



## MEDIA ALERT

### Esports BAR Cannes 2021 teams up with MIPCOM in October



**Paris, January 14, 2021** – Reed MIDEM today announces that Esports BAR Cannes, the annual business event for esports leaders and global brands that normally takes place in February, has been re-scheduled until the second half of 2021.

The 2021 edition of Esports BAR Cannes is now programmed from October 13-15, alongside MIPCOM (October 11-14), the world's leading entertainment content market.

“On-going uncertainty over Covid-19, combined with a desire to provide Esports BAR clients with face-to-face interaction, has encouraged us to move Esports BAR Cannes from February to October,” says Esports BAR Director, Arnaud Verlhac.

“In 2020, our clients connected via the Esports Bar digital platform. At the same time, they also expressed their desire to meet at a physical event,” notes Arnaud Verlhac. “Holding Esports BAR Cannes in October allows the international esports community to meet up again and, as a bonus, to interact with the thousands

of television delegates and companies that attend MIPCOM, the largest entertainment content market of the year.”

**About Reed MIDE M** - Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDE M in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happendite in Milan, and MAPIC India in Mumbai for the retail real estate sector.  
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