The Gateway to the Global Media and Content Business

Connecting mainstream media, creators, platforms, AI and brands - all in one place



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mipjunior

Thanks to all of our Sponsors & Partners



The entertainment business is changing.



Creators are building IP.
Brands are financing content.
AI is transforming every stage of the content lifecycle.
FAST, vertical storytelling and microdrama are creating new routes to audiences.

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MIPCOM: a reflection of the industry's transformation

Buying, selling, developing and financing content remain at the heart of the market.

Industry shifts

Consolidation

Changing ownership reshapes buying teams, catalogues and international partnerships.

Fragmented audiences

Viewers move between TV, streaming, social video and mobile-first stories.

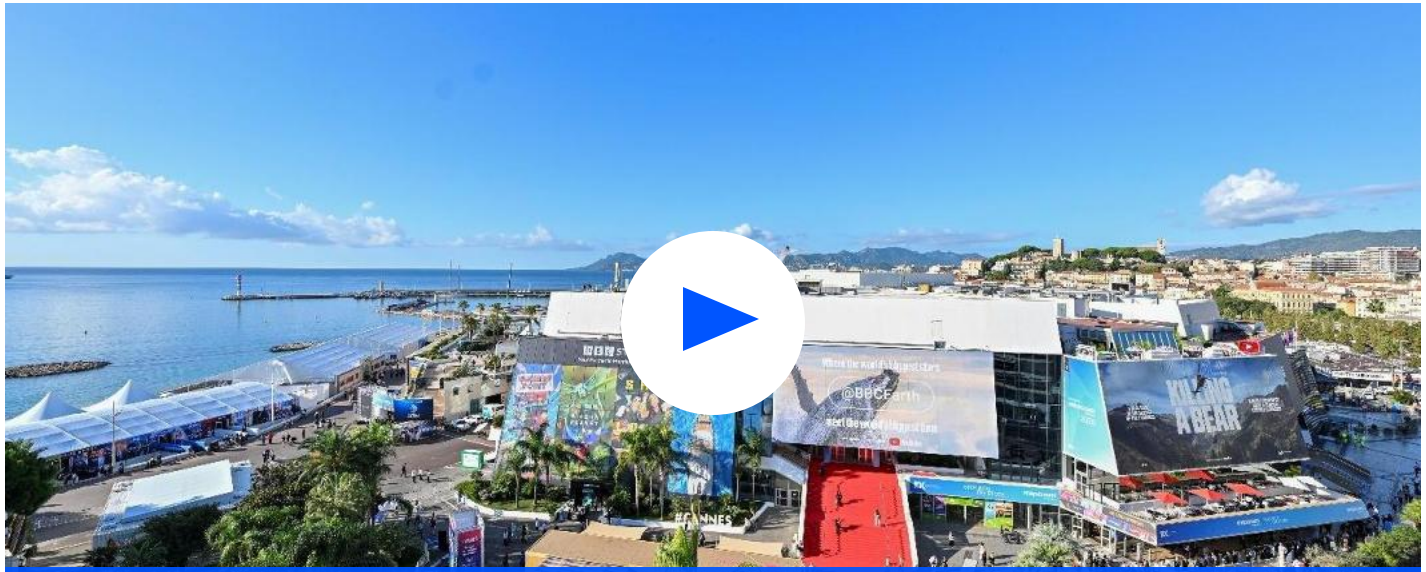
Financing pressure

Selective commissioning increases the need for co-production partners and new funding.

MIPCOM's response

Brands	Connecting brands and content businesses to develop and finance IP.
Creators	Taking creator-led content to international partners, platforms and audiences.
Verticals	Showcasing new production and distribution models for microdrama.
AI	Exploring AI's growing role in content development and production.

MIPCOM CANNES 2026



WATCH THE OFFICIAL WRAP

Inside the meetings, stages and shared spaces where the international content business came together in Cannes.

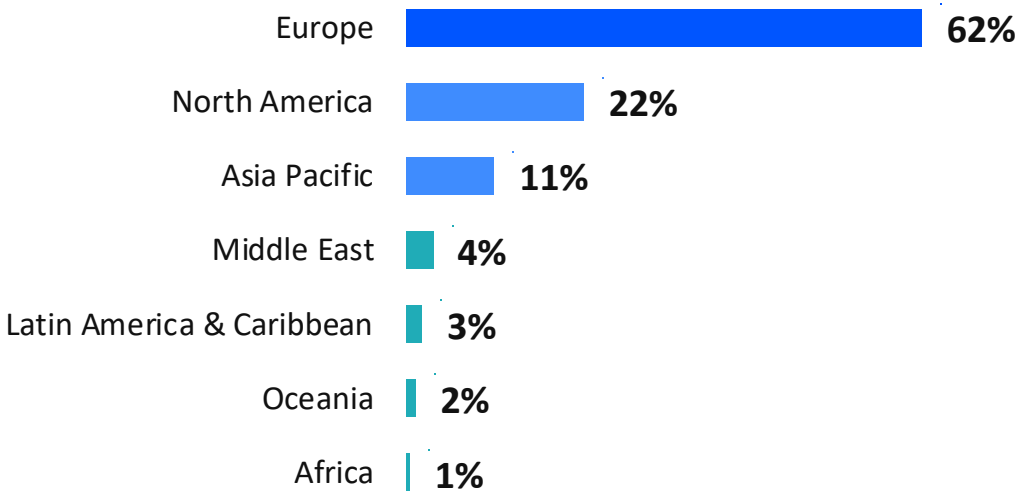
10,100
delegates

3,150
buyers

104
countries

AN INTERNATIONAL MARKETPLACE

DELEGATES BY REGION



Leading delegate countries

US, UK, France, Germany, Turkey, Canada, Spain, Italy, Japan and India

BUYER GEOGRAPHY

15%

UNITED STATES

Country	Share
United Kingdom	13%
Germany	9%
France	8%
Spain	5%

89 countries represented among the buyers

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BUYERS & COMMISSIONERS SNAPSHOT

STREAMING, PAY TV & PLATFORMS



BROADCASTERS & COMMISSIONERS



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THE WIDER COMMUNITY

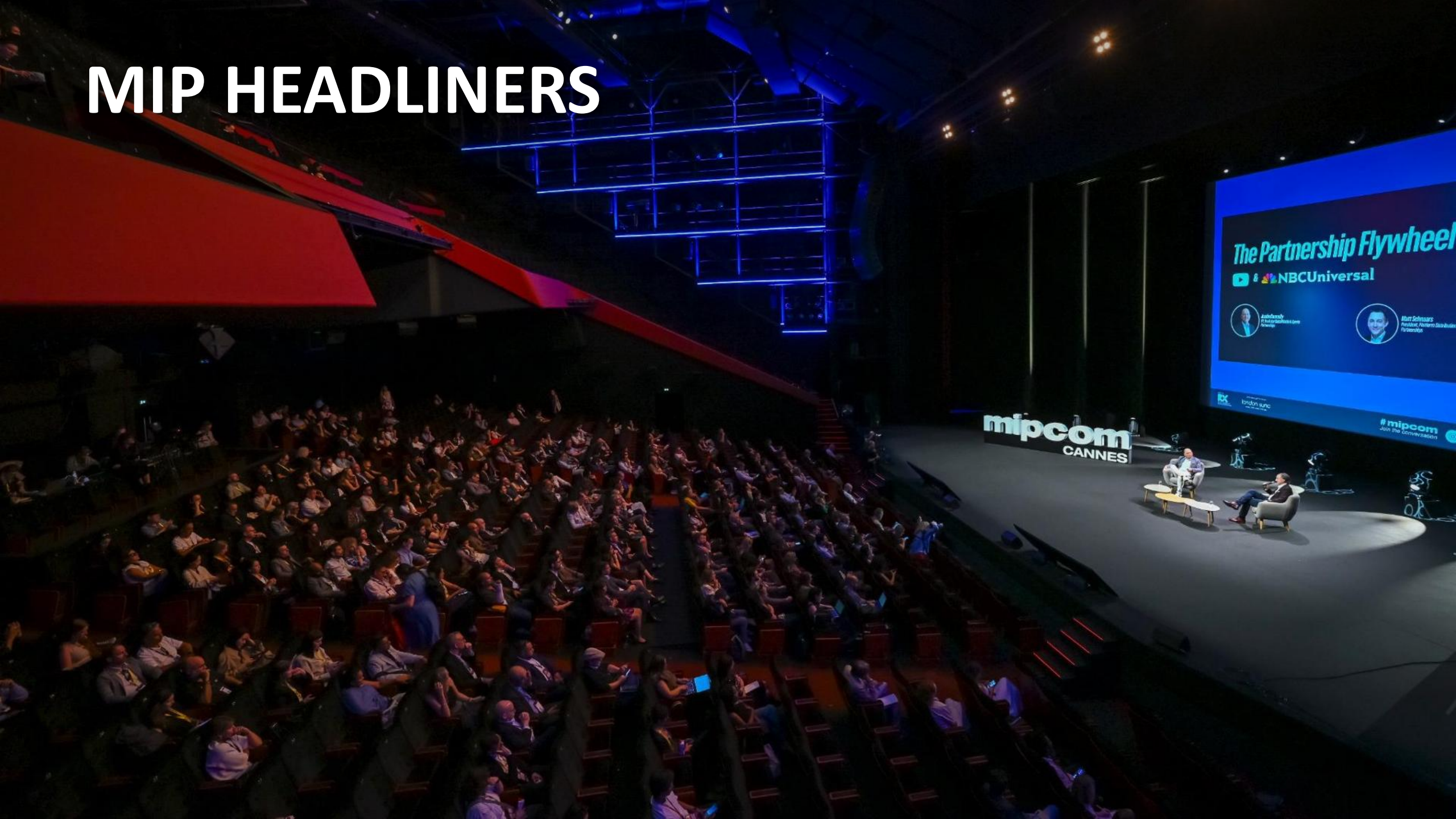




The Global Markets

Every global media brand and territory is represented at MIPCOM

MIP HEADLINERS



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Grand Auditorium

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The Ankler Future of Entertainment Award

