

MIPCOM 2025 TRACKS

Explore the key themes shaping the future of global entertainment, from innovation and content trends to creators, formats, and streaming strategies.

APPLIED AI

Discover how artificial intelligence is transforming every aspect of the entertainment ecosystem. This track brings together innovators and industry leaders to showcase real-world applications and explore the creative opportunities ahead.

OCTOBER 13

09:30 – 09:45

Presenting Partner: LUMA AI
MIP INNOVATION LAB

09:45 – 10:10

Infinite Creativity: Storytelling in the Imagination Age
Presented by Adrienne Lahens (Infinite Studios)
MIP INNOVATION LAB

10:20 – 10:50

Hit or Miss? Live Audience Predictions with AI, Hosted by Largo.ai
Adrienne Lahens (Infinite Studios), Sami Arpa (Largo.ai)
MIP INNOVATION LAB

11:00 – 11:45

Monetizing Content in the Age of AI
Catherine Warren (FanTrust), Marteen Meijs (Talpa Studios), Johan Choron (Google)
MIP INNOVATION LAB

15:30 – 16:15

Next in AI: Creative Innovation Showcase
Presented by Luma AI, Mantis.AI and Kling AI
MIP INNOVATION LAB

BRAND STORYTELLING SUMMIT

Created to unite brands, digital content creators and television executives. A place where innovative storytelling is celebrated and fresh opportunities for funding, co-production and brand-led distribution deals are unlocked.

mip

OCTOBER 13

09:30 – 09:40

Opening Remarks

Jordan Kelley (BrandStorytelling)
Hi5 STUDIO

09:40 – 10:20

Panel: Brand Entertainment – Why now?

Janett Haas (Forbes), Brendan Gaul (McCann Worldgroup)
Cathy Boxall (Dentsu)
Hi5 STUDIO

10:20 – 10:45

MIP HEADLINER: Kim Miller Olko (Toys”R”Us & Toys”R”Us Studios)

Hi5 STUDIO

11:15 – 11:55

Panel: Brand-Funded Entertainment – What’s the Deal?

Mark Book (Digitas North America), Sam Glynne (UTA London), Brian Newman (Sub-Genre), Isidoor Roebbers (Scenery BV)
Hi5 STUDIO

12:00 – 12:25

Keynote: The Great Content Reckoning - Navigating a New Era of Value, Volume & Vision

Doug Scott (UNXNOWN)
Hi5 STUDIO

12:25 – 12:45

Brands in Action – Case Study

Andrew Canter (BCMA)
Hi5 STUDIO

OCTOBER 14

14:00 – 14:10

Opening Remarks

Jordan Kelley (BrandStorytelling)
MIP CREATIVE HUB

14:10 – 14:30

State of the Industry, by K7 Media

Clare Thompson (K7 Media)
MIP CREATIVE HUB

15:20 – 15:55

Panel: Measuring ROI – What’s in it for the Brand?

Adam Puchalsky (Blink49 Studios), Aidan McLaughlin (Indeed), Farra Kober (BBC StoryWorks)
MIP CREATIVE HUB

15:55 – 16:20

Legends and Legacies: Storytelling Through Sport and Safari, with Fell & Company

Greg Fell (Fell & Company)
MIP CREATIVE HUB

16:45 – 17:05

Panel: What’s Next in Brand Storytelling?

Jordan Kelley (BrandStorytelling), Carlotta Rossi Spencer (Banijay Entertainment), Roberta Zamboni (Fremantle)
MIP CREATIVE HUB

CONTENT TRENDS & INSIGHTS

Stay ahead of the curve with exclusive data, analysis, and forecasts on global content consumption and audience behavior. This track offers deep dives into shifting tastes, emerging genres, and market dynamics shaping the future of entertainment worldwide.

OCTOBER 13

09:00 – 09:45

Unlocking Audience & Content Dynamics: Who is Watching, What, How & Why?

