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CANNES Palais des Festivals, Cannes.

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MIPCOM CANNES Announces Major YouTube Presence in 2025

MIPCOM CANNES to bring the global creator economy into the heart of the world's largest television market in October



Paris, 17 July 2025 – [MIPCOM CANNES](#) announced today that YouTube will have its inaugural major presence at the forthcoming 41st edition of the world's largest market for television and streaming content (13-16 October 2025) as part of its outreach to the global television industry.

2025 marks YouTube's 20th anniversary and its first major presence at the television industry's largest annual global market.

YouTube's activations will include the YouTube Space, a branded hospitality space in the Palais des Festivals, Pedro Pina, VP YouTube EMEA giving a Headliner Keynote in the Grand Auditorium, and daily workshops and hosted events in celebration of the anniversary taking place across MIPCOM CANNES and MIPJUNIOR (11-12 October).

The Global Creator Economy at MIPCOM CANNES 2025

The Creator Economy will be the major theme at MIPCOM CANNES this year, and YouTube's presence coincides with a series of new initiatives at the market all designed to bridge the gap and open new opportunities and dealmaking between digital creators, television producers, platforms, distributors and brands at the 2025 edition.

These include:

- The first ever international edition of [BrandStorytelling](#) - the market-leading brand-funded programming summit in the US staged successfully over the last decade at the Sundance Film Festival with over 450 participants. Held across Monday 13 and Tuesday 14 October, the MIPCOM CANNES edition brings together brands, digital content creators and television creatives with the aim of nurturing, producing and funding new brand-led stories through showcases and networking. It will showcase examples of fresh brand storytelling and best practice case studies from conception to completion.
- Making the MIP CREATIVE HUB on the Croisette Beach – previously known as the PRODUCERS HUB - the central meeting point for creatives and creators in every sense. It will be built on as a destination for co-production by further integrating creators, digital studios and brands into financing, creative and production conversations through increased meeting space and a tailored programme designed to spark further dealmaking and fresh collaborations.
- An expanded MIP INNOVATION LAB – theatre, networking and demo space in the Palais des Festivals which debuted last year – including returning summits covering AI, FAST, Streaming, Connected TV and a new workshop series with YouTube covering audience, monetisation and formats, all aimed at equipping companies with the insights and introductions into these rapidly evolving sectors

“2025 is undoubtedly the year of the ‘global creator economy’ and we are proud to welcome YouTube during its 20th anniversary as they increasingly reinforce partnerships across the international television industry,” said Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR. *“It’s where the industry is, and as the largest global television and streaming content market, MIPCOM CANNES is uniquely positioned to create the global platform each October in Cannes which brings together content creators, digital studios, platforms and brands with the biggest names in television and streaming entertainment from around the world.”*

Pedro Pina VP YouTube EMEA commented: *“This MIPCOM CANNES partnership marks a significant milestone as we celebrate our 20th anniversary. It's a strategic move to bolster our international TV collaborations and demonstrate YouTube's role in supporting media companies amidst evolving content consumption.”*

MIPCOM CANNES is the world’s biggest and most impactful television and streaming content market, attracting over 10 500 delegates from more than 100 countries last year and whose week-long programme helps define the TV industry year.

Further Information

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