




SATURDAY 2 APRIL

9.30-10.45 Carlton Hotel – Grand Salon	MIPDOC CONFERENCE MIPDoc Mentorships: How to Pitch?
10.45-11.45 Carlton – Co-Production Lounge	MIPDOC INTERVIEWS Interviews with Commissioners - <i>followed by matchmaking</i>
11.45-13.00 Carlton Hotel – Grand Salon	MIPDOC CONFERENCE Buyers Summit: What do Buyers Want?
13.00 – 14.30 Majestic Hotel – Salon Croisette	THE MIPDOC TRAILBLAZER LUNCH
14.00-15.00 Grand Auditorium – Level 1	MIPFORMATS CONFERENCE Formats Futures 2011
14.30-15.30 Carlton – Co-Production Lounge	MIPDOC INTERVIEWS Interviews with Commissioners - <i>followed by matchmaking</i>
15.10-16.10 Grand Auditorium – Level 1	MIPFORMATS WORKSHOP How to resolve your Format Dispute? – <i>in partnership with FRAPA & WIPO</i>
15.10-16.10 MIPFormats Lounge – Level 3	MIPFORMATS WORKSHOP Latin America Workshop
15.30-17.00 Carlton Hotel – Grand Salon	MIPDOC Co-Production Challenge – 7th edition Presentation of the Finalists – Jury Deliberation – The Results
16.20-16.50 Grand Auditorium – Level 1	MIPFORMATS SCREENINGS Fresh Formats Review: Factual Entertainment - <i>in partnership with The Wit</i>
17.00-18.15 Grand Auditorium – Level 1	THE 2ND ANNUAL MIPFORMATS TALENT PITCH Where the hottest new concepts and formats of tomorrow are introduced – <i>in association with Entertainment Master Class and The Wit</i>


SATURDAY 2 APRIL

<p>17.15-18.15 Carlton Hotel – Grand Salon</p>	<p>MIPDOC KEYNOTES</p> <p> Patricia Boutinard Ruelle, Producer, NiLaya Productions, Previous Director of Documentaries at France Television for the groups channels France 2, France 3, France 4, France 5</p> <p> Luis Silberwasser, Senior Vice President and Chief Content Officer, Discovery Networks International</p>
<p>18.30-19.00 Grand Auditorium – Level 1</p>	<p> MIPFORMATS KEYNOTE</p> <p>Dick de Rijk, Exclusive Development Partner, Red Arrow Entertainment Group</p>
<p>19.00 Foyer Grand Auditorium – Level 1</p>	<p>MIPFORMATS NETWORKING DRINKS</p>

SUNDAY 3 APRIL

<p>8.45-10.15 Grand Auditorium – Level 1</p>	<p>MIPFORMATS WORKSHOP</p> <p>The Creator's Tool Kit: Format Development Inside Out – <i>in partnership with Entertainment Master Class</i></p>
<p>9.00-10.45 Carlton Hotel – Grand Salon</p>	<p>MATCHMAKING AT MIPDOC</p> <p>Where New Ideas Meet Their Match</p>
<p>10.20-11.20 MIPFormats Lounge</p>	<p>MIPFORMATS MATCHMAKING</p> <p>Buyers and Commissioners Matchmaking</p>
<p>10.20-11.20 Grand Auditorium – Level 1</p>	<p>MIPFORMATS SCREENINGS</p> <p>Laugh, Scream, Learn: Nordic Format Screenings</p>
<p>10.45-11.45 Carlton – Co-Production Lounge</p>	<p>MIPDOC INTERVIEWS</p> <p>Interviews with Commissioners - <i>followed by matchmaking</i></p>
<p>11.30-12.45 Grand Auditorium – Level 1</p>	<p>MIPFORMATS CONFERENCE</p> <p>Format Programming Strategies: What Buyers Want?</p>