Frédéric Vaulpré (Glance), Maryam Ramassamy (Glance)

GRAND AUDITORIUM

13:00 – 14:00

Fresh TV Formats, Presented by THE WIT

Virginia Mouseler (THE WIT)

GRAND AUDITORIUM

14:00 – 15:00

The Global Trends Shaping Entertainment's Future

Hosted by Luminate

Hi5 STUDIO

15:30 – 16:30

BBC Studios Premium Unscripted Formats

Hosted by BBC Studios

OCTOBER 15

09:30 – 10:00

The Global Viewer Journey: From SVOD to YouTube & Back Again

Matt Ross (Digital i)

MIP INNOVATION LAB

13:15 – 14:00

Fresh TV Fiction, Presented by THE WIT

Virginia Mouseler (THE WIT)

GRAND AUDITORIUM

15:15 – 16:00

Inside Vertical Drama: Next Gen Storytelling

Matt Campion (Spirit Studios), Hasret Ozcan (InterMedya), Clare Thompson (K7 Media), Cassandra Yang (RISINGJOY), Zhou Yuan (Content Republic Limited)

MIP CREATIVE HUB

OCTOBER 16

10:00 – 10:30

Best of Fresh TV, Presented by THE WIT

Virginia Mouseler (THE WIT)

MIP CREATIVE HUB

CREATOR ECONOMY

MIPCOM CANNES 2025 will spotlight the Creator Economy. The track is designed to connect digital creators, TV producers, platforms, distributors, and brands, fostering collaboration, funding, and fresh opportunities across the global content ecosystem.

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OCTOBER 14

09:00 – 09:15

The NOW of Content: Viral Trends 2025, Presented by Viral Nation

Paul Telner (Viral Nation), Danny Rowlands (Fremantle)
MIP CREATIVE HUB

09:15 – 09:40

Why Digital Media Studios Will Dominate the Future

Matthew Gielen (Silver Berry Studios)
MIP CREATIVE HUB

09:45 – 10:15

Investing in the Creator IP Boom

Sarah Craig (Foundation Distribution), Tobias Hoss (Lunar X), Jack Ojalvo (Copyright Capital), Jonathan Shrank (The Soul Publishing)
MIP CREATIVE HUB

11:30 – 12:45

MIPCOM CANNES Spotlight: The Creator Economy

Presented by After Party Studios, Dhar Mann Studios, Tubi
GRAND AUDITORIUM

15:30 – 16:00

The Rise of Independent Creators on Streaming Platforms

Colin Petrie-Norris (Fairground Entertainment), Geoff Clark (acTVe), Jonitha Keymoore (Radial Entertainment), Takashi Nakano (Samsung TV Plus), Joe Ochoa (Creator Television)
MIP INNOVATION LAB

15:30 – 16:00

Reinventing TV Shows with Creators, the tale of Creator Lab, a partnership between Banijay France & YouTube

Alexia Larocche-Joubert (Banijay France), Justine Ryst (YouTube)
MIP CREATIVE HUB

OCTOBER 15

09:30 – 10:00

Sport & Live Events: Creators Changing the Game

Joshua Barnett (After Party Studios), Andy Stack (Creator Capital), Antoine Tourneux "Totoche" (Radja Creators)
MIP CREATIVE HUB

10:10 – 10:35

Audience-First: Crafting Originals with Cultural Impact

Lucy Smith (Fawkes Digital), Amie Parker (MTV & Comedy Central (Paramount))
MIP CREATIVE HUB

10:35 – 11:00

From UGC to IP: Turning Creators into Scalable Content

Lucas Green (Banijay Entertainment), Helen O'Donnell (BBC Studios), Paul McGrath (CBC), Charles Watcher (Mediapro)
MIP CREATIVE HUB

OCTOBER 16

10:45 – 12:00

Workshop: Capitalizing on the Creator Economy

MIP CREATIVE HUB

FINANCING & CO-PRODUCTION

Unpack the latest strategies, and partnerships driving international co-production and content financing. Experts share practical insights on navigating funding models, building cross-border collaborations, and securing investments.