WATCH THE FULL SESSION

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→ Check the Social media post



Dhar Mann
Founder of
Dhar Mann Studios



Sean Atkins
CEO,
Dhar Mann Studios



Janice Min
CEO & Editor in Chief,
Ankler Media

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The Big AI Keynote with Utopai Studios

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Cecilia Shen
Co-Founder and CEO,
Utopai Studios



Ken Oh
Content CEO,
CJ ENM Studios



Cynthia Littleton
co-Editor in Chief, Variety

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Redefining Broadcast: The RTL + YouTube Partnership

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Evan Shapiro
Media Cartographer, ESHAP



Pedro Pina
Vice President, Youtube EMEA



Stephan Schmitter,
CEO, RTL Deutschland

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Banijay Entertainment: The Next Chapter

WATCH THE FULL SESSION **READ THE PRESS RELEASE**



Cynthia Littleton
co-Editor in Chief, Variety



Marco Bassetti
Chief Executive Officer,
Banijay Entertainment



Jeff Zucker
CEO, Operating Partner,
Banijay Entertainment

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Small Screens, Big Impact: Inside the Vertical Drama Boom

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Cathy Boxall
Global Head of Entertainment, dentsu International



Shekhar Deshpande
Head of Global Clients and Agency Marketing, Meta



Manori Ravindran
London Correspondent, The Ankler



Kevin Batchelor
Managing Director, Electric Robin

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MIPCOM CANNES x Variety Vanguard Award

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Cynthia Littleton
co-Editor in Chief, Variety





Bela Bajaria
Chief Content Officer,
Netflix

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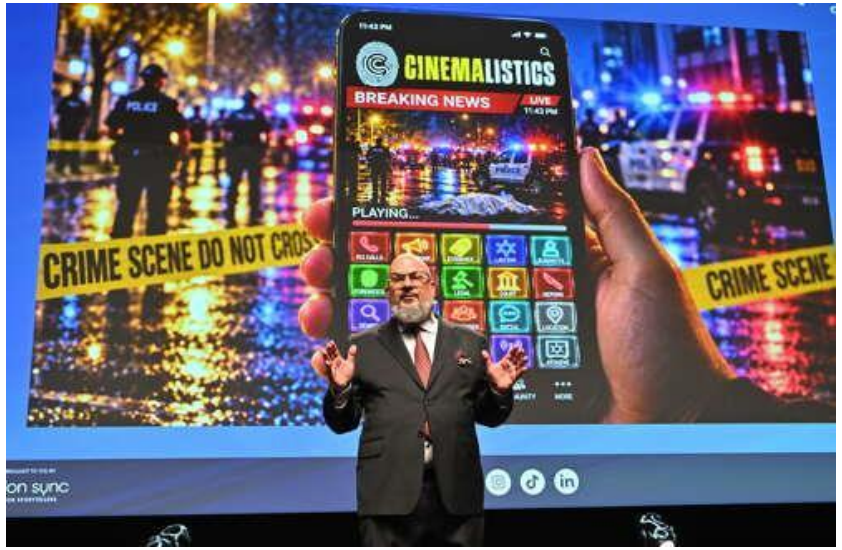
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The Age of Understanding: How AI, Storytelling, and Verified Intelligence Are Reinventing the Future of Media

WATCH THE FULL SESSION

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Anthony E. Zuiker
Creator, CSI TV Franchise

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BBC Studios: From Idea to Global IP Building Brands that Last

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Kate Phillips
Chief Content Officer, BBC



Zai Bennett
CEO & Chief Creative Officer, BBC Studios Global Content, BBC STUDIOS



Shelley Macintyre
CEO, Brands & Licensing, BBC STUDIOS

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The Partnership Flywheel: YouTube x NBCUniversal

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Matt Schnaars
President, Platform Distribution & Partnerships, NBCUniversal



Justin Connolly
Vice President YouTube Global Head of Media & Sports, YouTube / Google

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The Whole Consumer: Following Audiences From the Couch to the Loo

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Evan Shapiro
Media Cartographer, ESHAP

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PIVOT! Why Every Entertainment Company Needs a Vertical Strategy

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→ Check the Social media post



Tanya Cohen
Co-CEO, Made By Us Studios



Scott Roxborough
European Bureau Chief, The Hollywood Reporter



Anatolii Kasianov
Co-Founder & Co-CEO, HOLYWATER TECH



Sammie Hao
Head of Talent and Business Development, Crazy Maple Studio

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The Future of Entertainment

WATCH THE FULL SESSION



Maureen Kerr
Co-CEO, Made By Us Studios



Dennis Papirowski
Global Head of Content, TikTok

MIP CREATIVE HUB

WHERE IP MEETS OPPORTUNITY

Explore the MIPCOM Creators List, in partnership with Tubefilter **Discover the Creators List** ↗



In partnership with

Audiovisual from SPAIN · YOSHIMOTO · TikTok · webedia | ELEPHANT

Creative Hub community

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Dhar Mann STUDIOS · Fremantle · twitch · webedia · YouTube · COWSHED · Spirit · viral nation · whalar · BBC STUDIOS · Banijay

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MIP CREATIVE HUB

31 sessions

94 speakers



Netflix × Sidemen

Creators Connect on building a streamer partnership



Michou × Dreamspark

Terminal, from YouTube hit to global format



Premium microdrama

Established producers explored new mobile audiences



TikTok sessions & happy hour

Developing formats with the next generation of storytellers

Selected companies Netflix, TikTok, FOX Entertainment, ITV Studios, CJ ENM, Fremantle, Tubi, Sidemen Productions

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Co-production & Drama finance

Commissioning IP for a Multi-Platform World

WATCH THE FULL SESSION



Alex Medeiros
Head of Fiction Content, Globo



Deirdre Brennan
CEO, Screen Australia



Elly Vervloet
International Drama Expert, VRT



Claire Marshall
Head of International Scripted, Vice Studios



Georgia Brown
Chief Content Officer, Podimo

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Co-production & Drama finance

The Next Chapter for International Co-Productions

WATCH THE FULL SESSION



Mansha Daswani
Editorial Director, ScreenMDM

Julie Meldal-Johnsen
Editorial Director, ScreenMDM

David O'Donoghue
EVP International, Studio TF1

Yusuke Kato
Chief Director, Fuji Television Network, Inc.

Financing the New Drama Economy

WATCH THE FULL SESSION



Chris Fry
COO and CFO, SISTER GROUP

Caroline Kusser
Head of Co-Pro. & International Distribution, Anton Studios

Grady Craig
President, BondIt Media Capital & Buffalo 8

John Glencross
CEO, Calculus Capital

Rebecca Dundon
SVP Scripted Content for Global Drama, Fremantle

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Distribution & Studio growth

→ Check the Social media post

Why Great Storytelling Has More Paths Than Ever – NBCUniversal's Universal Studio Group Opens Doors

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Richard Middleton
Editor, Broadcast International

Beatrice Springborn
President, Universal Global Television

Erin Underhill
President, Universal Television

Toby Gorman
President, Universal Television Alternative Studio

French Roots, Global Reach: Building an International Studio

WATCH THE FULL SESSION





Mansha Daswani
Editorial Director, ScreenMDM

Pierre Branco
CEO, Studio TF1

MIP Creative Hub

Distribution & Studio growth

The New Distribution Playbook: Maximizing Value Across a Fragmented Global Market

WATCH THE FULL SESSION



Richard Middleton
Editor, Broadcast International



Julia Schulte
SVP International Sales, France TV Distribution



Mark Young
EVP, International, Distribution & Networks, Sony Pictures



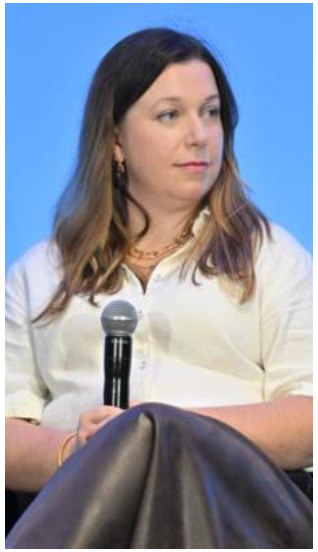
Sebastian Kim
VP of Content Distribution, CJ ENM

Beyond the Platform: Building Global Audiences in a Fragmented World

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Pippa Lambert
Founder, HELLCAT



Jasmine Dawson
SVP, Digital, BBC Studios



Rodrigo Nascimento
Head of Int. Business, Hub EMEA, GLOBO

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Sports & live entertainment

Sports IP: The Next Chapter



Tom Miceli
Head of IP Development, Goalhanger



Adam Cohen
Head of Studio, Sidemen Productions



Paul Martin
Co-CEO and Executive Producer, Box to Box Films



David Freeman
Founder & CEO, Kynetic Media Ventures

LIVE: The New Prime Time



Manori Ravindran
London Correspondent The Ankler

Brigitte Slattery
Region Head Asia Pacific, Samsung TV Plus

Gabe Turner
Partner & co-founder, Fulwell Entertainment

Joshua Barnett
CEO, After Party Studios

Melanie Fletcher
CEO, North America, Done+Dusted

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Creators connect & Original series

Michou x Dreamspark: Terminal, From YouTube Hit to Global Format

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Miguel Mattioli
Content Creator, MICHOUCORP



Moe Bennani
CEO, Dreamspark



Xavier Rambert
International Research Manager, Glance

Netflix x Sidemen: How Does It Really Work?

