

MONDAY 30 MARCH

TUESDAY 31 MARCH

WEDNESDAY 1 APRIL

THURSDAY 2 APRIL

(CET)

9.30

WHAT'S NEXT - CURATED CONTENT DISCOVERY

MIPTV DRAMA BUYERS' SUMMIT

By Invitation

▶ ON DEMAND

**UP & COMING
FACTUAL SHOWCASE**

▶ ON DEMAND

**UP & COMING
KIDS CONTENT SHOWCASE**

▶ ON DEMAND

10.30

DRAMA SERIES PITCH #1

▶ ON DEMAND

DRAMA SERIES PITCH #2

▶ ON DEMAND

DRAMA SERIES PITCH #3

▶ ON DEMAND

CREATIVE TALENT PITCH

▶ ON DEMAND

11.30

KIDS SERIES PITCH

▶ ON DEMAND

**MIPFORMATS INTERNATIONAL
PITCH**

▶ ON DEMAND

MIPDOC PROJECT PITCH

▶ ON DEMAND

12.30

WHAT'S TRENDING - CURATED MARKET INTELLIGENCE

FRESH TV FORMATS

Presented by The WIT

▶ ON DEMAND

FRESH TV KIDS

Presented by The WIT

▶ ON DEMAND

FRESH TV FICTION

Presented by The WIT

▶ ON DEMAND

14.30

**WHAT'S HOT WHAT'S NOT: SCRIPTED
AND UNSCRIPTED COMMISSIONING
AND DEVELOPMENT TRENDS**

*Followed by live Q&A with Ampere Analysis
from 3.00 pm (CET)*

• LIVE*

**SNAPSHOTS FROM
THE FUTURE 100**
*Followed by live Q&A with Wunderman Thompson
from 3.10 pm (CET)*

• LIVE*

**NEW SUPERFORMATS:
WHAT MAKES A GLOBAL HIT ?**
*Followed by live Q&A with Broadcast Intelligence
from 3.00 pm (CET)*

• LIVE*

17.30

**ONE TV YEAR IN THE WORLD:
CRACKING AUDIENCE TRENDS**

Presented by Glance

▶ ON DEMAND

**MIPTV FACTUAL TRENDS:
2020 AND BEYOND**

Presented by K7 Media

▶ ON DEMAND

**SCHEDULING & MARKETING
STRATEGIES IN THE
STREAMING ERA**
*Followed by live Q&A with MIDiA Research
from 6.10 pm (CET)*

• LIVE*

**BRACING FOR CHANGE IN 2020:
WINNING STREAMING STRATEGIES
TODAY**
*Followed by live Q&A with FTI Consulting
from 6.00 pm (CET)*

• LIVE*

Programme as of 18/03/2020, subject to changes

*LIVE SESSIONS WILL BE AVAILABLE ON DEMAND AFTER BROADCASTING