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OCTOBER 13

09:45 – 10:15

Balancing Risk, Reach & Resilience in International Drama

Matt Creasey (Banijay Rights Ltd), Nicole Morganti (Southern Europe), Lisa Perrin (ITV Studios)

MIP CREATIVE HUB

10:30 – 11:00

The BBC: Powerful Storytelling for a Global Stage

Kate Phillips (BBC Studios), Janet Brown (BBC Studios)

MIP CREATIVE HUB

15:00 – 16:00

FRAPA Formats Summit

Phil Gurin (TGC Global Entertainment), Robin Hilton (Solicitors LLP), Tony Stern (ITV Studios), Jasper Hoogendoorn (Talpa Studios), Stephen Lambert (Studio Lambert)

MIP CREATIVE HUB

OCTOBER 14

08:30 – 10:00

Drama Co-Production Summit: “May We Have Your Attention, Please?!” Keeping the Audience in an Era of Perpetual Transition (*INVITATION ONLY*)

VERRIÈRE GRAND AUDITORIUM

12:15 – 12:45

Production Funding: Closing the Budget

Andrea Scarso (IPR.VC), Tim Robinson (NewShore Partners)

MIP CREATIVE HUB

15:00 – 16:00

LATAM Co-Production & Partnerships Summit

Powered by MIP CANCUN

VERRIÈRE GRAND AUDITORIUM

OCTOBER 15

11:10 – 11:45

Down Under on Top: The New Wave of Australian Storytelling

Grainne Brunsdon (Screen Australia)

MIP CREATIVE HUB

14:30 – 15:00

Being Bold in Doc & Factual

Solange Atwood (Serial Maven Studios), Alexandra Jousset (Studio TF1), Mark Reynolds (Fremantle), Bo Stehmeier (Off the Fence)

MIP CREATIVE HUB

FORMATS

Dive into the global formats business with fresh perspectives on development, adaptation, and distribution. This track spotlights success stories, creative innovations, and the next big trends in unscripted and scripted formats.

OCTOBER 13

13:00 – 14:00

FRESH TV FORMATS, Presented by THE WIT

Virginia Mouseler (THE WIT)

GRAND AUDITORIUM

14:15 – 14:45

A Conversation: How to Make Magic in Formatland in 2025

Siobhan Crawford (Glow Media), Wouter van der Pauw

(Signal.Stream), Moe Bennani (Dreamspark)

MIP CREATIVE HUB

15:00 – 16:00

FRAPA Formats Summit

Phil Gurin (TGC Global Entertainment), Robin Hilton (Solicitors

LLP), Tony Stern (ITV Studios), Jasper Hoogendoorn (Talpa

Studios), Stephen Lambert (Studio Lambert)

MIP CREATIVE HUB

15:30 – 16:30

BBC Studios Premium Unscripted Formats

Presented by BBC Studios

AUDITORIUM K

GLOBAL STREAMING STRATEGIES

Streaming continues to evolve with FAST, AVOD, and new ad-supported models reshaping global business. This track spotlights programming strategies, CTV distribution, and product innovations driving growth. Hear from leading players and emerging disruptors on how partnerships and audience-first approaches are redefining the global streaming landscape.

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OCTOBER 13

10:15 – 11:00

Global FAST & AVOD Roundtables
VERRIÈRE GRAND AUDITORIUM

11:45 – 12:15

Studios, Broadcasters & YouTube: Changing Video Landscape & How to Best Work with Streaming Platforms
Jasmine Dawson (BBC Studios), Pedro Pina (YouTube), Evan Shapiro (ESHAP)
GRAND AUDITORIUM

14:30 – 15:15

Boost Your Audience by Crafting Compelling Content on YouTube
Ecenur Dogan (MediaCo), Neil Price (YouTube), Tarif Rahman (Little Dot Studios),
MIP INNOVATION LAB

OCTOBER 14

09:40 – 10:20

YouTube for Rights Holders: A Strategic Guide to Revenue Growth
Bora Basman (YouTube), Ceyda Sila Cetinkay (Merzigo), Sam Vergauwen (YouTube)
MIP INNOVATION LAB

10:30 – 10:45

Reimagining CTV: Transparency, Objectivity & the Future of Streaming
Joanna Burton (Adviser), Matthew Henick (The Trade Desk)
MIP INNOVATION LAB

10:45 – 11:15

I want my CTV. Does advertising via CTV live up to the hype?
Joanna Burton (Adviser), Jack Gao (Whale TV)
MIP INNOVATION LAB