SUNDAY 3 APRIL

<p>11.45-12.45 Carlton Hotel – Grand Salon</p>	<p>MIPDOC CONFERENCE Financing for New Co-Production</p>
<p>12.45-14.15 Majestic Hotel – Salon Croisette</p>	<p>MIPFORMATS NETWORKING LUNCH For all MIPFormats delegates - <i>Sponsored by SevenOne International</i></p>
<p>14.10-15.10 Grand Auditorium – Level 1</p>	<p>MIPFORMATS CONFERENCE Focus on Asia</p>
<p>14.30-15.30 Carlton – Co-Production Lounge</p>	<p>MIPDOC INTERVIEWS Interviews with Commissioners - <i>followed by matchmaking</i></p>
<p>15.10-17.00 Grand Auditorium – Level 1</p>	<p>THE MIPFORMATS INTERVIEWS Hear from the format experts in branded entertainment, cross-platform and social TV</p>
<p>15.15-17.00 MIPFormats Lounge – Level 3</p>	<p>MIPFORMATS MATCHMAKING Buyers and Commissioners Matchmaking</p>
<p>15.30-16.30 Carlton Hotel – Grand Salon</p>	<p>MIPDOC CONFERENCE Crowdsourcing: The Frontier of Documentary and Funding</p>
<p>16.30-17.30 Carlton – Co-Production Lounge</p>	<p>MIPDOC INTERVIEWS Interviews with Commissioners - <i>followed by matchmaking</i></p>
<p>17.15-17.45 Grand Auditorium – Level 1</p>	<p>MIPFORMATS SCREENINGS Fresh Formats Review: Game Shows – <i>In partnership with The Wit</i></p>
<p>18.00-18.45 Grand Auditorium – Level 1</p>	<p> MIPFORMATS CLOSING KEYNOTE <i>Innovation, Expansion and Hybrids: Pushing the Format</i> Steve Morrison, Chief Executive Officer, All3Media</p>
<p>19.00 Carlton Hotel – Grand Salon</p>	<p>MIPDOC CLOSING COCKTAIL</p>

MONDAY 4 APRIL

<p>8.00-9.15 Co-Production Lounge - Level 3</p>	<p>MIPTV - INTERACTIVE WORKSHOPS The Pitch Doctor's Guide to making it at MIP</p>
<p>8.30-9.30 Auditorium K – Level 4</p>	<p>MIPTV SCREENINGS Laugh, Scream, Learn: Nordic Fiction Screenings</p>
<p>9.30-10.45 Auditorium A – Level 3</p>	<p>MIPTV - INTERACTIVE WORKSHOPS Entertainment Master Class: We Love to MIP You – <i>in partnership with Entertainment Master Class</i></p>
<p>10.00-11.15 Auditorium Esterel – Level 5</p>	<p>MIPTV - DIGITAL MEDIA Transmedia Storytelling: How to Achieve Creative Excellence?</p>
<p>11.00-11.45 Co-Production Lounge - Level 3</p>	<p>MIPTV - INTERACTIVE WORKSHOPS Expert Roundtables: Meet the Tutors</p>
<p>11.00-12.45 Auditorium A - Level 3</p>	<p>MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Co-Production for Success: Case Studies</p>
<p>11.30-12.45 Auditorium Esterel – Level 5</p>	<p>MIPTV - CONTENT 360 Interactive & Cross-Media Digital Entertainment Formats Pitch – <i>Sponsored by FremantleMedia & RTL Group</i></p>
<p>12.00–12.30 Majestic Hotel – Salon Martha</p>	<p>PRESS CONFERENCE Arnold Schwarzenegger is back in Cannes for the first time in eight years to unveil a new international television series. <i>Press conference hosted by Roxanne Frias.</i></p>
<p>12.00 Auditorium K – Level 4</p>	<p>PRESS CONFERENCE and COCKTAIL International Academy of Television Arts & Sciences Press conference & International Digital Emmy® Awards at MIPTV Nominee Medal Ceremony</p>
<p>13.00-14.00 Grand Auditorium – Level 1</p>	<p>MIPTV SCREENINGS Fresh TV Around the World – Exclusive at MIPTV! <i>In partnership with The Wit – Presented by Virginia Mouseler, The Wit</i></p>
<p>14.00-15.00 Auditorium Esterel – Level 5</p>	<p>MIPTV - CONTENT 360 Online & Social Games Pitch</p>
<p>14.00-16.00 Co-Production Lounge - Level 3</p>	<p>MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Unmissable: Co-production Tool Box . Presentation of the New Canada Media Fund . Tool Box</p>

