

Green TV keynote for MIPCOM 2008

PARIS: David Zaslav, president and CEO, Discovery Communications, will present the MIPCOM 2008 Green TV Keynote on Monday, 13 October 2008. Zaslav will discuss Planet Green, Discovery's global, cross-company initiative with a commitment to document, preserve and celebrate the planet, including the first-ever 24-hour eco-lifestyle television network that launched in the US in June 2008 with more than 250 hours of original programming. Planet Green's platforms include eco-lifestyle website www.TreeHugger.com and the solutions-oriented www.PlanetGreen.com. MIPCOM, the world's audiovisual content market, will be held in Cannes 13 - 17 October.

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