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#### MAIN REPORTS

## SeriesMania & MIPTV 2024: smart tips to revert the complex content bowl

The spring content markets are held in France: **Series Mania** took place March 19-21 in Lille, with its Festival around, while **MIPTV** is developed in Cannes through April 8-10, with **MIPdoc** and **MIPformats** the previous weekend.

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### New European Content Trends, Spring 2024

- Anything combined with sustainability, global warming
- Tech, robotic tips for entertainment formats.
- The big formats, as bigger as possible, are priority for free TV
- The personality shows, on top
- The 'True Crime' now is not only for pay TV or digital, but also for free TV
- Scripted and unscripted convergence
- On OTT, as on TV, don't forget the very basics

## Series Mania 2024: breaking records and navigating industry challenges

With over 4,000 accredited to the forum section last year, there is no doubt that Series Mania Forum has grown from a boutique market to a key event on the industry agenda. In general, between the forum and the festival, the event brought together a record number of 85,000 ...

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2024 edition of "Lille Dialogues" will have strong players from the European television industry, including Rodolphe Belmer, CEO, TF1 Group (France); Nicolas De Tavernost, President & CEO, M6 Group (France); Delphine Emotte Cunci, CEO, France Télévision (France); Cathy Payne, CEO, Banijay Rights (UK); Jean-Briac Perrette, CEO and President, Global Streaming and games, WBD (USA)

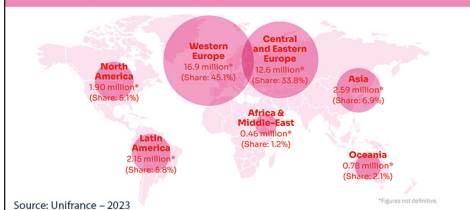
## French audiovisual impacts on the global stage

French cinema witnessed a resurgence in international acclaim in 2023, as indicated by key figures and trends across movie theaters, festivals, and SVOD platforms. Despite challenges posed by the Covid-19 pandemic, French films continued to captivate audiences worldwide,...

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Percentage of French films in the world. Eastern Europe leads for the eighth consecutive year as the leading export destination for French films



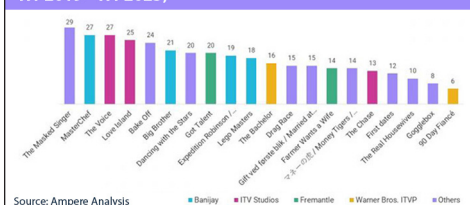
## The Wit's trends: from nostalgia to interactivity

In the ever-evolving landscape of entertainment, the quest for innovative content is ceaseless. The consultancy firm The Wit, unveils the latest game-changers shaping the global consumption and production trends at this season. From reviving nostalgia to embracing interactive formats,...

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Top 20 formats (# of distinct countries of origin, H1 2019 - H1 2023)



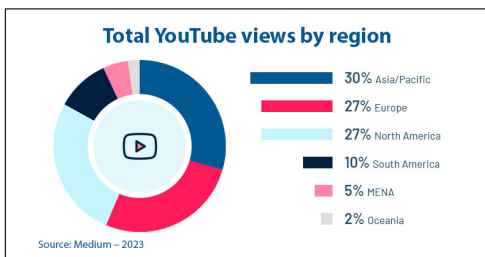


## YouTube in EMEA: from sport broadcasting to content and channels agregation

Broadcasting rights have always been highly valued in the sports audiovisual industry. There was even a time when these rights considered players like **YouTube** to be a threat since users could upload images or videos of sporting events without permission,...



Rob Pilgrim, Head of Sport & Primetime Channels, EMEA at YouTube



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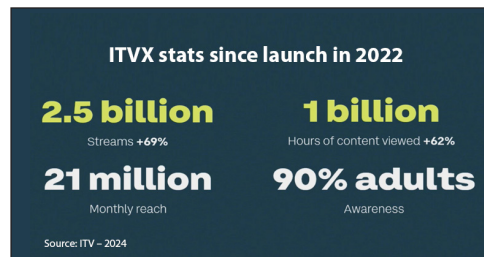
## ITVX: adapting to the streaming era

From being ITV's Catch-Up platform to a complete streaming service, **ITVX** is the OTT of the British commercial network that was relaunched on the market more than a year ago with a view to diversifying its content offering and becoming more relevant to the competitive streaming market.



Ross Appleton, director of operations, streaming at ITV

The service had a successful first year: over 2.7 billion streams since launch. ...



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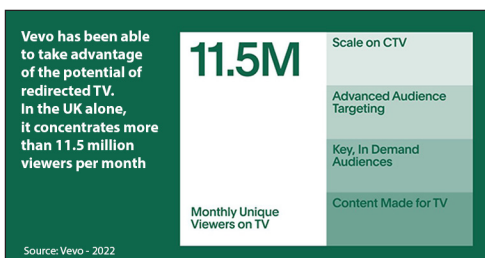


## Vevo, the largest music network, based on partnerships

Being the largest music network in the world, since its creation in 2009, **Vevo** platform has more than 50 thousand music videos hosted, and is going for more, as it continues to undertake partnerships with the main record labels, as well as major players in the audiovisual industry,...



Alexander Kisch, EVP Business Development/Affairs & General Counsel



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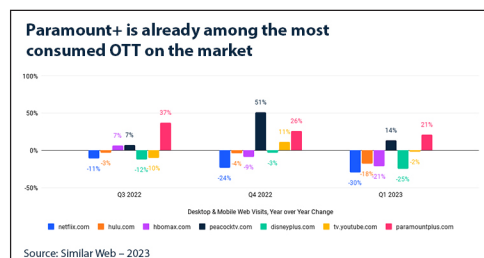
## Paramount+ embraces key alliances to global reach

Asia was the latest recent market where **Paramount+** entered as part of its international expansion plan. The streamer entered the APAC region with a promotional agreement in an alliance with **Formula 1**, promoted by **Marco Nobili**, EVP and GM.



Marco Nobili, EVP and GM

The executive was one of the star guests at the latest edition of ATF (Asia TV Forum), ...



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