



## Creator Economy Supercharges MIPCOM CANNES 2025

YouTube, Dhar Mann Studios, TikTok, Twitch, Webedia, Samsung TV Plus, Snapchat, TUBI, Luma AI, amongst those joining global TV industry players and brands for future facing market

2025 marks YouTube's first major presence at MIPCOM CANNES



*Dhar Mann, Founder, Dhar Mann Studios; Pedro Pina, VP YouTube EMEA; Robbie Brenner, President of Mattel Studios; Evan Shapiro, ESHAP*

**Paris, 11 September 2025** – [MIPCOM CANNES](#) today unveils an ambitious new focus and lineup for its 2025 edition (13-16 October) placing the creator economy at the very heart of the world's largest market for television and streaming content.

*“The creator economy marks the biggest generational shift MIPCOM has ever seen,” said Lucy Smith, Director of MIPCOM CANNES. “It is no longer emerging - it’s arrived, signaling a new era of storytelling, distribution, and monetization. Everything we are staging this year has the singular focus of bringing together mainstream media and the creator economy.”*

Major players converging in Cannes in 2025 span the creator economy, production, distribution and brand funded content. These include **YouTube, Dhar Mann Studios, Snapchat, Samsung TV Plus, TikTok, TUBI** and **Luma AI** amongst many others in the space, joining global groups and studios including **All3Media, Banijay, BBC Studios, Beta Film, Disney, Fifth Season, Fox Entertainment Global, Fremantle, Global Agency, ITV Studios, Lionsgate, Mediawan, Mediapro Studios, Nippon TV, Paramount Global Entertainment, Sony Pictures Entertainment, Warner Bros. Discovery, ZDF Studios**; agencies (**Denstu, Digitas, McCann**); brands (**Ancestry, Indeed, Mattel, Toys“R”Us**); and creators (including **After Studio’s Callux** and **RVBBERDUCK** and **Kevin Tran**).

The Creator Economy will run through every area of the market, from stages to stands, meeting spaces, networking events and specialist summits over four days in the Palais des Festivals and surroundings.

New and expanded elements for 2025 include:

- The first major presence from **YouTube** at the market including a dedicated space, daily workshops and speaker sessions, and a Headliner keynote with **Pedro Pina, VP YouTube EMEA** and **Jasmine Dawson, SVP Digital, BBC Studios** in conversation with **Media Cartographer Evan Shapiro** (Monday)
- The **MIP CREATIVE HUB** – previously known as the PRODUCERS HUB – will build on its position as a beachfront destination for co-production with creators, digital studios and brands incorporated into an extended four-day programme of panels and matchmaking (Monday-Thursday)

- **BrandStorytelling Summit** – already staged over the last decade at the Sundance Film Festival, this first international edition brings together brands, digital content creators, agencies, and producers with the aim of nurturing new brand-led projects (Monday and Tuesday)
- A dedicated **AI Summit**, part of an expanded **MIP INNOVATION LAB** – the theatre, networking and demo space which debuted last year – focused on areas at the intersection of content and technology (Monday-Wednesday)
- An **International Drama Co-Production Summit** with exclusive analysis, strategy presentations and an issues-led panel discussion featuring, amongst others, **Caroline Benjo, Co-CEO and Producer, Haut et Court; Christian Vesper, CEO, Global Drama and Film, Fremantle; and Steve Matthews, Joint Head of Scripted, Creative, Banijay** (Tuesday)
- **MIPJUNIOR** (11-12 October), the pre-MIPCOM Kids conference and networking market, reformatted for 2025 to help companies maximise business across attention, creator and experience economies with a move into the Palais des Festivals and establishing of a brand-new dedicated matchmaking venue.

This in addition to the high-profile main stage keynotes and screenings in the Palais des Festivals. Including, as previously announced...

