

Miramax to exhibit at MIPCOM 2011

PARIS, FRANCE: Reed MIDEM, organiser of the MIPTV and MIPCOM markets, has announced that the great [Miramax](#) movie and television studio is, for the first time in the company's history, exhibiting at MIPCOM 2011, the worldwide entertainment content market, taking place 3-6 October at the Palais des Festivals in Cannes, France. Miramax CEO Mike Lang will deliver a keynote address on Monday 3 October 2011.



"The Miramax film library is among the most respected in the world, and we believe the movies and the brand have tremendous untapped global potential," said Lang.

"MIPCOM represents an exciting opportunity to meet and interact with global decision makers and establish meaningful partnerships. Our key initiatives will include the on-going expansion of our international television and digital sales efforts, development of both distinctive film as well as television programming and our hope to ultimately launch Miramax-branded cable channels as we seek to reach new audiences."

"We are very pleased by Miramax's decision to use MIPCOM's significant participation of high level decision makers in the global entertainment industry as they continue expanding their operation and successfully delivering their exceptional content to new audiences," underlined Laurine Garaude, director of the Television Division, Reed MIDEM. "Mike Lang's address as 'Media Mastermind Series' keynote speaker will be one of MIPCOM's highlights. Mike's deep experience in the digital arena, ranging from Miramax's recent digital content delivery deals with [Netflix](#) and [Hulu](#), to his early involvement with trailblazers in the digital arena and his strong relationships with other large entertainment companies and private investment firms, will be of tremendous benefit in exploring future opportunities in the world of entertainment content."

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