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Athena Witter
Founder & CEO, Engine Pop®



Keziah Ogun
Commissioner, Netflix



Adam Cohen
Head of Studio, Sidemen Productions

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Creators connect & Original series

From Multi-Platform Success to FAST: Fearne Cotton x Samsung TV Plus

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Athena Witter
Founder & CEO, Engine Pop®



Fearne Cotton
Founder / Creator, Happy Place



Chris Gregory
Head of Content Development, Samsung TV Plus EMEA

New Formats, New Stories: The Creators Behind Meta's Original Series

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Sarah Malkin
Head of Entertainment Experiences, Reality Labs, Meta

Chris Parks
Creative Director, Vision3

Dana Hooper
CEO, The New Media

Darren Brandl
Co-Founder & Producer, XRTV

Jon Weinbach
President, Unscripted, Skydance Sports

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Creator businesses & Vertical originals

Creators Connect: Vertical Originals

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Dawn Yang
Global Head of Entertainment & Micro-Series, TikTok

Sandra Ouaiss
Producer at Elephant International, Webedia-Elephant

Scott Brown
CEO + Founder, Second Rodeo Productions

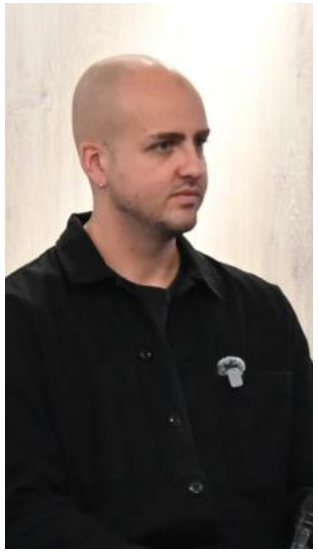
Tanya Cohen
Co-CEO, Made By Us Studios

Chain Creation: The New France Televisions Incubator

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Marion Ranchet
Founder, Streaming Made Easy

Nathalie WOGUE
EVP, Unscripted Formats Creation, FRANCE TELEVISION

Martin Coulaty
Author / Director, "Chasseur de Souvenirs"

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Formats & Factual

Fresh TV Formats
Fresh TV Fiction



Virginia Mouseler
CEO, THE WIT

Amanda Groom
CEO, The Bridge

State of the Factual Nation

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Cecilie Olsen
SVP Global Content unscripted ITV Studios, ITV Studios

Kate Ward
Managing Director, Unscripted Productions, BBC Studios

Matt Creasey
Senior EVP, Sales, Co-productions & Acquisitions, Banijay Rights

Mark Reynolds
Global Head of Documentaries & Factual, Fremantle

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Market Intelligence

Best of Fresh TV



Virginia Mouseler
CEO,
THE WIT

Who's Buying Vertical? Inside Microdrama's Emerging Distribution Market

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Clare Thompson
Non Executive
Director, K7 Media

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FOX at MIPCOM CANNES

From Followers to Franchises: Inside the FOX Creator Studios Model

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Rob Wade
CEO, FOX Entertainment



Chris Sawtelle
CEO, CROSSHECK STUDIOS



Josh Richards
Co-Founder, CROSSHECK STUDIOS



Prentiss Fraser
President, FOX Entertainment Global



Billy Parks
Head of FOX Creator Studios, FOX Entertainment



Max Goldbart
International TV Editor, Deadline





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FOX at MIPCOM CANNES

Baywatch: The World's Most-Watched Series Returns

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Janice Min
CEO, FOX Entertainment

Michael Thorn
President, FOX Entertainment Network

Stephen Amell
Talent / Actor, Baywatch

Brooks Nader
Talent / Actor, Baywatch

Jens Richter
Chief Executive Officer, Commercial and International, Fremantle

MIP BRANDWORKS

WHERE BRANDS MEET ENTERTAINMENT



In Partnership with

dentsu entertainment · Fremantle · IPX · KYNETIC MEDIA VENTURES · Meta · MGGB · We are Watching · webedia

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MIP BRANDWORKS

9 sessions

30 speakers



The BrandWorks CXO Summit

Senior leaders building IP and financing partnerships



Financing original IP

Practical advice on getting projects funded by brands





Brand stories on screen

Finding Jamie and premium documentaries



Formats built to travel

Live Better for Less and international brand partnerships

Selected companies dentsu, Meta, Fremantle, Webedia-Elephant, Kynetic Media Ventures, IPX

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MIP BRANDWORKS: CXO Summit











Douglas Scott
Founder
UNXNOWN

David Freeman
Founder & CEO,
Kynetic Media Ventures

Jim Packer
Chief Revenue Officer,
Lionsgate

Cathy Boxall
Global Head of Entertainment,
dentsu International

Chris Williams
Founder & CEO,
pocket.watch

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Branded Entertainment 2.0 When Purpose Meets Premium Production

WATCH THE FULL SESSION





Kirstin Falk
Senior Advisor, Brand Strategy & Partnerships, Breakwater Studios

Geneva Wasserman
EVP, Entertainment IP Strategy & Financing, dentsu Entertainment

Lydia Goomansingh
SVP & Head of Global Branded Entertainment, Fremantle

Alicia Parker
CMO & Managing Director, Tishman Speyer / Rockefeller Center

Douglas Scott
Founder, UNXNOWN
Moderator

MIP BRANDWORKS

Finding Jamie: Inside the Brand-Funded Vertical Comedy

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Kate McCutchen
Senior Director, International Marketing, Life360



Chris Watling
Founder + Partner, BABY TEETH



Alison Corfield
Brand Director, JAMIE OLIVER LTD

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MIP BRANDWORKS

Brand Documentaries: The New Frontier of Premium Storytelling



Hervé du Verne
Founder - ELEPHANT AT WORK,
Webedia-Elephant



Pauline Butor
Chief Creative & Talent Officer,
Webedia-Elephant

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MIP BRANDWORKS

Three Economies, One Platform: Brands, Rights Holders and Creators on YouTube

WATCH THE FULL SESSION





Michael Sulman
Founder & Partner, We Are Watching by bluelemon

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"Live Better For Less": How Branded Entertainment Can Travel the World and Still Come Home to the Brand

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Sam Glynne
Branded Entertainment
OG, Sam Glynne Ltd

Joe Churchill
Founder & CEO,
Fan Club

Ksenija Koženkova
Head of Media
Partnerships, Vinted

Kevin Batchelor
Managing Director,
Electric Robin

Sam Grindey
Director - Sports &
Entertainment,
WPP Media

MIP BRANDWORKS

How to Get Your Projects Funded by Brands

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Anthony Damianakis
Co-Founder and Co-CEO, IPX



Pete Fergusson
Co-Founder and Co-CEO, IPX

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MIP BRANDWORKS

MILLÉSIME(S) - Bordeaux. A Legacy In Motion. From Local Stories to a Global Series

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Harry Roselmack
Producer, HTO Productions

Joël Griffault
Co-Founder & Creative Producer, MGGB Pictures

Léa Griffault
Creative Producer
MGGB PICTURES

Danny Fenton
CEO
Zig Zag Productions

Pierre De Gaétan NJIKAM
Bordeaux Deputy Mayor.
Vice-President, Bordeaux Métropole

Yann Le Bourbouach
Producer
QUADLAB

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Official Partners Artlist BB Media Group CapCut Protege MomentsLab Social Department

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MIP AI ENTERTAINMENT FORUM

13 sessions

27 speakers



From experiment to enterprise

Entertainment groups shared practical approaches to AI



New value for content libraries

Monetize the Content Storm explored new revenue models



Training data deals

Arcadia reported about $300,000 in added revenue in 2025





AI roundtables

Direct dialogue with content and technology leaders

Selected companies UTOPAI Studios, VERSOS AI, CapCut, Protégé, Artlist, Moments Lab, Momoko, BB Media Group

MIP AI Entertainment Forum

The Next Chapter in AI Training Data: The Shift to Specialized Video Data & Provenance

Presented by VERSOS



Chris Keevill
CEO, Versos AI



John Wesley Chisholm
Founder and Creative Director, Arcadia Entertainment



Ludo Dufour
VP -Licensing, Curiosity Stream

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MIP AI Entertainment Forum

Monetize the Content Storm: How AI Can Turn Your Catalogue into Predictable Cash Flow

Presented by BB Media Group

WATCH THE FULL SESSION





Emilia Ciszewska
CEO
BB Media Group

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MIP AI Entertainment Forum

Training Data Deals: How AI Companies Are Licensing Filmed Entertainment

Presented by Protege

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Dave Davis
Chief Content Officer
Protege



Patrick Hoerl
Managing Director
Autentic



Amanda Botha
Strategic Partnerships
Black Forest Labs



Catherine Warren
Founder and President
Fantrust

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MIP AI Entertainment Forum

From Experiment to Enterprise: How Entertainment Groups Are Making AI Work

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Timothy Shey
Board Chair
Electrify



Mike Dzierza
Senior AI Solutions Lead
Banijay Entertainment



Pauline Butor
Chief Creative & Talent Officer
Webedia-Elephant



James Duffen
CEO
Imaginae Studios

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MIP AI Entertainment Forum

CapCut AI: The New Production Workflow

Presented by CapCut

WATCH THE FULL SESSION





Lewis Graham
Strategic and Creative
Partnerships Manager
CapCut

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MIP AI Entertainment Forum

Inside a Real-World AI Production: Workflows, Breakthroughs, and Setbacks

Presented by Artlist

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Dikla Bengio
Global Partnerships
Artlist

Darin Stewart
Chief Creative Officer
Happy Monday Labs

Liran Friedman
VP Brand Marketing
Artlist

Simone Ferretti
Executive Producer
The Arc
AFM Creator Studio

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MIP AI Entertainment Forum

From Archive to Audience: How Leading Media Companies Activate their IP

Presented by Moments Lab

WATCH THE FULL SESSION



Fred Petitpont
Co-Founder & CTO
Moments Lab

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MIP AI Entertainment Forum

When Your Content Catalogue Behaves Like a Business

Presented by Social Department

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Melissa Boag
Chief Marketing Officer
Radial Entertainment



