

# Programme Overview

	Sunday 12/10	Monday 13/10	Tuesday 14/10	Wednesday 15/10	Thursday 16/10
MIP CREATIVE PROGRAMME		Financing & Co-Production			
			Creator Economy / Digital Originals		
		BrandStorytelling / Branded Entertainment			
MIP INNOVATION PROGRAMME					
		Digital Revenue Streams			
		Global Streaming Strategies (FAST/AVOD/CTV)			
		Applied AI			
MIP TALKS		MIP Headliners			
		Strategic Trends & Insights			
	World Premiere Screenings, Screenings & Showcases				
		Opening Party & Red Carpet			
		Networking & Special Events			