



**THINK NEW CONTACTS
THINK FRESH CONTENT
THINK MIP CHINA 2021**

EASY ACCESS TO MID-YEAR CONTENT FOR ASIA

28-30 JUNE 2021

| mip® | china

A QUALITY EVENT

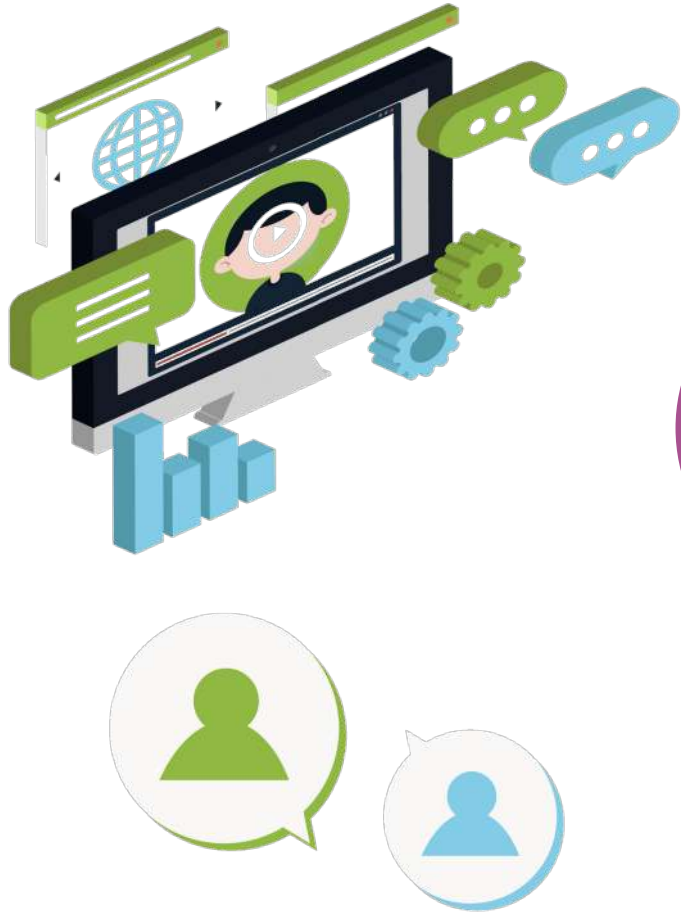
Back for its 5th year! **MIP China** connects acquisition executives from TV channels and platforms across Asia with a select group of content providers from around the world targeting Asian audiences.

Our innovative online matchmaking platform and 1-to-1 pre-arranged matched meetings provide the best possible way, without travelling, to meet face-to-face next June with motivated studios from around the world.

Among participating content providers....



MIP CHINA ONLINE IN FIGURES



**Drama
Animation
Factual
Formats**

**25 matched
meetings in
3 Days**

**150
Buyers**

**100
International
Content
Providers**

**45+
Screenings**

**50
Chinese
Content
Providers**

**MIP China
Conference &
Screenings platform**

**New TV SHOW IDEA
PITCHES**

**2
Additional
days open
networking**

KEY BENEFITS

- A simple and efficient system to meet new suppliers
- Mid-year opportunity to discover new animation, drama, documentary, formats, and kids programs
- A proven online experience tailored for Asia

And NEW for 2021

- Country Showcase Sessions
- **Pan-Asian New Projects Pitch** for Kids and Factual programming
- Open Networking capability
- Screenings available before the meeting dates.



PRE-SCHEDULED MEETINGS STEP BY STEP

Sign up and prepare



Register for MIP China to prepare your market. And for any help along the way, get in contact with our dedicated team!

Contact us: mipchina@reedmidem.com

Set up your profile



This is the cornerstone of our signature matchmaking format. Tell us what you are looking for at MIP China. Make sure to stand out by maximizing the appeal and depth of your profile.

Do your preferences



Identify the partners you'd like to meet. Browse through the attending participant profiles and filter them by content genre and interests. Do your selection and you're done!

