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ITV STUDIOS' RUTH BERRY TO KEYNOTE AT MIPTV IN CANNES



Paris, 04 April 2023 – MIPTV today announced that Ruth Berry, Managing Director, Global Distribution and Global Entertainment, ITV Studios will give a keynote address on Tuesday 18th April as part of the upcoming 60th Edition of the Spring International Content and Co-Production Market (17-19 April) in Cannes.

Appointed to the newly created role heading ITV Studio's scripted, non-scripted and formats distribution businesses in January this year, Berry will outline the strategy behind the move, made to reflect the global industry's evolution, as well as previewing non-scripted fare and formats from the studio.

Part of the conference programme's Media Mastermind series, and her first stage appearance since taking up the new role, the session will take place at 3.45pm on the second day of the market in the Debussy Theatre of the renowned Palais des Festivals.

Berry leads the distribution and monetization of ITV Studios' catalogue of 90,000+ hours with 285 unique formats which include hit titles such as *Love Island*, *My Mom*, *Your Dad*, *Fifteen - Love*, *The Voice* and *Line of Duty*. During a decade with ITV Studios, including a six-year tenure as Managing Director, she has overseen the transformation of predominantly English-language content sales (with a factual specialism), to a global distributor of world-class English and European language drama, alongside an enviable portfolio of high quality non-scripted titles.

Prior to joining ITV Studios, Berry was at Shine International where she was SVP, Head of EMEA and at The Walt Disney Company where her roles included Head of Branded Services and Digital Media Distribution, EMEA.

Billed as the Biggest Week in Unscripted, and the Must-Attend Market for Drama and Kids, MIPTV 2023 features five programming strands accessible with one pass: Documentary and Factual (MIPDOC) and Formats (MIPFORMATS) alongside Drama (MIPDRAMA), Kids (THE FUTURE OF KIDS TV SUMMIT) and FAST Channels (FAST & GLOBAL).

Ruth Berry said: *"My thanks to MIPTV for the invitation to join the 60th celebrations where I will share my thoughts on the shape of the global content marketplace and why adopting a single genre mentality is the right thing to do to reflect the way buyers are thinking. I'll also have some treats to share - I'm looking forward to it."*

"In her new leadership role, Ruth is aligning ITV Studios to meet buyers' shifting demand towards multi-genre acquisitions," said Lucy Smith RX France Entertainment Division Director & Director of MIPTV. *"MIPTV's main stage is the perfect setting to present Ruth's vision to support buyers looking for a single approach to acquire drama, factual and formats. We are thrilled she has chosen Cannes to reveal ITV Studios' content strategy."*

The 60th MIPTV Spring International Content and Co-Production Market is tracking to welcome over 6000 international entertainment executives to Cannes including an estimated 530 exhibiting companies and 1600 buyers hailing from over 80 countries.

Further Information

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Notes To Editors:

MIPTV forms part of a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (14-17 November 2023), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 39th edition will be held 16-19 October 2023.

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa,

MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

*Organised by Safi, a subsidiary of Reed Expositions and Ateliers d'Art de France

About CANNESERIES

Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.



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