11:30 – 11:45

Unlocking Europe's Ad-Supported Streaming Future
Cédric Monnier (OKAST)
MIP INNOVATION LAB

11:45 – 12:00

The Game-Changing Rise of Sports on FAST, Presented by XUMO
Stephen VanEngen (Xumo)
MIP INNOVATION LAB

12:00 – 12:20

In Conversation with DAZN, From Rights to Reach: Sports in the Streaming Age
Jennifer Batty (JJB), Alice Mascia (DAZN)
MIP INNOVATION LAB

14:30 – 15:15

FAST & AVOD Strategies, Partnerships & Global Growth
Jennifer Batty (JJB), Laura Florence (Fremantle), Paul Goel (Zee Entertainment), Vicki Liao (Roku)
MIP INNOVATION LAB

15:30 – 16:00

The Rise of Independent Creators on Streaming Platforms
Geoff Clark (acTVe), Jonitha Keymoore (Radial Entertainment), Takashi Nakano (Samsung TV Plus), Colin Petrie-Norris (Fairground Entertainment), Joe Ochoa (Creator Television)
MIP INNOVATION LAB

OCTOBER 15

09:30 – 10:00

The Global Viewer Journey: From SVOD to YouTube & Back Again
Matt Ross (Digital i)
MIP INNOVATION LAB

10:15 – 10:35

The Art of Seamless Brand Integration
Alan Wolk (TVREV), Herman Campbell (aurbit), Adam Puchalsky (Blink49 Studios)
MIP INNOVATION LAB

10:35 – 11:00

From Counting Eyeballs to Capturing Minds
Alan Wolk (TVREV), Tony Marlow (LG Ad Solutions), Jackelyn Keller (Comscore)
MIP INNOVATION LAB

12:00 – 12:30

The Media Odyssey Podcast #1
Evan Shapiro (ESHAP), Marion Ranchet (Streaming Made Easy)
MIP INNOVATION LAB

14:00 – 15:00

Broadcasting to Next Generation Audiences via YouTube
Evan Shapiro (ESHAP)
MIP INNOVATION LAB

15:15 – 16:00

Inside Vertical Drama: Next Gen Storytelling
Clare Thompson (K7 Media), Matt Campion (Spirit Studios), Hasret Ozcan (Medya), Cassandra Yang (Rising Joy), Zhou Yuan (Content Republic Limited)
MIP INNOVATION LAB

16:15 – 16:45

The Media Odyssey Podcast #2
Evan Shapiro (ESHAP), Marion Ranchet (Streaming Made Easy)
MIP CREATIVE HUB

MIP HEADLINERS

The MIP Headliners are visionaries, leaders, and creators shaping the future of media and entertainment. Expect bold insights, fresh perspectives, and the hottest new series and formats showcased across MIPCOM stages.

OCTOBER 13

09:45 – 10:10

Infinite Creativity: Storytelling in the Imagination Age

Presented by Adrienne Lahens (Infinite Studios)

MIP INNOVATION LAB

11:45 – 12:15

Studio, Broadcasters & YouTube: Changing Video Landscape & How to Best Work with Streaming Platforms

Evan Shapiro (ESHAP), Pedro Pina (YouTube), Jasmine Dawson (BBC Studios)

GRAND AUDITORIUM

15:15 – 16:25

C-Suite Conversations, Presented by MIPCOM CANNES & Variety

GRAND AUDITORIUM

16:35 – 17:15

Variety Vanguard Award & Fireside Chat

Marco Bassetti (Banijay Entertainment)

GRAND AUDITORIUM

OCTOBER 14

10:30 – 11:00

Robbie Brenner, President of Mattel Studios & CCO and Josh Silverman, Chief Franchise Officer, Mattel

GRAND AUDITORIUM

11:30 – 12:45

MIPCOM CANNES Spotlight: The Creator Economy

Presented by After Party Studios, Dhar Mann Studios and Tubi

GRAND AUDITORIUM

15:30 – 16:05

The Walking Dead, 15 Years and Still Walking (In All Kind of Interesting Places...)

