

mipcom
CANNES

13th-16th October
Palais des Festivals, Cannes.

mip

MIPCOM CANNES 2025 ATTRACTS OVER 10 600 DELEGATES

BIGGEST SHIFT IN A GENERATION

WITH CREATOR ECONOMY AT HEART OF MARKET



Paris, 15 October 2025 – [MIPCOM CANNES](#) today announced that just over 10 600 delegates, from 107 countries attended the latest edition of world's largest market for television and streaming content (13–16 October 2025) including 88 companies exhibiting for the first time.

“This has been the biggest step change in a generation for MIPCOM” said Lucy Smith, Director of MIPCOM CANNES and MIP LONDON. “We’ve brought the Creator Economy into the heart of the market, welcomed YouTube for their first major presence at the market, and staged our first brand funded content summit in BrandStorytelling which alongside a resurgence of sales and distribution activity has made for an energised market.”

“MIPCOM is unique, the only time when the whole TV industry is in one place annually with every part of the industry truly represented. It’s often said MIPCOM is where you can take the pulse of the global industry, and with the succession of deals announced this week, it feels like a tipping point for the industry.”

Figures released on the penultimate day of the market showed 350 companies exhibiting in and around the Palais des Festivals, 88 of which were taking space for the first time.

The overall total number of 10 600 delegates, marginally up on 2024’s overall figure of 10 500 saw most coming from the UK, followed by the US, France, Germany, Türkiye, Canada, Spain, Italy, Japan and South Korea. This included 3340 buyers attending, the most hailing from the US, followed by the UK, Germany, France, Spain.

Reformatted for 2025 to help companies maximise business across attention, creator and experience economies, MIPJUNIOR (11-12 October), the pre-MIPCOM Kids conference and networking market welcomed 940 delegates from over 60 countries.

The 42nd edition of MIPCOM CANNES will take place 12-15 October 2026 with MIPJUNIOR returning in its pre-market slot 10-11 October 2026.

MIP LONDON CONFIRMS 2026 DATES

The dates for the 2nd edition of multi-genre international market and conference MIP LONDON were also confirmed today as February 22-24 2026, taking place again at the adjacent IET and The Savoy London venues.

Following a strong uptake of over 2800 delegates last year, MIP LONDON will evolve further in 2026, shaped by further feedback from the first edition, including

- A focused 3 day market earlier in the week, running Sunday to Tuesday
 - A returning comprehensive conference programme with showcases, screenings and featuring the creator economy and brands in a similar approach to this year’s MIPCOM CANNES
 - A revised layout enabling more meeting, networking and mixing opportunities across both venues
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Further Information

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About RX FRANCE

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr

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

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