



Mattel's Content and Franchise Chiefs to Give Joint Keynote at MIPCOM CANNES 2025

Session to spotlight Mattel's expanding content slate, franchise innovation, and 80 years of cultural impact



Paris, 22 July 2025 – MIPCOM CANNES, the world's largest market for television and streaming content, today announced that Mattel's Robbie Brenner, President of Mattel Studios and Chief Content Officer, and Josh Silverman, Chief Franchise Officer, will deliver a joint keynote at this year's edition, running 13-16 October 2025.

The address will feature exclusive insights from two of the global entertainment industry's foremost leaders, offering a behind-the-scenes look at the bold storytelling, franchise expertise, and powerhouse partnerships driving Mattel's next chapter.

Recently elevated to lead both film and television under the newly formed Mattel Studios banner, two-time Academy Award®-nominated Robbie Brenner oversees

the development and production of all content based on Mattel's iconic brands. In 2023, Brenner produced for Mattel the cultural phenomenon Barbie, the year's highest-grossing film globally and the 14th-highest of all time, earning eight Academy Award nominations and winning Best Original Song. As Mattel's Chief Franchise Officer, Josh Silverman oversees the company's globally interconnected franchise ecosystem across strategic alliances, consumer products, publishing, music, location-based entertainment, and digital games and experiences, driving industry-leading brand synergy and innovation.

Speaking in the Palais des Festivals' Grand Auditorium on **Tuesday, 14 October at 10:30**, Brenner and Silverman will explore how Mattel is transforming its 80-year legacy into renewed cultural relevance. The session will showcase how the company crafts audience-driven stories and experiences that spark fandom and engagement across every touchpoint, shaping cultural moments that resonate with global audiences.

Attendees can look forward to fresh insights into Mattel's expanding content slate, including the upcoming live-action motion pictures for Masters of the Universe and Matchbox, both set for release in 2026. The presentation will also highlight the company's forthcoming television programming strategy, digital activations on platforms such as Roblox, and other exciting feature films in development based on beloved Mattel brands like Hot Wheels, American Girl, Barney, and Monster High.

Lucy Smith, Director of MIPCOM Cannes and MIPJUNIOR, said: *"Mattel are true pioneers who have successfully transformed an 80-year legacy into a cultural cornerstone that resonates globally. Through innovative, multi-touchpoint, multi-platform strategies and groundbreaking partnerships with distinctive storytellers, there is so much to learn from how Mattel does things. There isn't a single person from any area of the industry who won't benefit from hearing Robbie and Josh further unpack this approach and share some of their new plans."*

Brenner said: *"Taking the stage at MIPCOM Cannes is the perfect opportunity to highlight how Mattel's storytelling is captivating audiences around the globe, pushing the boundaries of creativity, and crafting narratives that honour the rich legacy of our brands while forging entirely new paths forward. We are eager to engage with best-in-class partners at MIPCOM during an incredibly exciting time in our industry."*

Silverman said: *“It is a momentous time, in our 80th anniversary year, to be participating in MIPCOM Cannes and underscore Mattel’s commitment to expanding our beloved IP across cutting-edge entertainment platforms—wherever our fans play. It’s an incredible space to share how we’re redefining fan engagement through groundbreaking partnerships, immersive experiences, and next-level innovation.”*

The 2025 edition of MIPCOM Cannes centers on the Creator Economy, with the Mattel keynote serving as a marquee event in a robust programme designed to foster collaboration among digital creators, producers, platforms, distributors, and brands across both MIPCOM Cannes and MIPJUNIOR (11–12 October). The programme also features the international debut of *BrandStorytelling*—a market-leading summit on brand-funded programming that has run successfully at the Sundance Film Festival for the past decade.

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 in the coming year.

Brenner and Silverman’s full biographies are available [here](#).

Further Information

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

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