

Amazon, Rovio and Discovery Digital Keynotes at MIPTV Super Sunday
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Sunday 1st - Wednesday 4th April 2012
Palais des Festivals
Cannes

PARIS, Feb. 23, 2012 /PRNewswire/ -- MIPTV's Super Sunday [programme](#) of events, also open to all [MIPCube](#) participants, will include Media Mastermind keynotes from international leaders [Amazon's](#) Anthony Bay, [Rovio's](#) Peter Vesterbacka and [Discovery Communications'](#) JB Perrette.

MIPTV runs from Sunday 1st to Wednesday 4th April 2012, in Cannes' Palais des Festivals, France.

The Super Sunday MIPTV 2012 programme of conferences turns the spotlight on Connected Devices and Connected Audiences. As digital content production and the battle for the audience evolve with the multiplication of high-performance devices, MIPTV's outstanding speakers, from leading international digital companies, will reveal their strategies and share their perspectives on the global digital ecosystem.

Anthony Bay, Vice President, Amazon.com, will give an insight of Amazon's digital media strategy and its impact on the global content industry. A former General Manager of [Apple](#) and Vice President of the Digital Media Division at Microsoft, Bay recently joined Amazon.

Peter Vesterbacka, Chief Marketing Officer and Mighty Eagle, Rovio, is the man who drives the marketing and brand strategy of the company behind the worldwide phenomenon Angry Birds. Rovio is an entertainment media company, currently bringing mobile digital content to all screens globally and strengthening its activities in broadcast media, merchandising, publishing and services.

Jean-Briac (JB) Perrette, Chief Digital Officer, Discovery Communications, is in charge of extending Discovery's unrivaled non-fiction content library to the multi-platform universe. At MIPTV, Perrette will discuss his strategy for creating value for Discovery's audience, brands and clients by developing enlightening digital experiences that drive engagement on all screens. Prior to joining Discovery, Perrette spent 11 years with NBC Universal, most recently as President, Digital and Affiliate Distribution and Content Distribution Strategy.

Digital sessions on MIPTV's Super Sunday will kick off with a global market overview on Connected Devices and Connected Audiences by [ISH Screen Digest's](#) Senior Analyst, **Tom Morrod**. Major industry executives featured include: **Emma Lloyd**, Director of emerging products, [BSkyB](#), UK; **Peter Mercier**, Senior Director, [Microsoft \(Xbox\)](#), UK; **Christian Bombrun**, Deputy Managing Director, [M6 web](#), France; **Dan Saunders**, Head of Content Services, [Samsung Electronics Europe](#), UK.

20-minute back-to-back interviews featuring the biggest new TV players, discussing new opportunities for monetization and engagement, will include: **Jed Simmons**, Director, [YouTube EMEA](#), UK; **Karla Geci**, Media Partnerships Manager, [Facebook](#), UK; and Marcus Liassides, Executive Vice President, [MySpace](#), US.

The MIPCube Supersession, held on the first day of MIPTV, will feature the winning projects of the TV Hack Day, MIPCube Lab and Content 360 competitions.

"MIPTV's Super Sunday programme of events will act as the bridge between MIPCube & MIPTV and bring together a great panel of celebrated game-changers from leading digital companies, including Anthony Bay from Amazon, Peter Vesterbacka from Rovio and JB Perrette from Discovery," underlined Laurine Garaude, Director of the Television Division at Reed MIDEM.

For more information about MIPTV, visit www.miptv.com.

For more information about your press accreditation, [click here](#).

About MIPTV

MIPTV is where 11,500 participants and 4,000 buyers from 100 countries converge, united by their passion

for TV – in all its forms –, to shape and make deals, create bridges across the expanding TV industry and unlock new business opportunities.

About Reed MIDEM

Founded in 1963, Reed MIDEM is a leading organiser of professional, international tradeshows. Reed MIDEM events have established themselves as key dates in professional diaries. The company hosts MIPTV, MIPDOC, MIPCOM, and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia and MAPIC for the property and retail real estate sectors.

Reed Exhibitions is the world's leading events organiser, with over 460 events in 36 countries covering 44 industry sectors. In 2010 Reed brought together over seven million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 34 fully staffed offices.

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