The algorithm works



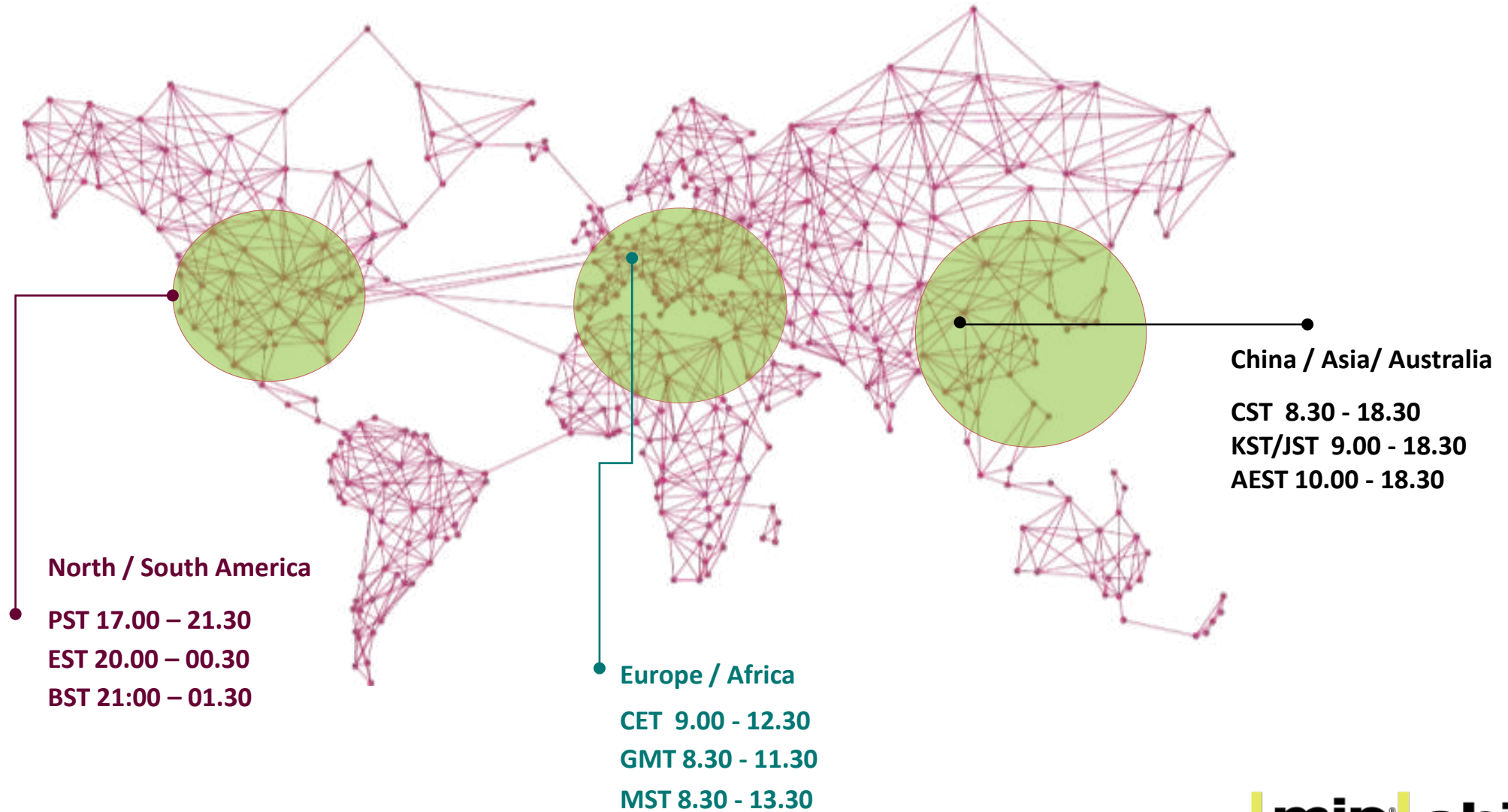
Our proprietary algorithm sets your 3-day meeting agenda based on mutual preferences & your business interests. You can also add extra meetings during the Open Networking Phase.

KEY DATES



- Before **March 31**: Register
- Before **April 30**: Complete your profile page
- **May 1**: Identify and select who you want to meet.
- **June 4**: Deadline to complete the list of who you want to meet
- **June 21**: Receive your a customized schedule of meetings
- From **June 21**: “Open Networking” to contact other delegates
- **June 28 to 30**: Matched 1-to-1 meetings
- **June 28 - July 2**: Optional Open Networking meetings

TIME ZONE CHART FOR MEETINGS



WHAT THEY SAID ABOUT MIP CHINA 2020

“Without doubt the best online market we attended in 2020”

Emma Watson, Avalon Distribution



“I met with a lot of amazing ideas and people, and found the opportunity to co-produce in China”

Taka Hayakawa, Fuji Television



“Very well organized with great meetings”

Lydia Kali, Arte



“Wonderful experience, great way to connect to Asian buyers”

Lorraine Joor, Dutch Core



“Great opportunity to meet new contacts”

Stephanie Wang, Global Screen



See you in June Online
Next year in Hangzhou!