GRAND AUDITORIUM

16:15 – 17:15

The Science of Engagement: Behaviour, Culture and Content

Lea Karam (Mindscope)

GRAND AUDITORIUM

OCTOBER 15

11:15 – 11:45

Webedia: Engaging Audiences with Passion

GRAND AUDITORIUM

NETWORKING & EVENTS

Experience seamless networking with curated matchmaking, informal gatherings, and themed events. Designed for meaningful interactions, the market connects you with influential industry global decision-makers - ensuring you meet the right people and secure the right deals.

OCTOBER 13

10:15 – 11:00

Global FAST & AVOD Roundtables *
VERRIÈRE GRAND AUDITORIUM

15:30 – 16:30

Speed Matchmaking Session: Digital First *
MATCHMAKING AREA

19:00 – 22:00

Merzigo x MIPCOM CANNES Opening Night Party
HÔTEL MAJESTIC

OCTOBER 14

08:30 – 10:00

Drama Co-Production Summit: “May We Have Your Attention, Please?!” Keeping the Audience in an Era of Perpetual Transition
(INVITATION ONLY)
VERRIÈRE GRAND AUDITORIUM

14:30 – 15:30

Speed Matchmaking Session: Unscripted *
MATCHMAKING AREA

15:00 – 16:00

LATAM Co-Production & Partnerships Summit *
Powered by MIP CANCUN
VERRIÈRE GRAND AUDITORIUM

18:00 – 19:00

Happy Hour, hosted by YouTube
MIP CREATIVE HUB

OCTOBER 15

08:30 – 10:00

International Mentoring & Networking Breakfast for Women in Entertainment *
In Partnership with médiaClub’Elles
VERRIÈRE GRAND AUDITORIUM

12:00 – 13:00

Speed Matchmaking Session: Scripted *
MATCHMAKING AREA

SCREENINGS & SHOWCASES

From world premieres to exclusive first looks, MIPCOM's Screenings & Showcases put the spotlight on the most anticipated content across every genre. Experience curated presentations from leading studios and distributors and get inspired by the stories shaping the future of entertainment.

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OCTOBER 12

18:00 – 19:15

Boston Blue – MIPCOM CANNES World Premiere Screening

Presented by Paramount Global Content Distribution

GRAND AUDITORIUM

OCTOBER 13

10:30 – 11:30

Screening: To Be Announced

Presented by New Metrics

AUDITORIUM K

11:30 – 12:30

Astrid Lindgren's Seacrow Island

Presented by BETA KIDS & YA

AUDITORIUM A

13:30 – 14:30

Fresh Content China

Presented by China Pavilion

AUDITORIUM K

14:00 – 15:00

The Global Trends Shaping Entertainment's Future

Presented by Luminate

Hi5 STUDIO

15:30 – 16:30

BBC Studios Premium Unscripted Formats

Presented by BBC Studios

AUDITORIUM K

16:30 – 17:30

Japanese Format Showcase: Treasure Box Japan

Presented by BEAJ

Hi5 STUDIO

18:00 – 19:15

The Miniature Wife – MIPCOM CANNES Exclusive International Screening

Presented by Sony Pictures Television

GRAND AUDITORIUM

OCTOBER 14

10:00 – 11:00

Black Caviar

Presented by Unico Rights

AUDITORIUM K

11:00 – 12:00

Korean Drama & Formats Showcase

Presented by KOCCA

AUDITORIUM A

11:45 – 12:45

The American Revolution: A Film by Ken Burns, Sarah Botstein & David Schmidt

Presented by PBS Distribution

AUDITORIUM K

14:30 – 15:30

Screening: To Be Announced

Presented by JETRO

AUDITORIUM A

15:30 – 16:30

Screening: To Be Announced

Presented by Fishpond Studios

AUDITORIUM K

16:30 – 17:30

Screening: To Be Announced

Presented by Fifth Season

AUDITORIUM A

18:00 – 19:15

Ku'damm 77 – MIPCOM CANNES World Premiere Screening

Presented by ZDF Studios

GRAND AUDITORIUM

OCTOBER 15

14:00 – 15:00

Nurturing Future Creative Leaders with AI

Presented by Korea Arts & Culture Education Service and KORTOP Media

AUDITORIUM K