

PRESS RELEASE

**REED MIDEM PAYS TRIBUTE
TO MIPTV & MIDEM FOUNDER BERNARD CHEVRY**



Paris, 20 May 2019 – Reed MIDEM today paid tribute to Bernard Chevry, the founder of the MIPTV and MIPCOM television markets and the MIDEM music industry tradeshow, who died on 17 May, aged 96.

In 1963 Bernard Chevry created MIPTV, then the world's first international market for television rights trading. In 1965 he launched MIDEM, the international market for music, and founded his company, the Midem Organisation. He established the relationship with the city of Cannes, which continues to be host city to the flagship Reed MIDEM events, including MIPCOM which debuted in 1985. Chevry headed the Midem Organisation until 1988, then sold it to the Reed group in 1989 when it became Reed MIDEM. In 2013, Reed MIDEM honoured Bernard Chevry with a MIPTV Jubilee Award to commemorate the 50th anniversary of MIPTV.

"We are deeply saddened by the death of Bernard Chevry. He was a visionary and passionate entrepreneur whom we are proud to honour both for his legacy to Reed MIDEM and for his contributions to the development of the international television and music markets. Bernard was fond of the television and music events he created and stayed in touch with many former colleagues and clients in recent years," said Paul Zilk, Chief Executive of Reed MIDEM.

"On behalf of the entire Reed MIDEM family, including former CEO Xavier Roy, past employees and long-time representatives, we express our condolences to Mr. Chevry's

family, and our gratitude for his accomplishments which laid the foundations of our company," Zilk added.

About Reed Midem - 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 UK in London, MIPIM Asia Summit in Hong Kong, MIPIM PropTech Summit in New York, MIPIM PropTech Europe in Paris for the tech and real estate industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy and MAPIC Food & Beverage in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

About Reed Exhibitions

Reed Exhibitions is a leading global events organiser, with more than 500 events in 30 countries. In 2018, Reed Exhibitions brought together more than 7m event participants from around the world generating billions of dollars in business. Today Reed Exhibitions' events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com

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