Jonathan Verk
CEO
Social Department

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MIP AI Entertainment Forum

AI: The evolving production landscape

Presented by AMPERE ANALYSIS

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Guy Bisson
Executive Director
& co-founder
Ampere Analysis

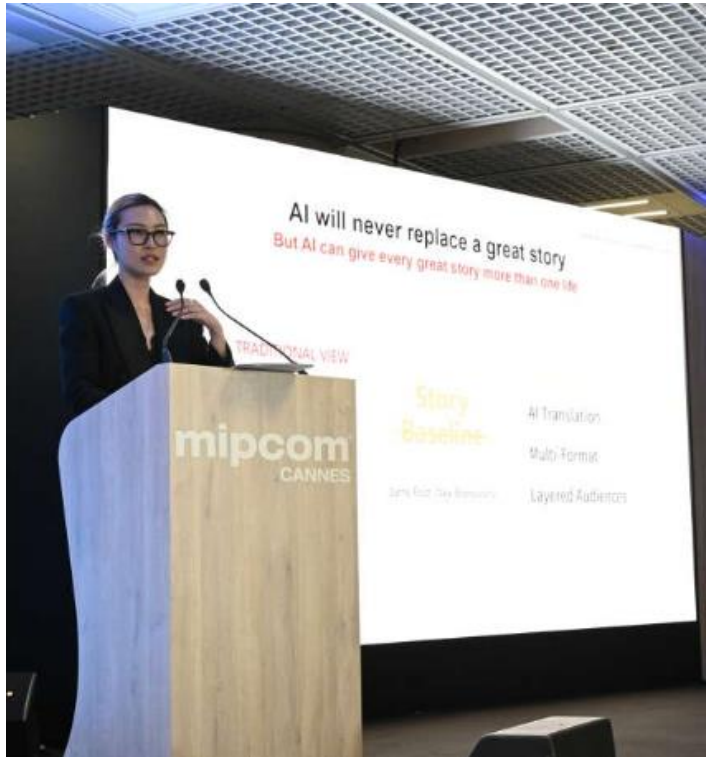
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MIP AI Entertainment Forum

From Content to Cash: Reimagining Entertainment in the Age of AI

Presented by HUAN YU ENTERTAINMENT

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Xuefei Liu
Director of International Distribution
Huanyu Entertainment

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MIP AI Entertainment Forum

AI-Assisted Long-Form Production and Localization

Presented by momoko

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Xiaokang Yang
CEO
One One One One Limited

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Tech-Focused, Creatively Driven



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Exhibitors

ARENA PRO · BB Media Group · CapCut · HIT · ingopal.ai · LoglineAI · MASSIF · MomentsLab · momoko · NetShort · OTTera · Protege · ROSEBERRY · Social Department · TRIFORCE ENTERTAINMENT · Vistex

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MIP INNOVATION LAB

26 sessions

61 speakers



Meta’s original series

Creators shared new approaches to platform storytelling



CapCut AI live showcase

A new production workflow, demonstrated on stage



Microdrama market insight

Omdia and COL Group on a growing global category



New routes to audiences

Opportunities beyond YouTube for creators and rights owners

Selected companies Meta, CapCut, Omdia, COL Group, RisingJoy, Moments Lab, Protégé, OKAST

MIP INNOVATION LAB

We Built a Streaming Platform in 90 Days. AI Didn’t Do It Alone.

Presented by OKAST

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Cédric Monnier
CEO, OKAST.TV

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New Formats, New Stories: The Creators Behind Meta's Original Series

Presented by Meta

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Sarah Malkin
Head of Entertainment Experiences, Reality Labs
Meta

Chris Parks
Creative Director, Vision3

Dana Hooper
CEO
The New Media

Darren Brandl
Co-Founder & Producer
XRTV

Jon Weinbach
President, Unscripted, Skydance Sports

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FAST Beyond Borders: Rakuten TV on What It Takes to Scale Into New Global Markets

WATCH THE FULL SESSION



Jennifer Batty
Media Adviser, JJB Media



Cédric Dufour
CEO, Rakuten TV

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Rethinking the Studio: Content, Catalogues and the New Economics of Growth

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Jennifer Batty
Media Adviser, JJB Media



Brendon Thomas
Chief Revenue Officer, Radial Entertainment

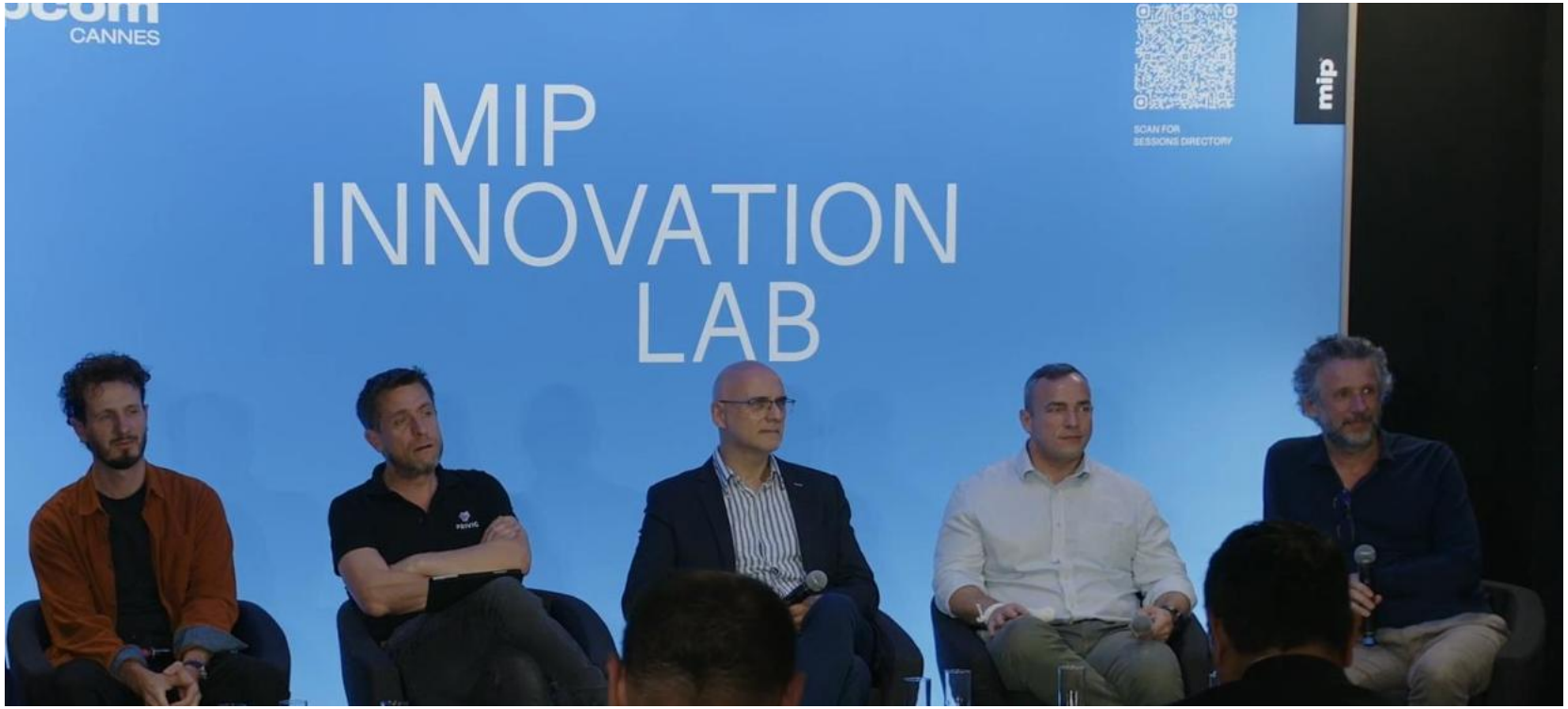
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Dive into Innovation Projects Funded by Creative Europe Media

Presented by Creative Europe Media

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Dominik Lasch-Samhammer
Managing Director
&why GmbH

Julien Tignat
Head of Sales
PRIVIO

Cédric Monnier
CEO
OKAST.TV

Felix Wesseler
Managing Director
filmpool
entertainment

David Zitzlsperger
CEO
Filmmakers System
(Denkungsart GmbH)

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MIP INNOVATION LAB

YouTube Is Just the Beginning: The new multi-platform opportunity for creators, producers and rights owners

Presented by Wild Vision

WATCH THE FULL SESSION



Alex Chavez-Munoz
Director
Wild Vision



Jason Ghisoni
CoFounder
Wild Vision

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What the Market Gets Wrong About Microdrama

WATCH THE FULL SESSION



Maria Rua Aguete
Head Of Media And Entertainment
Omdia

Timothy Oh
General Manager & Flareflow CMO
COL Group

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MIP INNOVATION LAB

Beyond the Scroll: Micro Dramas

Presented by RISINGJOY

WATCH THE FULL SESSION



Cassandra Yang
CEO & Co-Founder, RisingJoy

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From Console to Content: Sony’s Next Move in Streaming

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Pete Wood
EVP - Consumer Platforms & Services,
Sony Pictures Entertainment



Jennifer Batty
Media Adviser, JJB Media

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Beyond The Gold Rush: What's Next In Vertical Storytelling

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Jay Blumenfield
CEO
Jay & Tony Show productions

Hasret Ozcan
President
Inter Medya

Stephen Liu
CFO
NetShort

Vivian Yin
Founder & CEO
Y+X Entertainment

MIP INNOVATION LAB

Winning Subscribers, then Earning the Renewal: An Operator's-eyeview

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Marion Ranchet
Founder
Streaming Made Easy

Haruka Gruber
SVP Media Central EU
DAZN

Lou Grasser
Chief Digital Operations Officer
Le Monde

Olivier Avaro
CEO & Founder
Blacknut

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Beyond the Platform: Building Global Audiences in a Fragmented World

