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CANNES

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

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First Tranche of Speakers Announced for BrandStorytelling Summit at MIPCOM CANNES

Series of high-profile companies and speakers confirmed for first international edition of flagship brand-funded programming summit

IPG Mediabrands Entertainment Spain announced as first sponsors



Paris, 8 August 2025 – [MIPCOM CANNES](#) and [BrandStorytelling](#) today announced an initial tranche of high-profile speakers for the first international edition of the flagship brand-funded programming summit at MIPCOM CANNES, the world's largest market for television and streaming content (13-16 October 2025).

Founded and directed by producer, publisher and media entrepreneur Rick Parkhill, BrandStorytelling has developed over a decade of editions at the Sundance Film Festival to become the leading annual US event supporting the growth and maturing of brand-funded programming.

Companies and speakers spanning global brands, agencies, production, experiential and insight areas to date confirmed to appear at the first international edition of the summit, staged in partnership with MIPCOM CANNES across **Monday 13** and **Tuesday 14 October** include:

- **Banijay Entertainment**, Carlotta Rossi Spencer, Global Head of Branded Entertainment Business Development
- **Blink49 Studios**, Adam Puchalsky, President, Brand Studio
- **BBC StoryWorks**, Farra Kober, VP, Content Studio
- **Dentsu**, Cathy Boxall, Global Head of Entertainment
- **Digitas**, Mark Book, EVP, Head of Content North America
- **Forbes**, Janett Haas, SVP Research and Insights
- **Fremantle**, Roberta Zamboni, Global Head of Branded Content & Sponsorship
- **Indeed**, Aidan McLaughlin, Global Marketing Director
- **K7 Media**, Clare Thompson, Non-Executive Director
- **Toys“R”Us**, Kim Miller Olko, Global Chief Marketing Officer and President of Toys“R”Us Studios
- **TRAVERSE32**, Brendan Gaul, Global President
- **Scenery**, Isidoor Roebers, Founder
- **Sub-Genre**, Brian Newman, Founder
- **UTA**, Sam Glynne, Head of EMEA, Entertainment and Culture Marketing

In all, over 25 of some of the most innovative and active companies in the brand funded space are set to speak at the jointly programmed two x half-day summit, which brings together brands, content creators and television creatives with the aim of nurturing, producing and funding brand-led stories through showcases, networking and deal making opportunities.

IPG Mediabrands Entertainment Spain are also today confirmed as a sponsor for the forthcoming event. A full programme and line up of speakers and sponsors will be announced in the coming weeks.

BrandStorytelling also produce *Elevate* at Sundance Mountain Resort, the annual summer retreat for brands and their storytelling partners, with the three-day gathering staging a successful eight edition last month.

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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