- Keynotes include **Robbie Brenner, President of Mattel Studios** and **Chief Content Officer jointly with Josh Silverman**, the company's **Chief Franchise Officer; Kim Miller Olko, Toys“R”Us CMO and President, Toys“R”Us Studios; Elisabeth d’Arvieu, Mediawan Pictures CEO; and Marco Bassetti, CEO, Banijay Entertainment & Banijay Live**, who receives the 2025 Variety Vanguard Award.
- World premieres of **Boston Blue** (Paramount Global Content Distribution) and **Ku’damm 77** (ZDF Studios) and an exclusive preview screening of **The Miniature Wife** (Sony Pictures Television); accompanying cast attending include **Donnie Wahlberg** and **Sonequa Martin-Green** for **Boston Blue** and **Matthew Macfadyen, O-T Fagbenle** and **Sian Clifford** for **The Miniature Wife**.
- The MIPJUNIOR World Premiere, **Ki&Hi in the Panda Kingdom** (Mediawan Kids & Family), to be attended by YouTuber, Co-Creator and

Showrunner **Kevin Tran** and based on his best-selling manga book series.

*“Bridging the worlds of TV, tech, and creator-led entertainment, this year’s edition of MIPCOM CANNES promises to be more vibrant, diverse, future-facing and productive than ever before.”* Smith added.

MIPCOM CANNES is the world’s biggest and most impactful television and streaming content market – which now includes the creator economy – attracting over 10 500 delegates from more than 100 countries last year and whose week-long programme helps define the TV industry year.

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## **FURTHER 2025 PROGRAMME HIGHLIGHTS AND SPEAKERS**

Further summaries and highlights from the programme are below, a full programme directory can be found [here](#), and an ‘at a glance’ schedule [here](#).

### **Grand Auditorium, Palais Des Festivals**

- A spotlight session focusing on where next-gen storytelling meets global entertainment with creators and **After Party Studios Co-founders Callum 'Callux' McGinley**, and **RVBBERDUCK Ben Doyle**; **Dhar Mann, Founder of Dhar Mann Studios**, the company’s CEO **Sean Atkins**, and **Kudzi Chimkubu, Vice President, Creator Partnerships at Tubi** and hosted by **Shira Lazar, CEO What’s Trending**; and award-winning behavioural science **Lea Karam, Founder and CEO of consultancy Mindscope** chairing a deep dive session into audience habits with **Snapchat** and **Twitch**.

### **MIP CREATIVE HUB, Cannes Beachfront**

- Speakers include: **After Party Studios** (Joshua Barnett, Managing Director), **Amazon Studios** (Nicole Morganti, Head of Local Originals, Southern Europe), **Arsenal Fan TV** (Robbie Lyle, Founder), **Banijay Entertainment** (Lucas Green, Chief Content Officer, Operations), **Banijay France** (Alexia Laroche-Joubert, CEO), **Banijay Rights** (Matt Creasey, EVP Sales and Co-productions), **BBC** (Kate Phillips, Chief Content Officer), **BBC Studios** (Janet Brown, President, Global Content Sales and Helen O'Donnell, Director of Development at TalentWorks), **CBC** (Paul McGrath, Senior Director Strategy and Audience Development), Content Republic, (Zhou Yuan, Founder and CEO), **Cowshed Collective** (George Cowin, Co-Founder and CEO), Creator Capital (Andy Stack, Venture Partner), **Fawkes Digital** (Lucy Smith, Founder), Foundation Distribution, (Sarah Craig, CEO), **Fremantle** (Danny Rowlands, SVP Global Development and Mark Reynolds, Global Head of Documentaries and Factual), **Inter Medya**, (Hasret Ozcan, President), **IPR.VC** (Andrea Scarso, Partner, Investment Director), **ITV Studios** (Lisa Perrin, MD International), **K7 Media** (Clare Thomson, Non Exec Director), **LadBible Group**, (Becky Gardner, Head of Originals), **Lunar X**, (Tobias Hoss, SVP Operations, Management Team), **MTV Entertainment Group International**, (Amie Parker-Williams, Director, Digital Commissioning and Production), **Off the Fence** (Bo Stehmeier, CEO), **Radja Creators** (Antoine "Totoche" Tourneux), **RisingJoy** (Cassandra Yang, CEO), **Samsung TV Plus** (Gus Grimaldi, Senior Director and Head EMEA), **Serial Maven Studios** (Solange Attwood, CEO and Co-Founder), **Silver Berry Studios** (Matthew Gielen, CEO), **Spirit Studios** (Matt Campion, Founder and Creative Director), **The Lighthouse** (Jon Goss, President), **TheSoul Publishing** (Jonathan Shrank, VP, Streaming & Content Partnerships), **TikTok** (Soraya Castellanos, Head of Programs and Partnerships, EMEA), **Viral Nation** (Paul Telner, Head of Programming) and **YouTube** (Justine Ryst, YouTube Managing Director France, Regional Director Southern Europe).

