

**Media Alert****#MIPLAB WINNER IS US STARTUP @RIGHTSTRADE CONGRATS!!!**

THE ONLY B2B STARTUP COMPETITION FOR TV &amp; VIDEO SOLUTIONS



Paris, April 13<sup>th</sup> 2015 – Reed MIDEM today announces RIGHTS TRADE is the [MIPLab](#) fifth edition winner!

**MIPLab**, sponsored this year by **CanalStart & Canal+**, is the only B2B start up competition for tech companies offering TV and online video solutions. **MIPLab** is an integral part of **MIPTV**, the world's content market, which takes place in **Cannes from April 13-16, 2015**.

The **RightsTrade** global marketplace for television and film distribution rights speeds up the licensing process, enabling distributors to find and acquire content based on programming needs, and generating incremental sales for content owners.

**MIPLab 2015 finalists:****RELEVANCY DATA (UK)**

A unique engine that scans millions of online videos using recognition technology to detect specific elements in the video content. Adding this new metadata to user PROFILES opens up new spaces to display real-time pre-roll ads within the video.

**DRAMATIFY (SWEDEN)**

Mobile, social production management for TV & Film. Dramatify uses the latest in mobile web application technology to offer production management, collaboration, information and communication for the entire team.

**WILDSEED STUDIOS (UK)**

We enable emerging creators to create the entertainment brands of the future and use them to supply our OTT comedy and genre fictions channels, and third party partners where appropriate.

**WILDMOKA (FR)**

Wildmoka is building an Agile Media Cloud that provides new ways to distribute, consume & valuate video content. "We are a kind of cut & paste for live and archive videos".

Selected in partnership with the sponsor **Canalstart** and the selection partner **Fabernovel**, the 2015 **MIPLab** finalists pitched to a Jury of TV decision-makers from all around the world:

- **Caroline Casey, Director of Product and Audience – Yahoo7**
- **Oscar Höglund, CEO – Epidemic Sound**
- **Muirne Mokart, Managing Director – RTE Digital**
- **Farid Mokart, Founder, CEO, Chief Creative Officer – Fred & Farid Group**
- **Jacques-Edouard Sabatier, Director of New Content – Canal +**

**Presenter: Raphaëlle Toledano, senior Project Analyst – Fabernovel France**

**For any information or if you want to contact the winner and the finalists please contact me: [yassia.fekir@reedmidem.com](mailto:yassia.fekir@reedmidem.com).**

*To follow MIPTV/MIPLAB live: <http://www.miptv.com/live/>*