



Mattel's Chief Franchise Officer Josh Silverman to Keynote at MIPJUNIOR 2024



Paris, 26th September 2024 - MIPJUNIOR today announced that **Josh Silverman, Chief Franchise Officer of Mattel** will keynote at the forthcoming 32nd International Kids Screenings & Co-production Market in Cannes (18-20 Oct 2024).

Silverman joined Mattel in 2022 to support the company's expanding entertainment offering. In his role, Silverman oversees Mattel's franchise management, consumer products, publishing, promotions, location-based entertainment, digital gaming, music, and Mattel Television Studios. He was recently responsible for overseeing the critically acclaimed and far-reaching global consumer partnerships for Barbie.

Silverman will take to the stage at **11:15 am** on **Sunday 20 October** for the 2024 MIPJUNIOR programme 'Expand Your Playground' which draws on the Kids industry's enduring ability to innovate and transform. In a session titled Beyond the Toy Box: Shaping the Future of Play, Silverman will explore reaching new audiences and platforms, Mattel's approach to play, and how the company's expanding entertainment slate connects with fans worldwide as it approaches its eighth decade. Silverman will also share timely insights behind the upcoming reimagining of the iconic purple dinosaur, Barney, and how

Mattel's full franchise ecosystem will be leveraged in bringing the all-new *Barney's World* series to life.

The world's leading entertainment industry event for Kids and Junior content will again be held at the JW Marriot Cannes the weekend preceding MIPCOM CANNES (21-24 October 2024) and is set to welcome delegates from over 60 countries comprised of the most influential buyers, commissioners, producers, development executives, financiers and distributors from the global Kids TV industry. For the second year, MIPJUNIOR will open on Friday 18 October from 14:00.

Prior to joining Mattel, Silverman held senior leadership roles with The Walt Disney Company and Marvel Entertainment, most recently serving as Executive Vice President of Global Third-Party Commercialization for The Walt Disney Company. His time at The Walt Disney Company also included overseeing creative and product development, the Disney Stores, and commercialization for Disney Interactive and Disney Publishing Worldwide. Before that, Silverman was Senior Vice President of Global Strategy, Business Development and Brand Management, where he worked across Marvel divisions on global strategic and tactical matters and corporate brand management.

"I am thrilled to join the delegates at MIPJUNIOR 2024, as we share in the passion for shaping the future of family entertainment," said Silverman. *"It's an incredibly exciting time to be at Mattel, as we advance our strategy to unlock the full value of our IP outside the toy aisle and expand our entertainment offering. I look forward to engaging with industry leaders and discussing the evolving landscape of how we inspire audiences through play."*

"Josh Silverman oversees Mattel's extraordinary licensing portfolio of characters, brands, and storylines that have engaged multiple generations of kids across eight decades - and it feels like they are just getting started," said Lucy Smith, Director of MIPJUNIOR and MIPCOM CANNES. *"Hearing first-hand the thinking and tactics behind Mattel's multiple touchpoint strategies will be unmissable for anybody in the Kids sector and beyond."*

The flagship entertainment content market for the international TV industry, MIPCOM CANNES was attended by over 11,000 delegates from over 100 countries in 2023. The 40th edition takes place in Cannes 21-24 October 2024.

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About MIPJUNIOR & 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 MIP LONDON, MIP CANCUN and MIPJUNIOR.

About RX FRANCE

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**Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

About Mattel

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com.

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