

Inoxtag and Nil Ojeda Join Webedia CEO Christian Bombrun in Main Stage Keynote at MIPCOM CANNES

Pioneering European Creators to Share Industry Stage

Session To Spotlight Role of Creators in Reshaping Entertainment Ecosystem



Paris, 6 October 2025 – [MIPCOM CANNES](#) today announced that two of Europe's most influential creators and entrepreneurs, **Inoxtag** and **Nil Ojeda** will join Group CEO of global digital media production and publishing group Webedia **Christian Bombrun** in a unique main stage keynote at the upcoming edition of the world's largest market for television and streaming content (13–16 October 2025).

Under the theme *Reshaping Entertainment in a Creator-Led Future*, the session will spotlight the expanding influence of content creators within the broader entertainment ecosystem, through first-hand insights. Staged in the Palais des Festivals' Grand Auditorium on **Wednesday 15 October** at **11.15**, it forms part of a programme that places the creator economy at the heart of the forthcoming MIPCOM CANNES.

"Inoxtag and Nil Ojeda exemplify how creator-led talent not only thrives in partnership with traditional media but is now rivalling it in impact, quality, and scale," said Lucy Smith, Director of MIPCOM CANNES. *"They have blazed a trail from short-form videos to premium long-form productions, showing the power of internet culture and the generational shift in storytelling. With the support of*

Webedia, their ambitions have set new benchmarks, and their journey offers valuable lessons for everyone at MIPCOM.”

French modern adventurer Inès Benazzouz, widely known as **Inoxtag**, is one of Europe's most influential creators with a community of 27 million fans across all platforms.

Blending cinematic ambition with authenticity, Inoxtag last year broke all distribution conventions and box office records in France when his two-and-a-half-hour documentary Kaizen, charting his mission to climb Everest, premiered in theatres a day ahead of its YouTube premiere. After selling over 350,000 tickets across 500 theaters, the video went on to attract an additional 40 million views on YouTube, becoming France's most-viewed video on the platform in 2024. This achievement marked a turning point in the perception of long form YouTuber projects globally. With brands as partners and narrative allies rather than sponsors, his adventures have also included climbing Mont Blanc and crossing the Atlantic alongside explorer Guirec Soudée.

Celebrated Entrepreneur and Creator Nil Ojeda Morales, or **Nil Ojeda**, began his professional YouTube journey in Spain in 2016 at the age of 18, evolving from reviews to interviews and nationwide tours, with a global community base reaching more than 15 million fans, he is behind original breakout digital formats including *21 days*, whose 2nd edition “*21 days to know MrBeast*” generated more than 30 million views on YouTube.

Diversifying further, Nil Ojeda has gained commercial success and acclaim with his breakout brand MILFSHAKES which blends fashion, limited-edition drops, and artistic collaborations, and recently expanded into events, food collaborations, and social campaigns. With a growing community on all platforms, including over 2.6 million followers on Instagram and more than 4.3 million on TikTok, he recently featured on the cover of Forbes Spain, and had been named 2025 Best Content Creator, illustrating his impact in both content creation and business.

One of the world's leading players in digital entertainment - spanning production, distribution, IP development and management - the French-based **Webedia Group** have partnered for over a decade with leading creators, providing support and the means to produce, distribute, monetise and build their global networks. The combined talent stable attracts over 2 billion views a month and some of the digital space's leading talents, including Inoxtag and Nil Ojeda.

Appointed Group CEO of Webedia in June this year, **Bombrun** oversees the global digital media and technology company that in addition to creator management and support, builds and manages online platforms, communities, and content around entertainment, gaming, lifestyle, and pop culture. In a career spanning three decades, he built expertise in the digital space through strategic responsibilities at CANAL+, as Deputy CEO of M6 WEB and at ORANGE, in the positions of Director of Products and Services for Orange France and Director of Orange Content, overseeing pay television, VoD/SVoD, gaming, music, and IoT activities, and heading OCS and Orange Studio. His international experience includes as CEO Digital Services MTN, the leading telecom operator in Africa, where he developed content, education, health, and security services across 16 markets, while launching both a content production division and a streaming platform.

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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