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MIP TV 2014
MIP TV 2014

The organization of Miss Supranational is delighted to report on the amazing visit by Srinidhi Shetty, Miss Supranational 2016, to Cannes in France to attend MIPTV, the world's foremost TV and digital content market. With TV and media executives from over 100 countries as well as actors and celebrities, this was the place to be seen and finding out the future direction and trends in the broadcast media industry.

During the 4 day event, Srinidhi was invited to attend the key red carpet events and photo calls. On the first day, Srinidhi met with the international photographers from press outlets around the world including key media such as Associated Press, Getty Images and Reuters, for a fantastic photo shoot on the iconic Promenade de la Croisette against the background of the blue Mediterranean Sea. Srinidhi wore a beautiful gown by Designers Falguni and Shane Peacock.



Within hours Srinidhi was whisked back to her hotel to prepare for the prestigious Opening Night Red Carpet held at the famous Martinez Hotel, where she made a huge impression and shared the limelight with international actors and celebrities such as Oscar Nominee Jeremy Renner (Arrival, Mission Impossible, The Avengers), American Actress Julia Stiles (The Bourne Identity), Swedish Oscar Nominee Lena Olin, Japanese Star Hidetoshi Nishijima, German Actress Rike Schmid, Russian Actor Kirill Karo, US Reality Star Brooke Hogan (Daughter of Hulk Hogan) just to name a few.



The following day Srinidhi prepared for the presentation duties at the International Emmy® Kids Awards. These are the only Emmy Awards from the International Academy for Television Arts and Sciences that are held outside the USA. On the distinctive Purple Carpet Srinidhi made an impact with a beautiful gown from Designer RS by Rippii Sethi. Srinidhi presented the Emmy award for Best Non-Scripted Entertainment Show to 'Baking in The Dark' from Denmark.

Day 3 saw Srinidhi meeting Broadcasters from all over the world in the Palais des Festivals before getting ready for the Gala Dinner for the Industry's Medaille D'Honneur (Medal of Honor) Awards, this year presented to Germany's ZDF, China's Huace TV, Russia's CTC Media and Amazon.



International Emmy Kids Awards

WINNERS of the fifth International Emmy Kids Awards were announced at a ceremony on Tuesday night. The seven awards were shared between four countries — the UK, Australia, Denmark and The Netherlands. “Nothing is more vital on television than the programming kids watch every day, and the Academy is proud that the Emmy is the pre-eminent awards platform for kids programming,” said Bruce L. Paisner, president of the International Academy of Television Arts & Sciences. The event was attended by over 250 executives and awards were presented by celebrities including YouTube star Jenn McAllister, German pre-school character Die Maus, and Miss Supranational 2016, Srinidhi Shetty.



The tremendous growth of the televised pageant on the international media stage was reflected by the interest in the format at MIPTV. Our US distribution company, Redbarre Media, informed us of new countries and broadcasters expressing interest in licensing the show for 2017 and joining the Supranational Family. Miss Supranational certainly created a buzz this year amongst the attendees and we look forward to working with more partners on the global stage.

miptv NEWS

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DAY
03

Miss Supranational builds global fanbase

THE REIGNING Miss Supranational 2016, Srinidhi Shetty from India, was on the red carpet last night and will also be presenting one of the awards at this year's International Emmys Kids Awards. The Miss Supranational show is a total package of elaborate stage design, music acts and spectacular choreography in a competition format aiming at high entertainment value to give Miss Supranational true global appeal.

"The show has grown year on year in terms of licensed broadcasters to over 140 countries," said Alan Green from recently-launched Redbarre Media, distributor of Miss Supranational. "With the support of major regional platforms such as Star World Asia, DirecTV Latin America and Zoom TV in India as well as national broadcasters in countries from Polsat in

Poland to Net 2 in Ghana, Miss Supranational has established itself as primetime entertainment for a wide audience. The numbers speak for themselves with a huge international fanbase, with

almost a million followers on social media from every country across the world. We look forward to welcoming more broadcasters for the 2017 edition to be shown live in December."



Srinidhi Shetty, Miss Supranational 2016





Gerhard Parzutka von Lipinski remarked,

'It was a marvellous event where Miss Supranational created a buzz amongst the biggest Media platforms and continued to establish itself as one of the major international beauty pageants in the world. We are committed to building a strong international brand name beyond just the confines of the Pageant World and into the mainstream press and media in every country. It is tremendously encouraging that our broadcast is expanding significantly year on year with many many broadcasters now requesting the live transmission as well as the delayed telecast.'



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