## **MIP INNOVATION LAB, Palais des Festivals -1**

- In addition to staging returning summits on AI, FAST and AVOD and Connected TV, the theatre, networking and demo space which debuted last year will host a new workshop series with **YouTube** covering areas including strategies for boosting audiences and effective monetization on the platform. Sessions include YouTube for Rights Holders: *A Strategic*

*Guide to Revenue Growth* featuring Ceyda Sila Cetinkaya COO, Global, **Merzigo**; and *Boost your Audience* by Crafting Compelling Content on YouTube with Tarif Rahman, Senior Content Strategist, **Little Dot Studios**.

- Further speakers include **The Trade Desk** (Matthew Henick, SVP of Ventura TV OS), **LG Ad Solutions** (Tony Marlow, CMO), **Titan OS** (Judith Diaz, Content Partnerships Director), streaming platforms **Roku** (Vicki Liao, Director, Content Acquisition), **DAZN** (Alice Mascia, CEO DACH & Belgium) and **Samsung TV Plus** (Takashi Nakano, Vice President, Content and Programming) with a keynote from **Infinite Studios**' Adrienne Lahens on the theme of *Storytelling in the Imagination Age*. Sponsors of the MIP INNOVATION LAB include **Kling AI**, **Largo ai**, **Luma AI**, **Mantis-AI**, **OKAST** and **Vimeo**.

#### **BrandStorytelling, Hi5 studio, Palais des Festivals (Mon), MIP CREATIVE HUB (Tues)**

- Held across Monday and Tuesday with the aim of nurturing new brand-led stories through showcases and case studies. Speakers include **Banijay Entertainment** (Carlotta Rossi Spencer, Global Head of Branded Entertainment Business Development), **BBC StoryWorks** (Farra Kober, VP, Content Studio), **Blink49 Studios** (Adam Puchalsky, President, Brand Studio), **Dentsu** (Cathy Boxhall, Global Head of Entertainment), **Digitas** (Mark Book, EVP, Head of Content North America), **Forbes** (Janett Haas, SVP, Research & Insights), **Fremantle** (Roberta Zamboni, Global Head of Branded Content & Sponsorship), **Indeed** (Aiden McLaughlin, Director of Strategic Thought Leadership), **McCann** (Brendan Gaul, Global Chief Entertainment Officer, Global President TRAVERSE 32), **Sub-Genre Media** (Brian Newman, Founder) and **UTA** (Sam Glynne, Head of EMEA, Entertainment and Culture Marketing) with keynotes from **Toys“R”Us CMO and President Toys“R”Us Studios Kim Miller Olko**, and **Founder, UNXNOWN Doug Scott**. Sponsors of BrandStorytelling include **IPG Mediabrands Spain**.

#### **MIPJUNIOR, Debussy Theatre and Gare Maritime**

- The transformation-led programme includes a keynote focused on successful cross-distribution of IP featuring **Andy Yeatman** (CEO, Miraculous Corp) and **Alexis Rice** (Global Youth Partnerships Lead, YouTube). Contributors and panellists in sessions across the weekend include **ANIMAJ** (Gregory Dray), **BBC** (Patricia Hidalgo, Director of Children & Education), **The McCartys** (Kevin McCarty, Stephanie McCarty), **Pocketwatch** (Chris Williams, Founder/CEO), **Viral Nation** (Paul Telner, Head of Programming) and **Wind Sun Sky Entertainment** (Catherine Winder, Founder/CEO). With insights and analysis presentations from **Glance** (Laura Freydier Dubreul and Romy Nicolas), **Omdia** (Tim Wescott), **The Insights Family** (Adam Woodgate) and **Mindscope** (Lea Karam). In addition to the MIPJUNIOR World Premiere **Ki & Hi in the Panda Kingdom** (Mediawan Kids & Family) screenings include a **K-Animation Global Showcase** hosted by KOCCA.

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### Further Information

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