



MIPCOM CANNES 2024 ATTRACTS 10 500 DELEGATES FROM 110 COUNTRIES



Cannes, 23 October 2024 – MIPCOM CANNES today announced that just over 10 500 delegates from 110 countries attended the 40th anniversary edition of the International Co-Production and Content Market (21-24 October) in Cannes, including an increased number of exhibitors and countries represented.

“As the definitive once a year week where the whole global industry convenes, MIPCOM CANNES has proved again to be unique and unmissable.” said Lucy Smith, Director of MIPCOM CANNES and MIP LONDON. *“The feeling has been one of optimism, and the intense volume and concentration of activity in Cannes can only be a benefit and a boost for the whole industry internationally.”*

Figures released on the penultimate day of the market showed 347 companies exhibiting in and around the Palais des Festivals in 2024, up from 320 year on year. These included 34 country pavilions, 10 of which were new for 2024 including Egypt, Malaysia, Nigeria and Qatar.

A total of 73 companies made their debut with stands at this year's market, many from tech-led sectors which were based in the newly expanded MIP INNOVATION Lab which hosted a full programme including FAST and AVOD, AI, Streamer and Connected TV summits, networking events and demonstrations.

The total number of 10 500 delegates includes 3240 buyers attending, with most hailing from the US, followed by the UK, France, Germany and Spain. 110 countries were represented at the market overall, an increase from the 100 that were present in 2023. A significant delegation increase was seen from Spain, this year's MIPCOM CANNES Country of Honour, with over 172 companies accredited a year on year rise of nearly 50%.

The International Kids Screenings & Co-production Market MIPJUNIOR (18-20 Oct) welcomed just over 1000 delegates from 62 countries, confirming its position as the annual meeting point for the global Kids sector.

The 41st edition of MIPCOM CANNES will take place 13-16 October 2025 with MIPJUNIOR returning in its pre-market slot 11-12 October 2025.

Further Information

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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