

## Festival of media announces MIPTV partnership

SPAIN: The Festival of Media and MIPTV have partnered to offer a special package for delegates wishing to attend both events.



Recognising the increasing convergence between the worlds of content development and marketing and the growing need for programme makers, media specialists and advertisers to meet and do business, this partnership initiative provides 'two events, twice the content, twice the value'. Both events attract a global delegation and the opportunity to combine attendance at two events in a single European tour is already generating a lot of positive interest.

The organisers of these two leading global events saw an opportunity to provide added value to their attendees by offering a reciprocal 15% discount on their tickets. By purchasing a Festival of Media ticket, delegates for the Festival can now attend MIPTV with a 15% discount, and vice versa.

The Festival of Media (18-20 April 2010, Valencia, Spain) will feature a stellar line-up of the most prominent opinion formers and business leaders from the global communications and advertising industry. Agency, client and media owner speakers will tackle the biggest issues now affecting the industry and give their unique insight into how the rulebook of media communication is being re-written. Leading brand CMOs will also contribute, sharing their perspective as advertising budget holders. Brands represented at the Festival will include Visa, Coca-Cola, Diageo, Henkel, P&G, Philips, Eastman Kodak and Oman Air. Other speakers include the CEOs of the world's leading agency networks.

MIPTV gives the world its first taste of the newest programmes and freshest formats to hit TV, Internet, mobile, online games and all video-rich platforms. MIPTV brings together thousands of key decision makers in the TV/Film, digital media and advertising/brands sectors in one place at one time. The conference will take place on 12-16 April 2010 in Cannes, France.

For further information on the partnership [www.festivalofmedia.com/mip](http://www.festivalofmedia.com/mip)

For further information about the Festival of Media [www.festivalofmedia.com](http://www.festivalofmedia.com)

For further information about MIPTV [www.mipworld.com/en/miptv](http://www.mipworld.com/en/miptv)

Bizcommunity.com is the Festival of Media's African media partner.

For more, visit: <https://www.bizcommunity.com>