou which will run 23-25 May 2017 in the beautiful lakeside city of Hangzhou, China.

Chinese companies include powerful regional broadcasters and online platforms such as Shanghai Media Group, Hunan TV, Nanjing Broadcasting, Sichuan TV, Tencent Video, Zhejiang TV, and ZJSTV; major drama and animation production studios such as Daylight Entertainment, Dream Sky Film, Dream Stardom TV, Film TV, Hakim Unique Group, Huace Film & TV, New Classics Media, JY Animation, Shengxihuashi Culture and Media, Talent Television and Film, The Leftpocket Animation Studio, Zespa Media, Zhongnan Animation; and consumer brands such as Intel China, l'Oréal, Pepsi and Yili.

MIP China Hangzhou provides matched 1-to-1 meetings between Chinese and International companies interested in developing or co-producing content for China and global markets.

Among 30 International companies that will be participating in MIP China Hangzhou's unique matchmaking format are All3Media, ABS-CBN, Caracol TV, Flame Media, Global Agency, Globo TV, GMA Worldwide, MBC Group, Millimages, Sony Pictures/Huaso Film, Televisa, TV Azteca, Viacom, and ZDFE.

"The enthusiastic reaction from Chinese and international companies to the inaugural MIP China Hangzhou underlines the potential for cross-border content development between Chinese and international production companies. Over two and a half days delegates will access meetings, social events, and company visits that will help create new business and partnership opportunities," said Ted Baracos, Director of Market Development at Reed MIDEM's Television Division.

The deadline for international companies to register for MIP China Hangzhou is April 14, 2017.

**About Reed MIDEM** - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIP CANCUN 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. [www.reedmidem.com](http://www.reedmidem.com)

**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)

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