WATCH THE FULL SESSION



Pippa Lambert
Founder
HELLCAT

Jasmine Dawson
SVP, Digital
BBC Studios

Rodrigo Nascimento
Head of International Business – Hub EMEA
GLOBO

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The Media Odyssey Podcast Live: The Hallmark Effect

Presented by Hallmark



Marion Ranchet
Founder
Streaming Made Easy

Jon Sichel
Global Head of Distribution and Business Affairs
Hallmark Media and Crayola Studios

Evan Shapiro
Media Cartographer
ESHAP

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YOUTUBE ACROSS MIPCOM CANNES



RTL × YouTube Headliner

Redefining Broadcast



YouTube × NBCUniversal Headliner

The Partnership Flywheel





YouTube Workshops

Audience analytics and sports distribution



Opening Night Party

Merzigo × YouTube × MIPCOM CANNES

YOUTUBE ACROSS MIPCOM CANNES

Catalogue to Cash: Myths about Premium Content on YouTube, and What Actually Works







Tarek Amin
Regional Director, Middle East, Turkey and Africa
YouTube

Dilip Bala
Managing Director, The Americas
Merzigo

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YOUTUBE ACROSS MIPCOM CANNES

Audience & revenue

The YouTube Analytics Playbook: Algorithms, Audiences and Fandoms

WATCH THE FULL SESSION



Paul Snow
Head of Top Media Partnerships, YouTube



Deborah Bradley
Content Sales, A+E Global Media



Kara McKinney
Co-CEO and Executive Producer, Box to Box Films



Yann Chapellon
CEO, Logicomix

Unlocking Hidden Audiences and Revenue on YouTube

WATCH THE FULL SESSION



Janik Hoehne
Strategic Partner Manager - Film & TV, YouTube

James Loveridge
Co-Managing Director, Little Dot Studios

YOUTUBE ACROSS MIPCOM CANNES

Creativity and production

The Rules of Producing Digital Formats

WATCH THE FULL SESSION



Alison Lomax
MD YouTube UK&I, YouTube

Helen O'Donnell
VP, Content & Creators, BBC Studios

Tiphaine de Raguenel
Co-CEO and Executive Producer, Box to Box Films

Wouter van der Pauw
Founder, Signal.Stream

Co-Creating the Future: Centering AI Around Human Creativity

WATCH THE FULL SESSION



Andy Thoms
Director - EMEA Broadcast, Media & Entertainment Partnerships, Google

Oriane Hurard
Producer, COO, Atlas V

Jan Peter Lacher
Senior Advisor for AI to the CEO, RTL Group

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YOUTUBE ACROSS MIPCOM CANNES

Creativity and production

The Funding Revolution: Diversifying Revenue for YouTube Production

WATCH THE FULL SESSION



Pauline Butor
Chief Creative & Talent Officer, Webedia-Elephant

Shaun Keeble
SVP Monetisation, Banijay Rights

Eva Wilkens
Head of Partnerships YouTube DACH, Google Deutschland GmbH

Capturing the Modern Fan: The Multi-Layered Distribution of Sports Media



Michelle Kadir
Head of YouTube Northern Europe, YouTube



Yke Visser Chief
Social, Ziggo Sport



Zakaria Haddad
Content Creator, Zack Nani Prod



Ruth Hooper
CMO, WSL Football



SHOWCASES & SCREENINGS

Discover Tomorrow’s Entertainment First

mipcom CANNES

HONEY

WORLD PREMIERE







12 OCTOBER 2026

Presented by FIFTH SEASON

mipcom CANNES

QUEEN SILVIA

WORLD PREMIERE SCREENING











13 OCTOBER 2026

With **Alicia von Rittberg**
Edvin Endre

Presented by BETA

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MARKET SCREENINGS & SHOWCASES

















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MARKET SCREENINGS & SHOWCASES

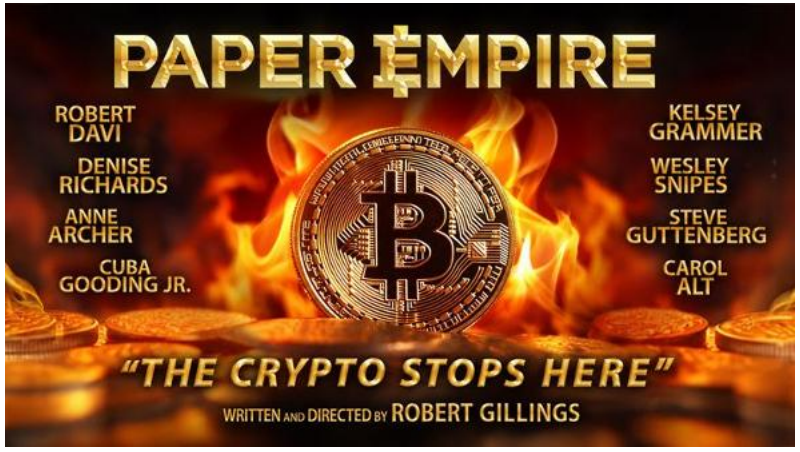












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CHRISTIE BRINKLEY

HANDPRINT CEREMONY





12 OCTOBER 2026 Palais des Festivals

CURATED MATCHMAKING



Make the Right Connections, Faster.

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CURATED MATCHMAKING



“Absolutely incredible system for finding and connecting with relevant parties. Had so many fantastic meeting I never would have had without the platform. Several meetings were life changing."

Producer, Mariel Hansson **Folk independent producer**

970

Confirmed meetings

4.57/5

Average meeting rating

10,862

Total platform contacts

558

Contacts with at least one meeting

Producers, buyers and commissioners

30-minute appointments and themed speed sessions

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THREE FOCUSED MATCHMAKING STANDS



SCRIPTED

MONDAY 12 OCTOBER

331 with at least one confirmed meeting

2,024 contacts in this genre



UNSCRIPTED

TUESDAY 13 OCTOBER

229 with at least one confirmed meeting

1,443 contacts in this genre



VERTICAL & MICRODRAMA

WEDNESDAY 14 OCTOBER

217 with at least one confirmed meeting

808 contacts in this genre

Networking & Events



Beyond the Business.

Summits & Roundtables

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LatAm Partnership Summit

Powered by mip cancun

Featuring RCN Television, Freemantle, HBO / HBO Max Latam, Warner Bros. Discovery, Mercado Libre, GLOBO, Telefe Studios, OMDIA









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Asia x Global Executive Summit

Powered by contentasia

Featuring Bolytics, Mediacorp Pte Ltd, Nippon TV, Huace Group, Beach House Pictures













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FRAPA Formats Summit: Formats in the Digital Age



Wouter Van Der Pauw
Founder,
Signal.Stream

Jenn Levy
Head, Nonfiction,
Amazon MGM
Studios

Axel Kuehn
Managing Director,
Tresor TV
Produktions GmbH

Helen Greatorex
Head of Third-Party
Format Acquisitions
Banijay

Nick Smith
Co-Chair
FRAPA

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Global Microdrama & Vertical Leaders' Summit

Featuring OMDIA, COL Group, Second Rodeo Productions, RisingJoy, NetShort, Shorta, Roseberry, MediaSpurs, Holywater Tech, Globo, TikTok



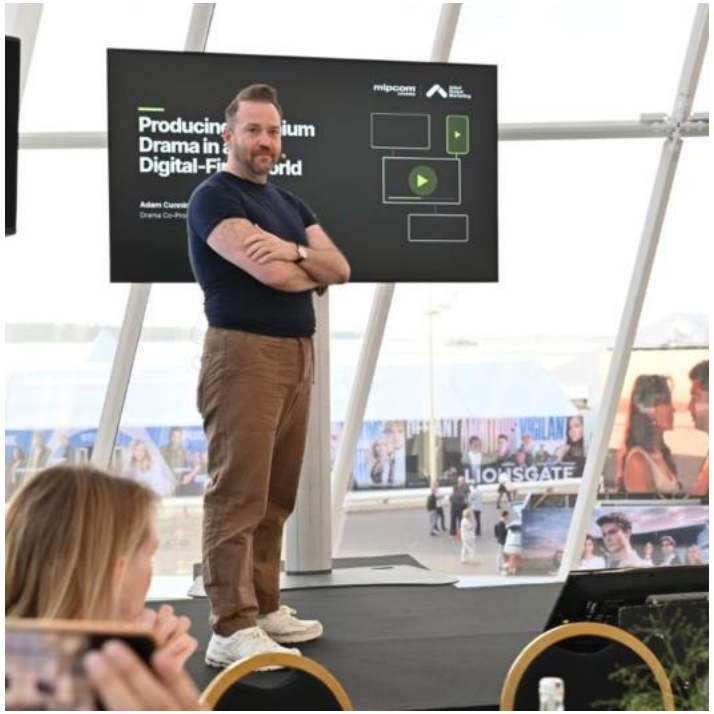



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Drama Co-production summit: producing premium drama in a Digital-First World

with **Adam Cunningham**, CEO, Allied Global Marketing







Networking & Events

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Women in Global Entertainment Lunch

In Partnership with A+E GLOBAL MEDIA & The Hollywood Reporter













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WATCH THE FULL SESSION

MIP Creative Hub Happy Hour Hosted by TikTok









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MERZIGO x YouTube x mipcom CANNES

Opening Night Party















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MIP Creative Hub Happy Hour Hosted by FOX







mipcom CANNES

International Mentoring & Networking Event for Women in Entertainment

In Partnership with MEDIA CLUB ELLES







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CSR Initiatives & Commitments

01. Waste Reduction & Circular Economy

- **995 kg of velum and cotton repurposed** into insulation bricks **(+34% vs. 2025)**
- **7 tonnes of wood reused** from the organisers' area and shell-scheme stands **(+135% vs. 2025)**
- **105.53 tonnes of waste generated,** broadly stable compared with 2025 **(+1%)**

02. Food Donation & Social Solidarity

- **100% of leftover food redistributed** from Palais events and the Opening Party
- **180 meals provided** to people experiencing homelessness in Cannes (**+80% vs. 2025**)
- Continuation of the **Café Joyeux initiative** across all RX bars, supporting the inclusion of workers with cognitive disabilities

03. Eco-Responsibility on Site

- **100% of decorators made aware** of waste-reduction practices
- Supervised **cardboard and wood sorting** during build-up
- Dedicated **cup and paper sorting** implemented during the event

MIPCOM Recognition for SDG Impact: GLOBO
In partnership with United Nations

A leading media and entertainment company, Globo has embedded sustainability, inclusion and social responsibility across its business, using the reach and influence of its content to engage audiences, inspire dialogue and contribute to positive change.

