

	GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	NETWORKING & EVENTS	SCREENINGS & SHOWCASES
15:00					
16:00					
17:00					
18:00	Doors Open from 17:30				
19:00	18:00 - 19:15 Boston Blue MIPCOM CANNES World Premiere Screening Presented by Paramount Global Content Distribution				
20:00					

MARKET OPEN MONDAY TO WEDNESDAY
FROM 08:30 TO 19:00
THURSDAY FROM 8:30 TO 16:00

MIPCOM & MIPJUNIOR Registration
Opens Friday 10 October at 16:00
Palais des Festivals, Cannes

Full programme including
speakers line-up go to:
[MIPCOM CANNES Full programme](#)

MIPCOM CANNES Programme Partners



OPEN FROM 8:30 TO 19:00 - CLOSED AT 16:00 ON THURSDAY - *Palais des Festivals, Cannes*

	GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	Hi5 STUDIO	NETWORKING & EVENTS	SCREENINGS & SHOWCASES
09:00			09:30 - 09:45 Presenting Partner: Luma AI	09:30 - 12:45 BrandStorytelling Summit		
10:00	09:00 - 09:45 Unlocking Audience & Content Dynamics: Who is Watching, What, How & Why? Presented by Glance	09:45 - 10:15 Balancing Risk, Reach & Resilience in International Drama	09:45 - 10:10 MIP Headliner Infinite Creativity: Storytelling in the Imagination Age Presented by Adrienne Lahens	Welcome Breakfast served from 09:00 09:30 - 09:40 Industry Overview 09:40 - 10:20 Brand Entertainment: Why now? 10:20 - 10:45 MIP HEADLINER: Kim Miller, CMO, Toys.R-Us & President, Toys.R-Us Studios 10:50 - 11:15 Case Study 11:15 - 11:55 Brand-Funded Entertainment: What's the Deal? 12:00 - 12:25 MIP HEADLINER: Doug Scott, Founder, UNXNOWN 12:25 - 12:45 Brands in Action Case Study with Publicis Rebels 12:45 - 13:30 BrandStorytelling Networking Lunch Hi5 Studio Foyer	10:15 - 11:00 Verrière Grand Auditorium Global FAST & AVOD Roundtables Pre-registration Required	
11:00		10:30 - 11:00 The BBC: Powerful Storytelling for a Global Stage	10:20 - 10:50 Hit or Miss? Live Audience Predictions with AI Hosted by Largo.ai			
12:00	11:45 - 12:15 MIP Headliner Studio, Broadcasters & YouTube: Changing Video Landscape & How to Best Work with Streaming Platforms		11:00 - 11:45 Monetizing Content in The Age of AI			11:30 - 12:30 Auditorium A Astrid Lindgren's Seacrow Island Presented by Beta Kids & YA
13:00	13:00 - 14:00 Fresh TV Formats Presented by THE WIT				12:30 - 14:00 Hotel Majestic Women Global Entertainment Lunch with A+E Global Media & The Hollywood Reporter Welcome Drinks: 12:00 Lunch: 12:30-14:00 By invitation only	
14:00				14:00 - 15:00 The Global Trends Shaping Entertainment's Future Presented by Luminate		13:30 - 14:30 Auditorium K Fresh Content China Presented by China Pavilion
15:00		14:15 - 14:45 A Conversation: How to Make Magic in Formatland in 2025	14:30 - 15:15 Boost Your Audience by Crafting Compelling Content on YouTube Workshop hosted by YouTube			
16:00	15:15 - 17:15 MIP Headliner C-Suite Conversations Presented by MIPCOM CANNES & Variety 15:15 - 15:45 Elisabeth d'Arvieu, CEO, Mediawan Pictures 15:50 - 16:20 MIP HEADLINER to be Announced 16:30 - 17:15 Variety Vanguard Award & Fireside Chat Marco Bassetti, CEO, Banijay Entertainment	15:00 - 16:00 FRAPA Formats Summit	15:30 - 16:15 Next in AI: Creative Innovation Showcase Presented by Luma AI & Mantis.AI		15:30 - 16:30 Matchmaking Area Speed Matchmaking Session: Digital First Pre-registration Required	15:30 - 16:30 Auditorium K Screening Presented by BBC
17:00				16:30 - 17:30 Japanese Format Showcase Treasure Box Japan Presented by BEAJ		
18:00	Doors Open from 17:45					
19:00	18:00 - 19:15 MIPCOM CANNES EXCLUSIVE INTERNATIONAL Screening To be Announced	18:00 - 19:00 Creator Economy Happy Hour				
20:00					From 19:00 Hotel Majestic Merzigo x MIPCOM CANNES Opening Night Party	

