



# MIPTV SDG Awards

## 3rd edition – Cannes, 5 April 2022

Press release

**ACT & Junk Kouture**

**Facts and Fashion Honoured at MIPTV**



**Troy Armour, Junk Kouture - MIP SDG Innovation Award recipient**

Video message by USG Fleming



**Gregoire Polad, ACT - MIP SDG Award recipient**

Programme:

**MIPTV SDG Awards, 5 April 2022**

<p><b>15.00-15.30</b></p> <p>Debusse Theatre <b>HOW CAN TRADITIONAL MEDIA BE INSPIRED BY ESPORTS CONTENT?</b> with CARILL KUHN, JUNG VON NATT, SPORTS GMBH, JAVIER G. ROJO, LIBERTY</p>	<p><b>15.00-16.10</b></p> <p>H5 Studio <b>MIPFORMATS INTERNATIONAL PITCH</b> In Partnership with FOX Alternative Entertainment</p> <p><b>17.45-18.15</b></p> <p>H5 Studio <b>FRESH TV KIDS</b> Presented by THE WIT</p>	<p><b>14.30-15.30</b></p> <p>Riviera 8 - Marguerite <b>MIP WORKOUT KIDS: DEALS NO DEALS, THERE ARE MANY WAYS TO CUT THE CAKE...</b> Limited capacity, first come first served</p> <p><b>15.45-16.45</b></p> <p>Riviera 8 - Marguerite <b>WORKSHOP: TV, BRANDS &amp; ESPORTS INTERACTION</b> Limited capacity, first come first served</p> <p><b>17.30-18.15</b></p> <p>Riviera 8 - Marguerite <b>MIP WORKOUT FACTUAL: HOW TO GET YOUR PROJECT COMMISSIONED IN THE STREAMING ERA</b> Limited capacity, first come first served</p>	<p><b>14.00-15.00</b></p> <p>Audi A <b>BBC STUDIOS BRAND NEW FORMATS: MEET THE CREATORS</b> Presented by BBC STUDIOS</p> <p><b>10.30-16.30</b></p> <p>Audi A <b>SHOWCASE</b> Presented by DIRTY WORK</p> <p><b>17.00-18.30</b></p> <p>Audi A <b>SCREENING (UN)CORRUPTED</b> Presented by BETA FILM</p>
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**Lucy Smith (right), Director of MIP market-Host and member of the SDG Media Compact**



**MIP SDG Award winners**