WATCH THE FULL SESSION



Caroline Petit
Deputy Director
United Nations



Manuel Belmar
CFO and Head of ESG
GLOBO

Talent photo call



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Press Coverage Snapshot

- MIPCOM 2026 Takeaways: Surfing The New Wave Of TV With YouTube, 'Baywatch', Skydance, Banijay & More by DEADLINE
- MIPCOM Cannes 2026 Expands Streaming, YouTube and Digital Focus by MEDIAPLAYNEWS
- MIPCOM 2026: a "convergence" point for every entertainment industry to talk vertical series, branded content, gen AI, and more by tubefilter
- MIPCOM Cannes 2026 – Who Pays For Entertainment Now? by Forbes
- Content Market and Conference Mipcom Attracts 10,100 Delegates, Down by Around 500 by VARIETY
- Six key takeaways from Mipcom 2026 by BROADCAST INTERNATIONAL
- Mipcom 2026 kicks off: Netflix, YouTube and AI headline the agenda by Señal News
- Resilience Earns Raucous Applause at MIPCOM's Women in Global Entertainment Power Lunch by The Hollywood Reporter

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Preview & Daily News

MIPCOM Preview



Read the magazine

Daily News 1



Read the magazine

Daily News 2



Read the magazine

Daily News 3



Read the magazine

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Wrap-up videos

DAY 1



Watch the video

DAY 2



Watch the video

DAY 3



Watch the video

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CANNES / 10–11 OCTOBER 2026

The global accelerator for kids and family content, from pre-school to young adults.

MIPJUNIOR brought creators, studios and IP owners together with buyers and partners to discover titles, develop and finance projects, and distribute content internationally.



PRESCHOOL | KIDS | TWEENS | TEENS | FAMILY

Thanks to all of our Sponsors & partners in 2026

















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MIPJUNIOR 2026 WRAP UP VIDEO



WATCH THE HIGHLIGHTS

THE OFFICIAL 2026 WRAP FILM

A look back at the screenings, conversations and meetings in Cannes.

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MIPJUNIOR IN NUMBERS

600

PARTICIPANTS

165

BUYERS



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INTERNATIONAL PARTICIPATION

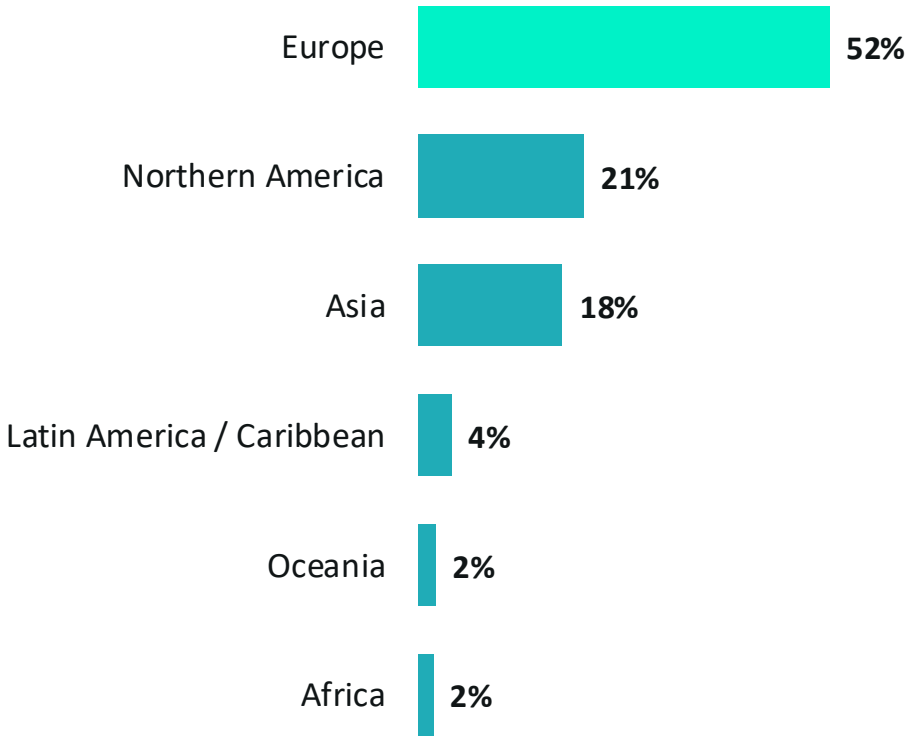
63

Countries & territories

600+

Participants

REGIONAL SHARE



LEADING COUNTRIES

COUNTRY	SHARE
United Kingdom	17%
United States	16%
France	10%
Canada	6%
India	5%
Italy	4%
Germany	4%
Spain	4%

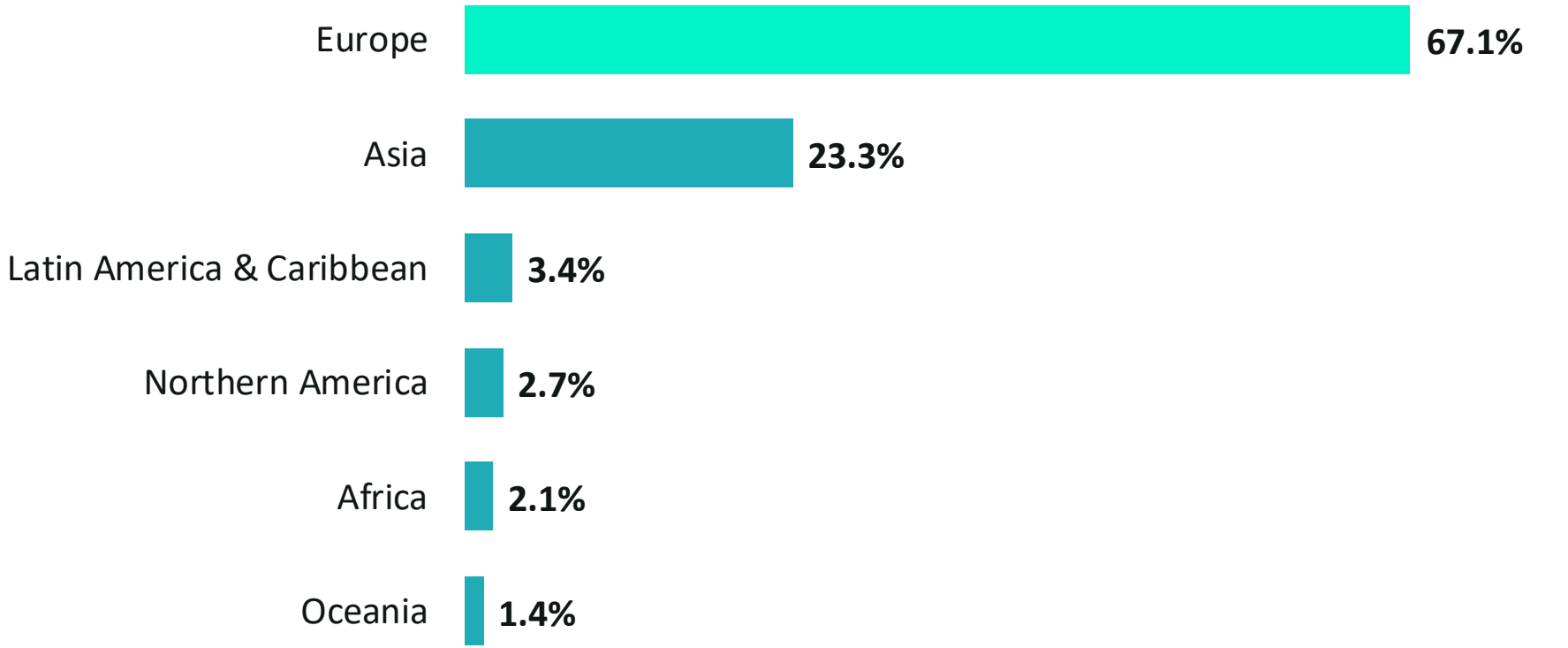
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INTERNATIONAL BUYER REPRESENTATION

42

Countries & territories

BUYER BY REGION



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CURATED MATCHMAKING

401

Confirmed meetings

4.85/5

Average meeting rating

857

Total platform contacts

200

Contacts with at least one confirmed meeting

30-minute appointments and speed matchmaking



"Thanks for organizing the Speed Matchmaking session. It was all very well organized and the 10min sessions proceeded very smoothly. I wouldn't change this format as it is good as it is."

