

CREATIVE Africa
Content Pavillion
13-16 October

mipcom[®]
CANNES



mipcom[®]
CANNES



About

MIPCOM is an annual international marketplace for entertainment content held in Cannes, France, usually in October. It's a major global event for the television and digital content industry, attracting thousands of professionals from around the world to network, buy and sell content, and stay updated on industry trends

Key Aspects



- **Global Gathering:** MIPCOM brings together over 13,000 participants, including over 4,500 buyers from around 100 countries.
- **Content Focus:** It's a key event for television and digital content, including drama, documentary, kids' content, and more.
- **Business & Networking:** The event is a major opportunity for co-production, acquisitions, and sales of audiovisual content.
- **Conferences & Events:** MIPCOM offers various conferences, screenings, and networking events.
- **Exhibiting & Meeting Spaces:** It features dedicated meeting areas, welcome desks, and online catalogs for exhibitors.
- **Location:** MIPCOM takes place at the Palais des Festivals et des Congress in Cannes, France.
- **Focus on Trends:** MIPCOM provides insights into the latest trends and developments in the global entertainment industry.
- **Digital Platform:** MIPCOM offers a digital platform to enhance the overall experience.
- **Tailored Seminars:** MIPCOM also offers tailored seminars for attendees.
- **Stand Services:** Media stand participants benefit from services such as dedicated meeting areas, welcome desk, and online catalogs,
- **Dress Code:** Business or business casual attire is generally recommended

The power of collaboration-

NIFS since 2017 has partnered with various international film and TV markets to organize Africa focused events and presence at these markets.

With the CREATIVE Africa Content Pavilion (CACOP) in MIPCOM Cannes, NIFS will deploy its expertise on markets, using its available resources, team and database to galvanize the audio-visual industry in Africa to participate in MIPCOM Cannes under the Africa Content Pavillion.

Working with MIPCOM programming team, NIFS will curate elevating programs such as panels sessions, showcases, market screening, elevator pitches focused on Africa at MIPCOM Cannes.

MIPCOM Cannes leveraging on NIFS partnership will position Africa at the center stage with massive visibility at the global content distribution headquarters and will definitely be a huge boost and solution to the current distribution challenges for original and authentic African content.



About NIFS

- NIFS (www.nifsummit.com) has become an international African film industry business, networking and capacity building platform for the convergence and elevation of African film professionals and creative entrepreneurs.
- NIFS been at the forefront of shaping African audio-visual business narratives as well as spotlighting new and existing TV business innovations, ideas, while building capacity building for the African film and TV industry by providing market access to various film and TV markets as well as very high-level international film business networking opportunities.
- NIFS remains the only B2B African film business professional event that is committed to providing the needed platform for Africa and Diaspora content producers and distribution companies to connect and to learn new and emerging international film and TV business strategies around content development and production, licensing, and distribution, financing, and international co-productions, thereby seeking to build the needed capacity for the audio-visual industry and close up the glaring gaps in film business which has formed a ceiling of limitation on the growth and expansion of the industry in Africa.



• CREATIVE Africa Content Pavilion (CACOP)

mipcom[®]
CANNES

CREATIVE Africa Content Pavilion MIPCOM Cannes Packages

MIPCOM Market Badge- Early registration before July 31st discounted up to 70% off regular MIPCOM badge - on first come first serve basis.

Personalized Branded Company Meeting Stand – For African companies involved in international sales, distribution and production activities.

Special Market Screenings @MIPCOM for African producers and distributors of new , authentic and original African content for international streamers and TV broadcasters.

Companies' Networking Receptions and Cocktails .

Organized MIPCOM Meetings Management and Scheduling Assistance

Visa Support and Assistance Services

CREATIVE Africa Content Pavilion

Special Pricing and Discounts

mipcom[®]
CANNES

- Market badge €740
- Special CACOP Early bird registration offer till July 31st - €600 (for African companies only)
Regular price is €1740.
- Personalized branded company space inside Pavilion €2200 + 1 complimentary MIPCOM badge
- Special MIPCOM Scripted Buyer Showcase- Feature Films Drama Series/ Limited Series - €1200
+ 1 complimentary MIPCOM badge
- MIPCOM Market Screenings for international streamers and broadcasters seeking African drama series, documentaries and feature films - €5500 + 2 complimentary MIPCOM badges

- CREATIVE Africa Content Pavilion

mipcom[®]
CANNES

MIPCOM Programming

African Drama Projects Elevator Pitch –TV Series, limited series, docudramas for International Co-Production and Commissioning.