MIPCOM CANNES Programme Partners

A+E
NETWORKS

ABC TV

BBC
STUDIOS

BETA
KIDS & YA

BrandStorytelling

HIMA
PAVILION

digital i

ESHAP

FRAPA
THE FORMAT PRESIDENTS AND PRODUCERS ASSOCIATION

Glance
Global Audience & Content Evolution

100
YEARS OF GLOBE

HOLYWATER

KOCCA
KOREA CONTENT COMMISSION AGENCY

Korea Arts & Culture
Education Service
KORTOP
Korea

Largo.ai

Luma AI

mantis ai

MEDIA CLUB
EYES

merzigo

OKAST

PBS
International

REEL
RIVALS

EURO MEDIA CONTRACT

STINGRAY

W
thewit.com

TVREV

UNICO
RIGHTS

VARIETY

YouTube

zdf
STUDIOS

Built by
RX
In the business of
building businesses

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09:00				08:30 - 10:00 Verrière Grand Auditorium International Drama Co-Production Summit: "May We Have Your Attention, Please?!" By invitation only	
		09:00 - 09:15 The NOW of Content: Viral Trends 2025	09:40 - 10:20 YouTube for Rights Holders: A Strategic Guide to Revenue Growth Workshop hosted by YouTube		
10:00		09:15 - 09:40 Why Digital Media Studios Will Dominate the Future	10:30 - 10:45 Reimagining CTV: Transparency, Objectivity & the Future of Streaming		10:00 - 11:00 Auditorium K Screening Presented by Ogon Agency
		09:45 - 10:15 Investing in The Creator IP Boom	10:45 - 11:15 I Want My CTV. Does Advertising via CTV Live Up to the Hype?		
11:00	10:30 - 11:00 MIP Headliner Robbie Brenner, President of Mattel Studios & CCO and Josh Silverman, Chief Franchise Officer, Mattel		11:30 - 11:45 Unlocking Europe's Ad-Supported Streaming Future Presented by OKAST		11:00 - 12:00 Auditorium A K-Format Showcase Presented by KOCCA
	11:30 - 12:45 MIPCOM CANNES Spotlight: The Creator Economy Presented by After Party Studios, Dhar Mann Studios, Tubi	11:15 - 11:45 In Conversation with Disney	11:45 - 12:00 The Game-Changing Rise of Sports on FAST Presented by XUMO		
12:00		12:15 - 12:45 Production Funding: Closing the Budget	12:00 - 12:20 In Conversation with DAZN From Rights to Reach: Sports in the Streaming Age	12:45 - 14:00 Verrière Grand Auditorium Creator Economy Leadership Lunch & Mixer In Partnership with Luma AI By Invitation only	11:45 - 12:45 Auditorium K The American Revolution A film presented by PBS Distribution
13:00					
14:00		14:00 - 17:05 BrandStorytelling Summit		14:30 - 15:30 Matchmaking Area Speed Matchmaking Session: Unscripted Pre-registration Required	
		14:00 - 14:10 Opening Remarks 14:10 - 14:30 State of the Industry by K7 Media 14:30 - 14:55 MIP HEADLINER 14:55 - 15:20 Case Study 15:20 - 15:55 Mesuring ROI: What's in it for the Brand 15:55 - 16:20 Branded content in South Africa 16:20 - 16:45 MIP HEADLINER 16:45 - 17:05 What's Next in Brand Storytelling?	14:30 - 15:15 FAST & AVOD Strategies, Partnerships & Global Growth		
15:00			15:30 - 16:00 The Rise of Independent Creators on Streaming Platforms		15:00 - 16:00 Verrière Grand Auditorium LATAM Co-Production & Partnerships Summit Powered by MIP CANCUN Coffee Break served from 14:45
	15:30 - 16:05 MIP Headliner The Walking Dead, 15 Years & Still Walking (In All Kinds of Interesting Places...)				
16:00	16:15 - 17:15 MIP Headliner The Science of Engagement: Behaviour, Culture and Content				15:30 - 16:30 Auditorium K Screening Presented by Fishpond Studios
	Lea Karam, Founder and CEO, Mindscope				
17:00		17:30 - 18:00 Reinventing TV Shows with Creators, The Tale of Creator Lab A Partnership Between Banijay France & YouTube			16:30 - 17:30 Auditorium A Screening Presented by Fifth Season
18:00	18:00 - 19:15 Ku'damm77 MIPCOM CANNES World Premiere Screening Presented by ZDF Studios	18:00 - 19:00 Happy Hour Hosted by YouTube			
19:00					
20:00					

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09:00				08:30 - 10:30 Verrière Grand Auditorium International Mentoring & Networking Breakfast for Women in Entertainment In Partnership with médiaClub’Elles Pre-registration Required	
		09:30 - 10:00 Sport & Live Events: Creators Changing the Game	09:30 - 10:00 The Global Viewer Journey: From SVOD to YouTube & Back Again		
10:00		10:10 - 10:35 Audience-First: Crafting Originals with Cultural Impact	10:15 - 11:00 The New Frontiers of TV Attention Hosted by TVREV		
11:00		10:35 - 11:00 From UGC to IP: Turning Creators into Scalable Content			
	11:15 - 11:45 MIP Headliner MIP Headliner	11:10 - 11:45 Down Under on Top: The New Wave of Australian Storytelling			
12:00					
13:00		12:00 - 12:40 MIP Headliner MIPCOM SDG Awards In Partnership with the United Nations	12:00 - 12:30 The Media Odyssey Podcast #1 Hosted by Marion Ranchet & Evan Shapiro	12:00 - 13:00 Matchmaking Area Speed Matchmaking Session: Scripted Pre-registration Required	
	13:15 - 14:00 Fresh TV Fiction Presented by THE WIT				
14:00			14:00 - 15:00 Broadcasting to Next Generation Audiences via YouTube Workshop hosted by Evan Shapiro		14:00 - 15:00 Auditorium K Nurturing Future Creative Leaders with AI Presented by Korea Arts & Culture Education Service & Kortop Media
15:00		14:30 - 15:00 Being Bold in Doc & Factual			
16:00		15:15 - 16:00 Inside Vertical Drama: Next Gen Storytelling			
		16:15 - 16:45 The Media Odyssey Podcast #2 Hosted by Marion Ranchet & Evan Shapiro			
17:00					
18:00					
19:00					
20:00					

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09:00					
10:00		10:00 - 10:30 Best of Fresh TV Presented by THE WIT			
11:00		10:45 - 12:00 Workshop: Capitalizing on the Creator Economy			
12:00					
13:00					
14:00					
15:00					
16:00					
17:00					
18:00					
19:00					
20:00					

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