Marion Winter, Senior Manager Acquisitions & Co-Product, RTL **DEUTSCHLAND GMBH**

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SPEED MATCHMAKING

TV Projects in Development





54

SATURDAY 10 OCTOBER

Speed meetings booked

51

SUNDAY 11 OCTOBER

Speed meetings booked

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PARTICIPANTS SNAPSHOT



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SCREENING LIBRARY IN NUMBERS



5,044

Minutes watched in the Screening Library

249

Active titles

75

Companies with uploads

70

Buyers accessed the library

56

Buyers screened on site

23% of viewing time went to the top 10 titles

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MOST-WATCHED TITLES

Screening Library top 10 by minutes watched

#	TITLE	COMPANY	MINUTES
1	**Louca**	Studio 100 International	142.12
2	**Taste Buddies**	Serious Kids	140.03
3	**Do Not Watch This Show**	9 Story Distribution International	130.33
4	**Mortina**	Studio 100 International	124.62
5	**Remy & Juliyat**	SKOOP Media	122.03
6	**Carl the Collector – Episode 1**	PBS Distribution	106.52
7	**Geek Girl**	Boat Rocker Studios	104.03
8	**BET**	Boat Rocker Studios	102.87
9	**Summer Sparks (S2)**	France TV Distribution	102.48
10	**Hein**	SKOOP Media	93.63



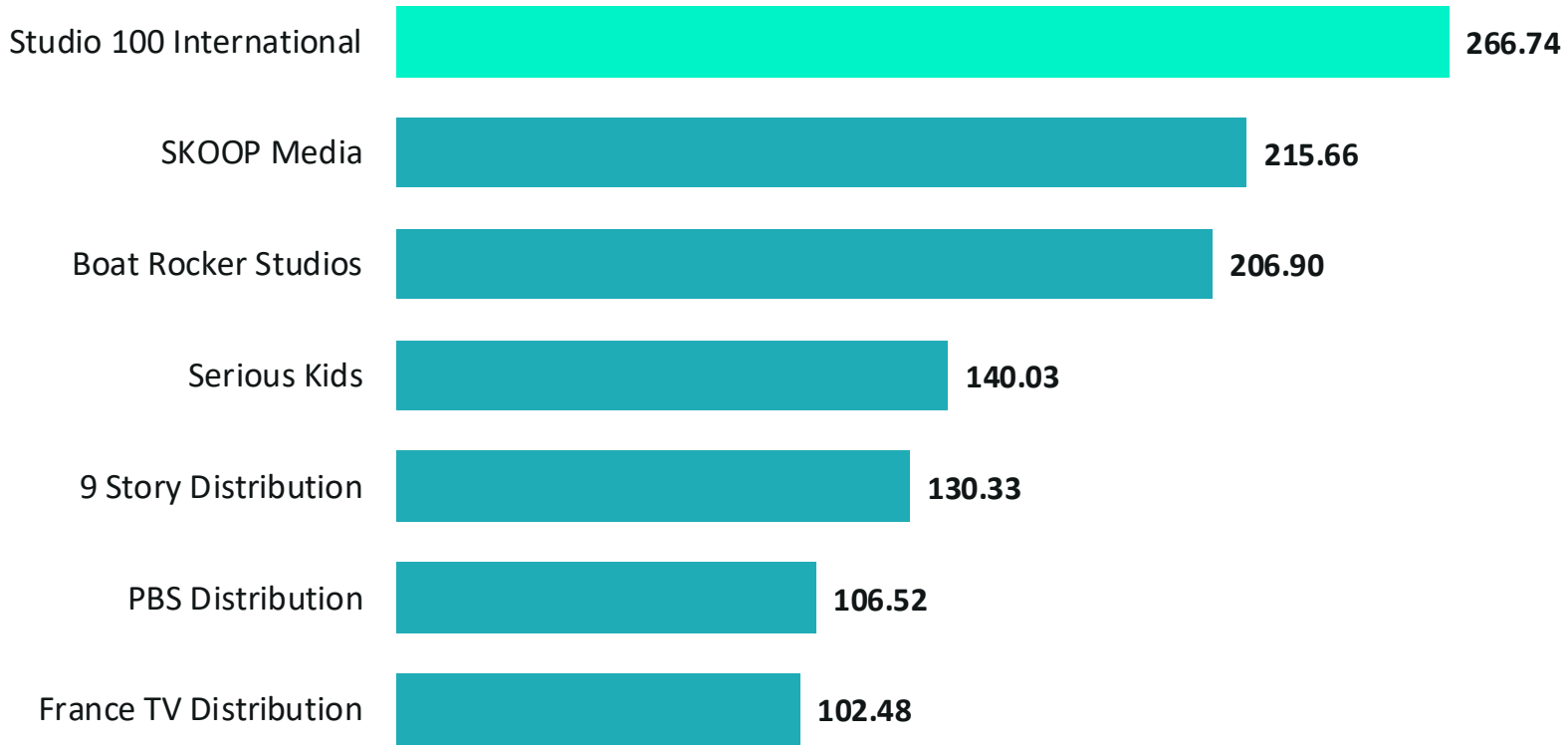
Louca

Studio 100 International

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SCREENING WATCH TIME BY COMPANY

Minutes watched across the 10 titles ranked



3

companies had two titles in the top 10

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THE PROGRAMME IN PRACTICE

LEARN	**Understand young audiences**	Glance and Ampere Analysis market intelligence
DEVELOP	**Build a property that can grow across formats**	Animaj's keynote on reinventing established IP
FINANCE	**Find co-production and funding partners**	Co-production and financing roundtables
MONETISE	**Build revenue beyond the screen**	Monetisation and diversification roundtables
DISCOVER	**Find new titles and projects**	Migali world premiere and the Tweens / Teens Pitch



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MIPJUNIOR PITCH Tweens/Teens

WATCH THE FULL SESSION



WINNER:
Murphy's Manor from Fantawild Animation Inc., CHINA

Pitcher : Allen Lo, Deputy General Manager



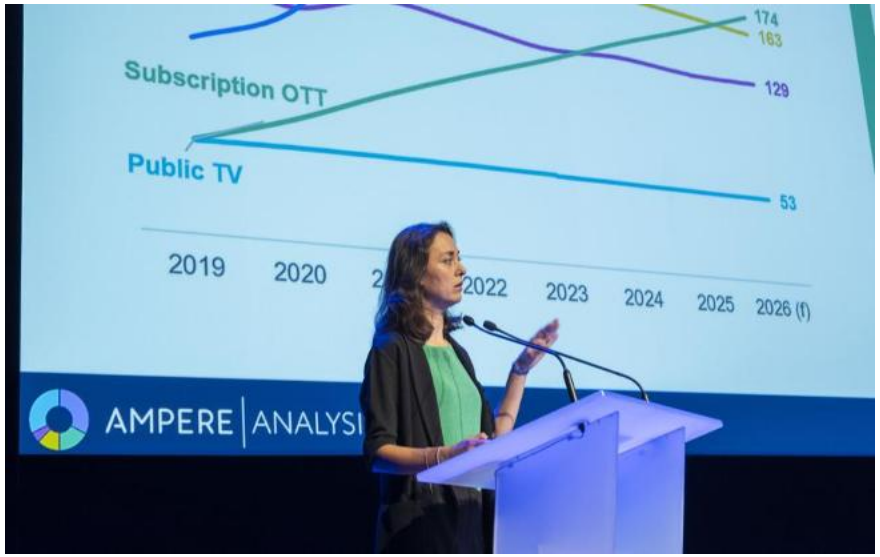
JURY:

- **Maud Branly,** Children Acquisitions Director & International TV Channels Children Programming Director, M6 / Gulli
- **Rick Clodfelter**, Executive Director, Content Acquisitions and Partnerships, Disney Kids & Family
- **David Michel**, President, Cottonwood Media
- **Sarah Muller**, Senior Head of Childrens Commissioning 7-12, BBC

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MIPJUNIOR MARKET INTELLIGENCE

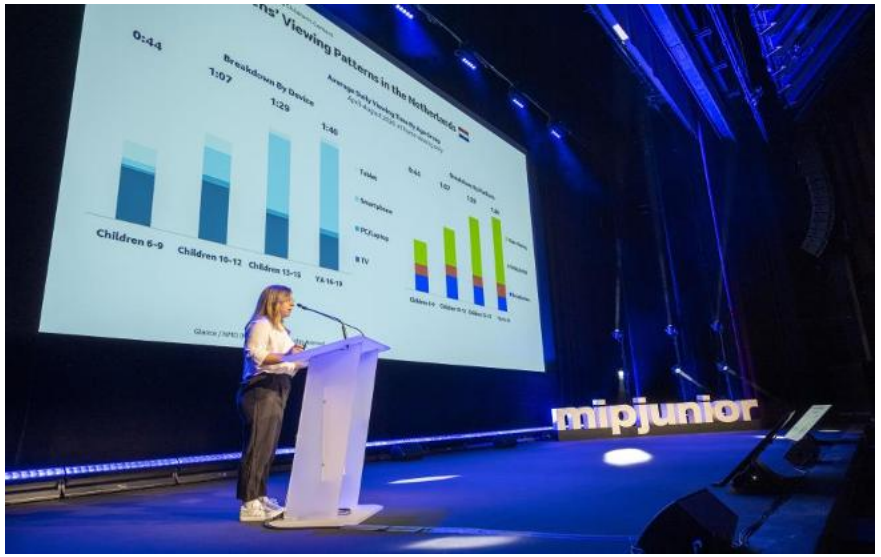
Kids Content Trends Watch: A Year-End Market Snapshot



Cyrine Amor
Senior Research Manager, Ampere Analysis

WATCH THE FULL SESSION

Next-Gen Viewing: Trends Shaping Children's Content



Romy Nicolas
International Research Manager, Glance

WATCH THE FULL SESSION

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MIPJUNIOR MARKET INTELLIGENCE

Beyond Attention: Building Fandom in the Meaning Economy



Gary Pope
Co-Founder, Kids Industries

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Games: Gen Alpha's Third Space, presented



