



**PAUL JOHNSON**  
**Television Division Director, Reed MIDEM**

Paul Johnson was appointed Television Division Director at Reed MIDEM in April 2003. He is responsible for managing and developing the company's television markets and screening events: MIPTV, MIPDOC, MIPCOM, MIPCOM JUNIOR and MIPCOM's Telenovela/ Drama Series screenings.

Paul Johnson joined Reed MIDEM from Nielsen Business Media, where he was European Sales and Marketing Director for *The Hollywood Reporter*.

During his 14 years at *The Hollywood Reporter (THR)*, Paul Johnson was responsible for sponsorship, events and advertising and was instrumental in making the magazine Nielsen Business Media's fastest-growing print and online publication in the 1990's. During his tenure, *THR* increased its European market share in double digits annually and international print and online circulation grew six fold.

An entertainment and international tradeshow and exhibitions veteran, Mr. Johnson attended Reed MIDEM events for the past 20 years. Paul Johnson also worked closely with Nielsen Business Media's sister division, the Sunshine Group, on all their Film and Theatrical tradeshow including Showest in Las Vegas, ShowEast in Orlando, Cinema Expo in Amsterdam and Cine Asia in Bangkok/ Singapore/ Hong Kong.

In 2000, Paul Johnson teamed up with former Merrill Lynch Europe, Deputy Chairman, Teresa Miles to co-found the annual European Media CEO Summit in Cliveden, England. This initiative encouraged more understanding and partnerships between the top media companies in Europe at the time.

Since 2003 Reed Midem's TV Division has seen double digit annually growth. Johnson has been responsible for many entertainment industry firsts. MIPTV saw the launch of the first ever Emmy Award show outside the United States (The International Interactive Emmy Awards at MIPTV), MIPTV's Content 360 is an innovative pitching session and awards that offers multimedia producers the opportunity to pitch their programmes to TV and all digital platforms while sharing in the over \$100,000 in development financing for the winners, the MIPCOM Mobile TV and Internet Awards, in partnership with the Cannes Film Festival and many other organisations in the over 100 countries represented at MIPTV and MIPCOM.

In addition to his duties at Reed MIDEM, he is an International Emmy Awards board member. He has also held posts on the Management board of BAFTA (British Academy of Television Arts).

A keen sportsman, Paul Johnson holds a degree in Mass Communications and Film from the University of California, Berkeley. An Irish citizen, he is married with one daughter.