MONDAY 4 APRIL

14.15-16.15 Auditorium A - Level 3	MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Global Co-Production Strategies - Act 1 & Act 2
15.00-16.00 Blue Lounge – Level 4	PRESS CONFERENCE GK-tv presents the series ‘Camelot’ - in presence of Jamie Campbell Bower , Joseph Fiennes , Eva Green and Craig Cegielski (Executive Producer and President of GK-tv). <i>Press conference hosted by Roxanne Frias.</i>
15.15-16.15 Auditorium Esterel – Level 5	MIPTV - DIGITAL MEDIA Digital Distribution: Monetising Content on New Platforms
16.30-17.00 Grand Auditorium – Level 1	 MIPTV KEYNOTE David Frank , Chief Executive Officer, Zodiak Media Group
17.00-17.30 Grand Auditorium – Level 1	 MIPTV KEYNOTE Rodolphe Belmer , Executive Vice President, Content, Canal+ Group, & Chief Operating Officer, Canal+
17.00 onwards Stand R27.13	COCKTAIL BEYOND presents ‘Come and Meet The Hunks at our opening Night drinks’ – <i>By invitation only</i>
17.00-18.30 Stand 08.14	COCKTAIL Fashion TV cocktail on booth
17.30-18.00 Blue Lounge – Level 4	PRESS CONFERENCE INA: “Inamediapro.com: global content, dedicated service – presentation of the new version”. In presence of Mathieu Gallet (Chairman & CEO), Jean-Marc Bordes (Chief Operating Officer) and Jean-Luc Vernhet (Marketing & Sales Director).
18.00-20.00 Grand Auditorium – Level 1	MIPTV SCREENINGS GK-TV’s “Camelot” at the World Premiere TV Screening With a Q&A with Eva Green , Joseph Fiennes and Jamie Campbell Bower
19.30 Carlton Hotel	MIPTV 2011 OPENING COCKTAIL & INTERNATIONAL DIGITAL EMMY® AWARD All MIPTV participants are invited to this grand networking event which opens the first evening of the market in style. This soiree will also include the presentation of the sixth International Digital Emmy® Awards with key personalities of the industry.
20.15-20.45 Carlton Hotel	RED CARPET MIPTV 2011 OPENING COCKTAIL & DIGITAL EMMY AWARD RED CARPET In presence of Eva Green , Joseph Fiennes , Jamie Campbell Bower , Shawn Doyle , Jon M. Chu , etc.



TUESDAY 5 APRIL

9.00-10.00 Auditorium A – Level 3	MIPTV - DIGITAL MEDIA Multiplatform Engagement Through Apps: Connected TV, Social TV, Smart Phone and Rich Media Tablet Apps
9.00-10.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Network at Connected Café – Open all day
9.00-11.00 Verriere Grand Audi – Level 1 <i>By Invitation Only</i>	MIPTV – BRANDED ENTERTAINMENT SUMMIT Ogilvy Branded Entertainment Lab: Elevator Pitches with The World's Greatest Brands – <i>sponsored by Ogilvy</i>
9.30-10.30 Co-Production Lounge - Level 3	MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Working with Latin America Workshop – <i>Followed by a matchmaking session at 10.45</i>
10.00-12.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB . Tips for First-Timers . Consumer Lab Guided Tours
10.15-11.15 Auditorium Esterel – Level 5	MIPTV - CONTENT 360 Rich Media Tablet and Social TV Apps Pitch
10.30–11.30 Blue Lounge – Level 4	PRESS CONFERENCE TRACE TV
10.45-11.45 Co-Production Lounge - Level 3	MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Working with Latin America: Connecting & Deal-Making
11.00 Verrière Grand Auditorium - Level 1	COCKTAIL RTVE celebrates “Love in Difficult Times” success at MIPTV, in presence of Manolita & Marcelino two of the main characters of the series – <i>By invitation only</i>
11.15-12.45 Auditorium K – Level 4	MIPTV – BRANDED ENTERTAINMENT SUMMIT Branded Entertainment Essentials - How to get started?
11.30-12.45 Auditorium Esterel – Level 5	MIPTV - CONTENT 360 Content 360 Supersession – Engaging to Tomorrow’s Audience Featured presentation: Kevin Slavin, Co-Founder, Starling TV Keynote Panel: Gary Carter (CCO FMX and COO FremantleMedia), Bruno Patino (Director General, Digital & Strategy, France Televisions) and Tom Perlmutter (Government Film Commissioner and President, National Film Board of Canada)

