
INDUSTRY ALERT

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Australian children's content focus at MIPCOM 2010

Monday 28 June 2010: Screen Australia will host a targeted matchmaking event for Australian and international delegates at MIPCOM 2010 in Cannes, France.

Screen Australia will select 10 Australian children's content producers attending MIPCOM to engage in introductory meetings with overseas broadcasters, co-producers and distributors to further develop their projects. Participants will have meetings with carefully matched international executives. The event will be hosted at the Screen Australia stand on Tuesday 5 October 2010.

"We're delighted that MIPCOM organisers, Reed MIDEM, have decided to throw the spotlight on Australia this year," said **Kathleen Drumm**, Screen Australia's Head of Marketing. "Screen Australia's Marketing Department is refocussing its efforts to deliver strategic international events that create meaningful networking opportunities for Australian filmmakers doing business overseas. Our MIPCOM event will be invaluable for Australian children's content creators hoping to forge potential co-production partnerships and will provide direct access to international commissioners, distributors and producers."

Screen Australia is running the Australian children's content matchmaking event in collaboration with Creatives Loop, an international media consultancy specialising in co-productions that helps film, television and digital media producers secure deals.

Alongside its producer-networking program and expanded promotional activities, Screen Australia is also extending its market stand and will provide producers with an opportunity to sublease dedicated space on a first-in basis. This substantially enhanced activity at MIPCOM replaces individual travel funding.

A call for expressions of interest in the matchmaking event will be posted on 1 July 2010. Further information will also be placed on the Screen Australia website.

The Creatives Loop team will visit Melbourne and Sydney in early August 2010 to meet with the 10 Australian content producers selected to participate in the MIPCOM 2010 matchmaking event.

MIPCOM is the world's leading content market for creating, co-producing, buying, selling, financing and distributing entertainment across all platforms.

MIPCOM will run 4–8 October 2010

www.mipworld.com/en/mipcom/