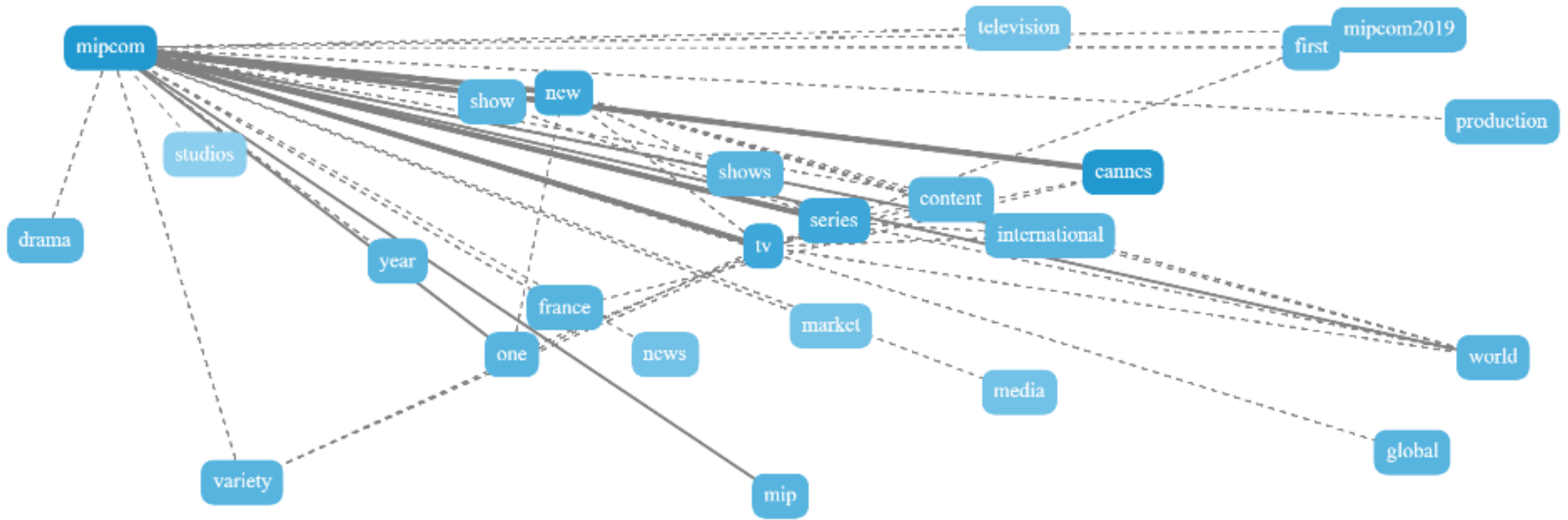


MIPCOM 2019 TRENDING TOPICS



MIPCOM overall buzzgraph



MIPCOM wordcloud



Turkish drama: 22 of top 50 hashtags (especially #canyaman, n°2)



Global Agency @globalagency · Oct 15

Countdown to the breathtaking meeting has started! @canyaman1989

#GlobalAgency #CanYaman #MIPCOM2019 #Cocktail #Market #Cannes



Can Yaman

160

343

2.2K





#thehead: number 1 hashtag



The Mediapro Studio @themdpstudio · Oct 15



Tomohisa Yamashita: "I talked a lot about my character with Jorge and he gave me the possibility to change his name. I decided on Aki that means 'autumn' in Japanese and I feel it combines the cold of the winter and the warm of the heated times they have to endure".

[#TheHead](#)



You

36

826

1.4K



#mipjunior: 8th hashtag; #kidstv: 46th



EurodataTV Worldwide becomes Glance

@EurodataTV



#KidsTV trend: CELEBRATING DIVERSITY with the latinoamericano family The Casagrandes @Nickelodeon , The Bravest Knight @hulu in Canada, First Day @ABCAustralia or Catie's Amazing Machine on the BBC's children's channel @CBeebiesHQ in the UK. #MIPJunior @mip

Diversity in kids programmes



THE CASAGRANDES



Production: Nickelodeon Productions (USA)
Format: 20x22'
Channel: Nickelodeon

THE BRAVEST KNIGHT



Production: Big Bad Boo Studios (Canada)
Format: 13x11'
Channel: Hulu

FIRST DAY



Production: Epic Films (Australia)
Format: 4 episodes
Channel: ABC Me

+25% vs slot average
in girls 5-12 (TV movie aired October, 11th 2017)

