

Trouble viewing this email? [click here](#)



GERHARD ZEILER, PRESIDENT INTERNATIONAL WARNER BROS. DISCOVERY

TO GIVE OPENING KEYNOTE AT MIPCOM CANNES



Paris, 4 August 2023 – MIPCOM CANNES today announced that **Gerhard Zeiler, President of International, Warner Bros. Discovery** will give the opening keynote in Cannes at the 39th edition of the International Co-Production & Entertainment Content Market (16-19 Oct). The keynote will be presented as a fireside chat in the world-renowned Grand Auditorium of the Palais des Festivals in Cannes on Monday 16 October at 11.15.

A revered and accomplished executive on the international stage, Zeiler's keynote comes almost 20 years after being honoured as MIPCOM's Personality of the Year in 2004 when CEO of RTL Group.

Zeiler is expected to share insight into Warner Bros. Discovery's transformation post-merger as well as lay out the company's worldwide content and streaming strategy. Zeiler's responsibilities for Warner Bros. Discovery span strategic oversight of brands and joint responsibility for direct-to-consumer activity (including streaming service Max) across more than 220 markets; he is also responsible for local theatrical production, acquisitions, and country and region-specific networks and businesses in Latin America, Europe, Middle East, Africa, and the Asia Pacific. Originally appointed to the role in 2020, Zeiler's remit extended to Discovery Inc.'s footprint in April 2022 following the close of the Discovery/WarnerMedia merger.

"We could not have a more relevant creative leader to be our opening Media Mastermind Keynote," said Lucy Smith, Director of MIPCOM CANNES. "...with the industry at a pivotal point and global companies re-inventing for a new era. His presence at MIPCOM CANNES is a rare opportunity for entertainment execs to go inside the international strategy at the heart of one of the world's biggest and fastest-evolving studios. A valued and hugely respected contributor to the market over several decades, his perspective on weathering such storms will be invaluable. We look forward to welcoming Gerhard Zeiler warmly to the Croisette in October."

Gerhard Zieler said: *"Our industry is facing heightened disruption and undergoing a process of transformation. These are times of change but it's also a once-in-a-lifetime opportunity to architect the media ecosystem for the next generation. I'm looking forward to speaking at MIPCOM about how WBD is putting storytelling first and refining and innovating to drive agility and flexibility to emerge in an even stronger position."*

More than **250 exhibitors** from over **40 countries** are confirmed to date for **MIPCOM CANNES** - the mother of all entertainment content markets – in 2023. Riviera exhibition halls and outdoor Croisette beach exhibition areas are sold out with an initial exhibitor line-up comprising major studios, production and distribution groups (including All3Media International, Amazon MGM Studios Distribution, Banijay Rights, BETA Film, FOX Entertainment Global, NBCUniversal International, Paramount Global Content Distribution, Federation Studios, France tv distribution, Fremantle, Global Screen, ITV Studios, The Mediapro Studio, Mediawan, Movistar+, Red Arrow Studios International, STUDIOCANAL, The Walt Disney Company, Warner Bros. Discovery and ZDF Studios amongst many others).

MIPJUNIOR also returns to the **JW Marriott** in the weekend heading into MIPCOM CANNES (13-15 Oct) with a brand-new half-day pre-opening programme beginning at 14.00 on Friday (Oct. 13).

The week-long **MIPCOM CANNES** conference programme helps define the TV industry year with keynotes from leading global players and thought-leaders, screenings of highly anticipated series and exclusive research presentations. An overview of the Conference Programme schedule can be found [here](#).

Gerhard Zeiler Biography

Gerhard Zeiler serves as President of International for Warner Bros. Discovery. Zeiler has strategic oversight for the company's brands and joint responsibility for direct-to-consumer in more than 220 international markets. He is also responsible for local theatrical production and acquisitions, as well as managing the country and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific.

Appointed President of WarnerMedia International in 2020, Zeiler added responsibility for Discovery Inc.'s

Appointed President of WarnerMedia International in 2020, Zeiler added responsibility for Discovery Inc.'s significant international footprint following the close of the Discovery-WarnerMedia merger in April 2022. He first joined Turner in 2012 as President, Turner International, where he oversaw the entertainment and kids' networks in all markets outside of North America, working with core global brands on local and regional channels.

Prior to joining Turner, Zeiler was CEO of RTL Group, a division of German conglomerate Bertelsmann and Europe's largest television production and broadcast company. Under his leadership, RTL expanded its international footprint, bringing hit competition shows like Idols and Got Talent to the U.S. market and growing its holdings to 41 channels and 34 radio stations across 10 countries. Among his many professional honors, Austrian-born Zeiler is the first non-American to receive NATPE's prestigious Brandon Tartikoff Legacy Award in 2011.

Further Information

MIPCOM CANNES - Patrick Keegan patrick@pk-consults.com

Warner Bros. Discovery – Richard Lambert richard.lambert@warnermedia.com

Notes for editors:

About MIPCOM CANNES - MIPCOM CANNES leads a portfolio of markets and conferences from RX France's Entertainment Division staged for the international television distribution and production community year-round alongside MIPTV (featuring MIPDOC and MIPFORMATS), MIP CANCUN and MIPJUNIOR.

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, Paris Photo, Maison&Objet*... and many more.

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.

STAY CONNECTED:



This email was sent to:

[Privacy Policy](#)

If you no longer want to receive information about MIPCOM please [click here](#)

And for any exercise of right of access, opposition, erasure and rectification of your personal data, please [click here](#)