TUESDAY 5 APRIL

12.00-14.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Network at Connected Café
12.30 <i>(admission at 12.00)</i> Majestic Hotel	BRUNCH BETA'S AUDIOVISUAL BRUNCH , in presence of the BORGIA cast – <i>By invitation only</i>
13.00-14.00 Auditorium A – Level 3	MIPTV - CONTENT 360 Smartphone Apps for Youth Engagement Pitch - <i>Sponsored by ONF/NFB (National Film Board of Canada)</i>
14.00-14.15 Majestic Hotel	CONNECTED CREATIVITY FORUM Welcome and Introduction Keynote
14.00-15.00 Auditorium A – Level 3	MIPTV – BRANDED ENTERTAINMENT SUMMIT Branded Content Solutions Case Studies – A series of case studies reveal how branded content comes into being – <i>sponsored by Ogilvy, organised in association with BCMA</i>
14.00-18.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB . Discover Cutting-Edge Technology & Cool Services – Demos & Presentations . Get Social on Connected Street . Espresso with Vips
14.15-15.45 Majestic Hotel	CONNECTED CREATIVITY FORUM Module 1: Connected Consumer – The Mobile, Social & Connected Consumer . Top 10 consumer trends 2011 . Connected Technology Trends . Mobility around the Globe: Get Multi-local!
14.30-15.45 Co-Production Lounge - Level 3	MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Working with Asia Workshop
15.05-16.30 Auditorium Esterel – Level 5	MIPTV – BRANDED ENTERTAINMENT SUMMIT - SCREENINGS The Best Branded Content in The World : Screenings - <i>sponsored by Ogilvy, organised in association with BCMA</i>
16.00-17.00 Co-Production Lounge - Level 3	MIPTV - PRODUCERS FORUM 2011: CO-PRODUCTION Working with Asia: Connecting & Deal-Making
16.00-17.00 Majestic Hotel	CONNECTED CREATIVITY FORUM – CASE STUDIES Innovation from around the World

TUESDAY 5 APRIL

16.30-18.00 Majestic Hotel	CONNECTED CREATIVITY FORUM - MATCHMAKING . Global Mobile Networking BRISCA Market . Global Networking Smart Phone Markets
16.45-18.00 Auditorium Esterel – Level 5	 MIPTV – BRANDED ENTERTAINMENT KEYNOTE Bringing New Meaning to ‘Brought to You By’: Branded Entertainment in the Digital Age Miles Young, Chief Executive Officer, Ogilvy & Mather Worldwide Followed by THE BRAND OF THE YEAR AWARD
17.00–18.30 Stand 08.14	COCKTAIL Fashion TV cocktail on booth
17.00-19.00 Auditorium K – Level 4	MIPTV SCREENINGS ‘Moby Dick’ arrives on-screen by way of Germany20 Written by Emmy Award winner Nigel Williams, the first-class international cast includes Oscar winner William Hurt, Oscar nominee Ethan Hawke and Gillian Anderson. A Tele Munchen Group in-house production.
17.00–19.00 Stand 21.01	COCKTAIL ORF cocktail on booth
18.00–19.30 Stand 04.14/06.13	COCKTAIL Wallonie Bruxelles Images cocktail
18.15-19.00 Auditorium Esterel – Level 5	 MIPTV/CONNECTED CREATIVITY FORUM JOINT KEYNOTE Hans Vestberg, President and Chief Executive Officer, Ericsson
18.30–20.30 Restaurant du Grand Hôtel - Cannes	GASTRONOMIC EVENT France Chef America – Gastronomic event - <i>By invitation only</i>
19.00-20.30 Connected Entertainment HUB	CONNECTED CREATIVITY HAPPY HOUR
19.00–23.00 Martinez Hotel – Salon Acajou	COCKTAIL PARTY JCCTV cocktail party– <i>By invitation only</i>
21.30 Les Marches	PARTY MARC DORCEL Cannes 2011 Party: Eroticism is a French affair. Come and celebrate DORCEL TV's 5 th anniversary with us! In the presence of Rocco Siffredi <i>By invitation only</i> (collect your invitation at booth 15.26)

TUESDAY 5 APRIL

22.00–01.30 Club 21 – 45 la Croisette	PARTY ENDEMOL presents “Soiree Spectaculaire” – <i>By invitation only</i>
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WEDNESDAY 6 APRIL

9.00-9.45 Auditorium A – Level 3	MIPTV - BRANDED ENTERTAINMENT SUMMIT Branded Content - Roadmap – <i>sponsored by Ogilvy, organised in association with BCMA</i>
9.00-10.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Network at Connected Café – Open all day
9.00-13.00 Majestic Hotel	CONNECTED CREATIVITY FORUM Module 2: Connected Content – Monetising Multichannel Content <ul style="list-style-type: none"> . Introduction hosted by Robert Tercek . Entertainment Everywhere . Cross Platform Video Monetisation . Gamification of Entertainment . Engaging with the Passionate Fans . From Print to 2.0: The Rise of new Publishing Industry . How to Achieve Global Success in the Over-Crowded App Store?
9.50-10.40 Auditorium Esterel – Level 5	MIPTV – BRANDED ENTERTAINMENT SUMMIT Branded Content: Data is Fuel – <i>sponsored by Ogilvy, organised in association with BCMA</i>
10.00-12.00 Auditorium K – Level 4	MIPTV SCREENINGS Asian Animation Screenings. Screening schedule: Japan (10.00), China (10.20), Malaysia (10.40), Korea (11.00), India (11.25)
10.00-12.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB <ul style="list-style-type: none"> . Content 360 Sessions . Consumer Lab Guided Tours
10.45-11.30 Auditorium Esterel – Level 5	MIPTV – BRANDED ENTERTAINMENT SUMMIT Yahoo! Studio and Coca Cola 360° Brand Content Case Study: a “Lighter Approach to Fashion” <i>Sponsored by Yahoo!</i>