High-level African TV business and streaming panel sessions and industry presentations

Special African Content Showcase for original French and English programming from Francophone and Anglophone Africa.

MIPCOM Special Market Screenings

MIPCOM Creative Africa Content Pavilion Panel and Fireside Conversations.

MIPCOM Participation -Your Company Activity- Target African Company Activities & Services

Content Creation / Production/ Rights Holder	Distribution Platforms and Devices	Technology and Services	Financing and Supports
1 - Rights Holder/Distributor	7 - TV Channels (terrestrial, digital, cable, sat.)	17 - Application Development	22 - VC/Investor
2 - Producer	8 - DVD/Video Distributor	18 - Technology Provider	23 - Film Commission
3 - Online Producer	9 - Theatrical/All Rights Distributor	19 - Operating System/Software	24 - Merchandising agency
4 - Licensing	10 - In-flight	20 - Dubbing	25 - Law Firm
5 - Publisher	11 - Pay TV/ Cable/ IP/Satellite Operator	21 - Post Production/Studios	26 - Consulting company
6 - Advertising/Media Agency	12 - Mobile Operator		27 - Public Relation Agency
	13 - App Store/Digital Retailer		28 - Official Organization/Association
	14 - Online Video/AVOD, SVOD, TVOD Platform		29 - Advertiser/Brand
	15 - Device Manufacturer		30 - Talent/Literary Agent
	16 - Portal/Social Network		

Original and Authentic African Programming Genres

Kids & Teens

- ☐ 1 Animation
- ☐ 2 Live-Action
- ☐ 3 Docs for Kids
- ☐ 4 Kids Interactive

Docs & Factual

- ☐ 5 Archive
- ☐ 6 Art, Music & Culture
- ☐ 7 Educational, youth oriented
- ☐ 8 Ethnology/Sociology
- ☐ 9 History & Civilization
- ☐ 10 Lifestyle

- ☐ 11 TV Game Shows
- ☐ 12 Nature & Wildlife
- ☐ 13 Reality/Factual
- ☐ 14 Science & Knowledge
- ☐ 15 Social Responsibilities/Green

Non-Scripted Formats

- ☐ 16 Factual Entertainment/ Magazine
- ☐ 17 Reality Shows/Scripted Reality
- ☐ 18 Fashion and Lifestyle
- ☐ 19 Food and Gastronomy
- ☐ 20 Live Shows and Concerts
- ☐ 21 Sports

☐ 22 Feature Films – Cinema/ YouTube/ TV Movies

☐ 23 TV Movies

☐ 24 Miniseries

☐ 25 Series

☐ 26 Telenovelas/Soap/Sitcom

☐ 27 Short Film

☐ 28 Mobisode/Webisode

☐ 29 Talk Shows

☐ 26 Virtual Reality

☐ 27 Music

☐ 28 Sports

☐ 29 Online/Mobile Games

☐ 30 Console Games

Publishing

☐ 31 Books

☐ 32 Newspaper/Mag

☐ 33 High Definition

mipcom[®]
CANNES

Practical Information

Dates- 13 to 16 October 2025

Venue- Palais des Festivals-1 Boulevard de la Croisette, 06400 Cannes, France

Travel Logistics – Flight, accommodation and France visa assistance available. Please contact the NIFS team.

Train Travel- Cannes train station is located in the city center and is only a few steps away from the Palais des Festivals. It offers connections to all French regions and the major European cities.

Airport Transfers- Bus 81, previously known as **210 AirportXpress**, provides a direct and comfortable service between Nice Airport and downtown Cannes. Enjoy a quick and easy connection.

A personal driver will be waiting for you at the airport and pick you up at your arrival (Terminal 1 - Gate A1 & Terminal 2 - Gate A3) to drive you to the Palais de Festival within 30 minutes

Shuttle Buses- MIPCOM offers to its participants free shuttle from hotels located outside Cannes to the Palais des Festivals.

Register Today.

For badge, exhibition stand and
programming registration email
markets@nifsummit.com



mipcom[®] CANNES