- ▶ Audience booster is evaluated on the audience share (Shr%) compared to the channel slot average (7-8pm 2017)
- ▶ Source: Glance / Relevant Partners



#thegiftsendoff: 13th hashtag



joeyabacan 58m



Send message





#shadowhunters: 14th hashtag



Abeer 2.0 @AbeerAJ8 · Oct 14

. ✨ And I think to myself ✨
. ✨ What a wonderful world ✨
. ✨ Yes I think to myself ✨
. ✨ What a wonderful world ✨

[#Shadowhunters](#) [#TheScifiFantasyShow](#) [#PCAs](#)



↻ 62

♥ 39



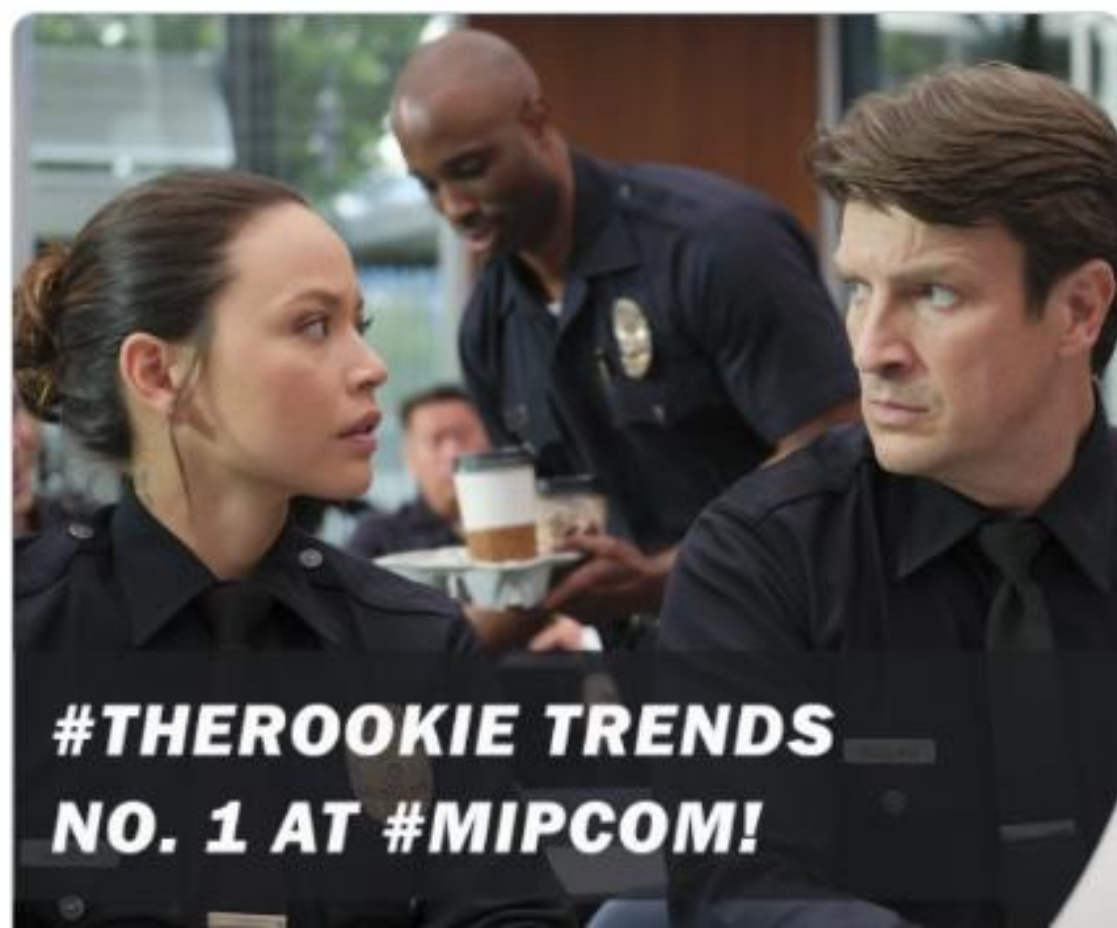


#eonetv: 23rd hashtag; #therookie: 30th



eOne TV
@eOne_TV

🌟 From all of us at #eOneTV, thanks to our clients and partners who made this #MIPCOM a terrific experience this year! We're excited to work with broadcasters who have bought #TheRookie around the world and to close off, #TheRookie trended number 1 @mip! 🙌🙌 thanks everyone!



Diversity



Social awareness



AVOD



De-risking investments