WEDNESDAY 6 APRIL

11.45-13.00 Auditorium Esterel – Level 5	MIPTV – BRANDED ENTERTAINMENT SUMMIT Ogilvy Branded Entertainment Lab The Art of The deal: How Branded Entertainment Works from the Players that Make It Happen <i>Sponsored by Ogilvy</i>
12.00-14.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Network at Connected Café
14.00-17.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB . See Multi-Screen Experiences in Action – Demos & Presentations . Immerse in Connected Living Room
14.30-15.00 Majestic Hotel	CONNECTED CREATIVITY FORUM Module 2: Connected Content – Monetising Multichannel Content . Virtual Money Gets Real in Social Networks
14.30-15.15 Majestic Hotel	CONNECTED CREATIVITY FORUM – CC VENTURES CC Ventures Opening Start-up Investor Chat
14.30-15.45 Auditorium A – Level 3	MIPTV – 3D SPOTLIGHT Update on the latest 3D technologies and applications
15.05-16.10 Majestic Hotel	CONNECTED CREATIVITY FORUM – CASE STUDIES/ LET’S TALK From E to M to T-Commerce
15.30-18.00 Majestic Hotel	CONNECTED CREATIVITY FORUM – CC VENTURES Start ups Investor Pitch Session
16.00-17.00 Auditorium A – Level 3	MIPTV – 3D SPOTLIGHT Distribution and Channels Overview
16.15-17.30 Majestic Hotel	CONNECTED CREATIVITY FORUM – WORKSHOP Negotiating & Managing Multiplatform Licenses
17.00-18.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Meet the Hackers
17.00–18.30 Stand 08.14	COCKTAIL Fashion TV cocktail on booth

WEDNESDAY 6 APRIL

17.15-18.15 Auditorium A – Level 3	MIPTV – 3D SPOTLIGHT Production Overview
18.15-19.15 Auditorium Esterel – Level 5	MIPTV/CONNECTED CREATIVITY FORUM JOINT KEYNOTE TO BE ANNOUNCED
20.00 Onwards By invitation only	CONNECTED PARTY & CONTENT 360 AWARDS

THURSDAY 7 APRIL

9.00-10.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Meet the Bloggers at Connected Cafe
9.00-11.30 Majestic Hotel	CONNECTED CREATIVITY FORUM Module 3: Connected Future – Joint Opportunities for Content & Technology . Introduction hosted by D. de Kerckhove . Piracy: A Path to Innovation? . The Brain: Screen Connection . Expanding Platforms: The Connected & Augmented City . Exploding data!: A New Avenue to Revenues?
9.30-12.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Hot Start-ups - Presentations
10.15-11.15 Auditorium A – Level 3	MIPTV - DIGITAL MEDIA Protecting Digital Content in a Connected Environment – <i>Sponsored by Farncombe Consulting Group</i>
10.35-11.35 Majestic Hotel	CONNECTED CREATIVITY FORUM – CASE STUDIES/ LET'S TALK Content Mobility: Smarten Up for The Future!
11.00–12.00 Blue Lounge – Level 4	PRESS CONFERENCE MIPTV 2011 OVERVIEW in presence of Anne de Kerckhove , Entertainment Division Director, Reed MIDEM, Laurine Garaude , MIPTV Director & Clients
11.30-12.30 Auditorium A – Level 3	MIPTV - DIGITAL MEDIA Creative Commons Workshop

THURSDAY 7 APRIL

11.45-12.45 Majestic Hotel	CONNECTED CREATIVITY FORUM – CASE STUDIES/ LET’S TALK Content & Technology Collaboration: Exploring the Potential of New Ecosystems
12.00-14.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Meet Content 360 Winners - Presentations
12.45-13.30 Majestic Hotel	CONNECTED CREATIVITY FORUM Start-up Awards, Chat with Bloggers, Closing Performance
14.00-18.00 Experience HUB	CONNECTED CREATIVITY FORUM – EXPERIENCE HUB Network at Connected cafe
14.30-16.00 Auditorium A – Level 3	MIPTV - DIGITAL MEDIA MIPTV Wrap-Up Session: Building Cross-Media Strategies