David Kleeman
SVP, Global Trends, Dubit

WATCH THE FULL SESSION

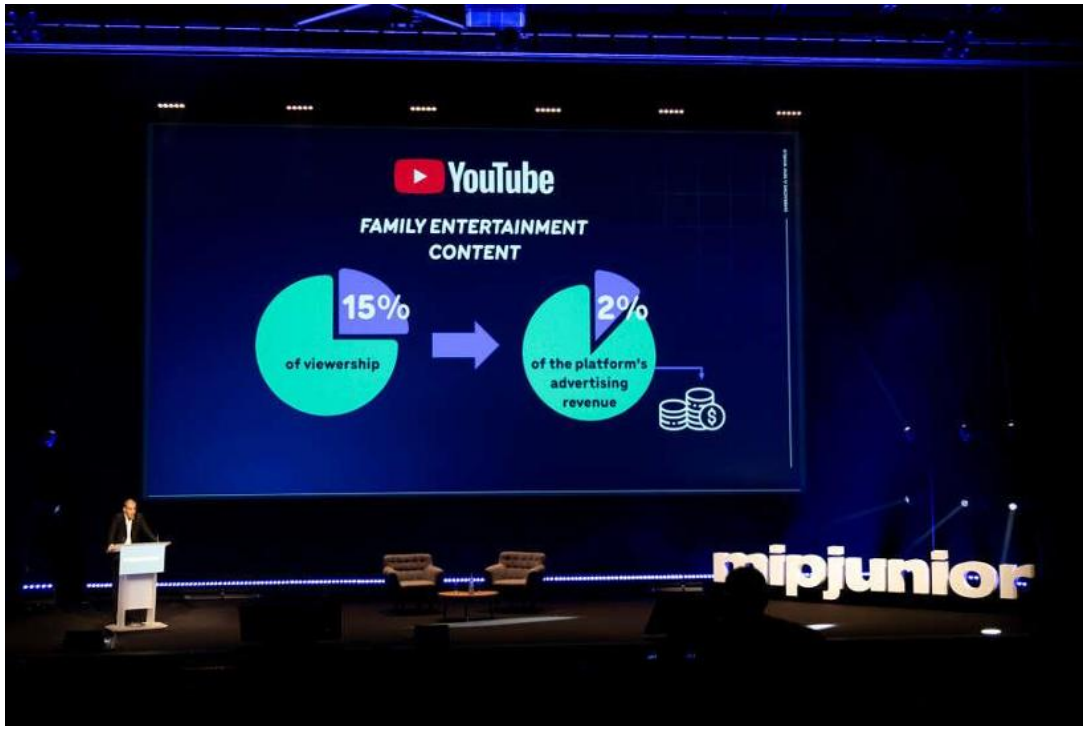
CHECK THE SOCIAL MEDIA POST

MIP HEADLINER

ANIMAJ - Embracing a New World - Reinventing Legacy IP for the Digital Generation

WATCH THE FULL SESSION

CHECK THE SOCIAL MEDIA POST





Gregory Dray
Co-Founder, ANIMAJ

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MIP HEADLINER

Beyond Preschool: Making Great Content for the Gen Z & Teen Audience

WATCH THE FULL SESSION







Alexis Rice
Global Head of Youth Partnerships, YouTube

Charmaine Fernandes
Senior Director, Global Digital Distribution and Programming, Hasbro

Nicolas Fisch
Producer - Digital First & AI, Mediawan Kids & Family

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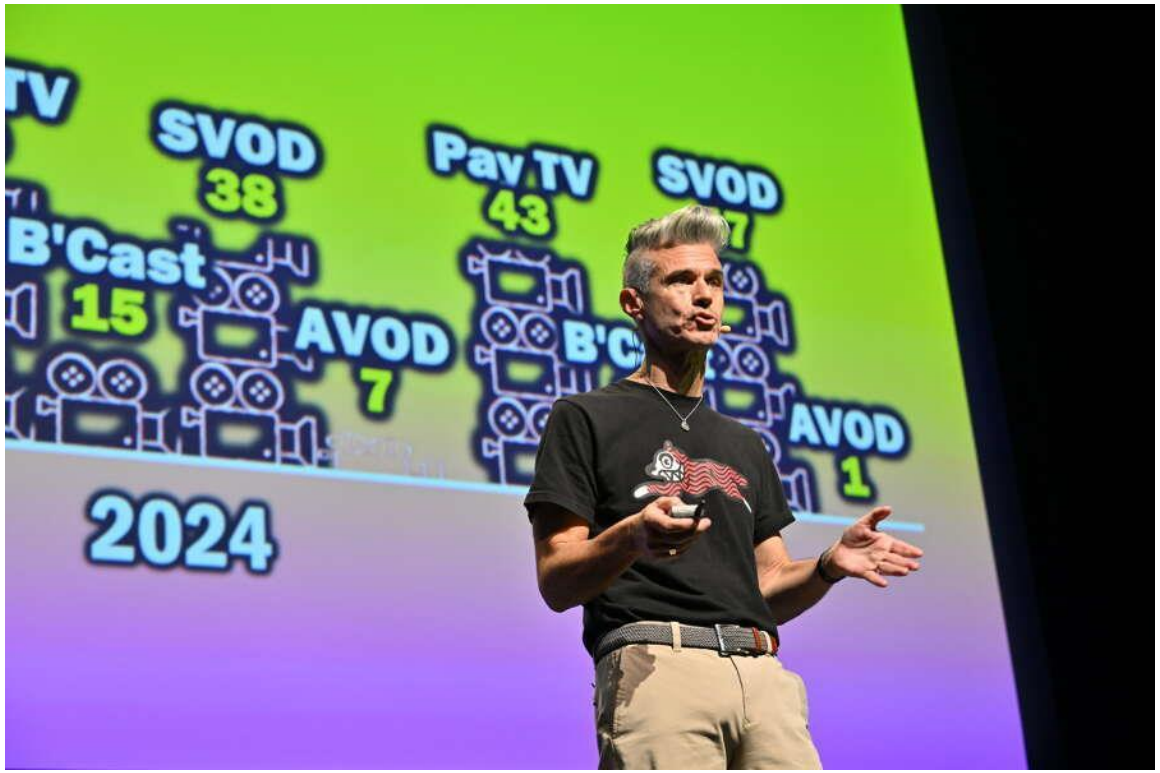
MIP HEADLINER

The Kids Content Business in the Affinity Economy

Watch the full session here

Check the social media post





Evan Shapiro
Media Cartographer, ESHAP

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The New Kids YouTube Playbook: Platform Changes Decoded

WATCH THE FULL SESSION





Tara Day
MD, Platforms, Brainchild Entertainment



Damián Soriano
VP of Content, Spiritum entertainment



Jack Luckett
VP, YouTube, WildBrain

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From First Favorites to Lasting Fandom: Disney's Approach to Kids & Family Franchises

WATCH THE FULL SESSION

CHECK THE SOCIAL MEDIA POST



Emily Horgan
Director, The Kids StreamerSphere



Ayo Davis
President, Disney Kids & Family

Charlie Andrews
Executive Vice President, Live Action, Disney Kids & Family

Zack Olin
Senior Vice President, Development and Current Series, Disney Television Animation, Disney Kids & Family



Gino Guzzardo
Vice President, Multiplatform Content, Disney Kids & Family

Alyssa Sapire
Head of Disney Jr. Original Programming and Strategy, Disney Kids & Family

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Who Pays for the Next Generation of Kids' IP?

WATCH THE FULL SESSION







John Reynolds
Founder & Strategic Catalyst, Flip Side Media

Nico Lockhart
Managing Director, TeamFalco

Lionel Marty
President, Madgic Distribution

Genevieve Dexter
Founder & CEO, Serious Kids

Nicholas Cabana
Co-Founder & Chief Creative Director, Claynosaurz

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State of the Kids & Teens Industry: Connection with the Next Generation

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Emily Horgan
Director, The Kids StreamerSphere

Mads Brown
Chief Operating Officer, Spawnpoint Media

Patricia Hidalgo
Director - Children's & Education, BBC

Amy Singer
Managing Director, Global Head of Responsibility Partnerships, YouTube

David Michel
CEO, Federation Kids & Family

Chris Williams
Founder & CEO, pocket.watch

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What comes after TV?

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Avril Blondelot
Head of Diversification,
Auzou Editions



Pauline Plaisant
Head of Strategy &
Business Development,
Ankama



Jerome Mazandarani
Specialist anime, young
adult animation, producer,
distributor & strategist,
8 Lions Entertainment /
Independent



Jo Redfern
SVP Digital,
Coolabi Group

Gino Guzzardo
Vice President, Multiplatform
Content, Disney Kids & Family

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AI in Action:
From Augmented Studios to AI-Native Companies

WATCH THE FULL SESSION





Gary Pope
Co-Founder, Kids Industries



Gregory Dray
Co-Founder, ANIMAJ



Olivier Lelardoux
CEO, Blue Spirit

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From TV to UGC: How Kids IPs Are Building Fandom Beyond the Screen

WATCH THE FULL SESSION



Peter Robinson
Founder, Gone With



Jay Bennett
SVP Franchise Strategy & Innovation



Ronan Boussicaud
VP Brands & IP Partnerships, RIVRS



Marcus Holmstrom
CEO,
The Gang



Jo Redfern
SVP Digital,
Coolabi Group

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Generation Roblox: the Intersection of Entertainment, Commerce & Community

WATCH THE FULL SESSION



Jonathan Millar
Head of Merchandise, Twin Atlas



Andrew Bereza
Director of Business Development, Twin Atlas



Jo Redfern
SVP Digital, Coolabi Group

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Welcome Coffee









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Roundtables Co-Production, Financing & New Partnership Models

Featuring BBC, VRT, Media Tech Productions NZ, Rocket Fund Canada, Lil Critter Workshop, Blue Zoo, Wind Sun Sky Entertainment, Red Squirrel, Madgic Distribution, Reel Muzik Werks, TeamFalco, Yoboho New Media, Serious Kids etc.









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Roundtables Monetization & Diversification

Featuring Amazon Kids, The Gang, WildBrain, Auzou Editions, Lapland Studio, Howdywood, Inc., TheSoul Group, Brainchild Entertainment, Siesta Entertainment, Cookbook Media





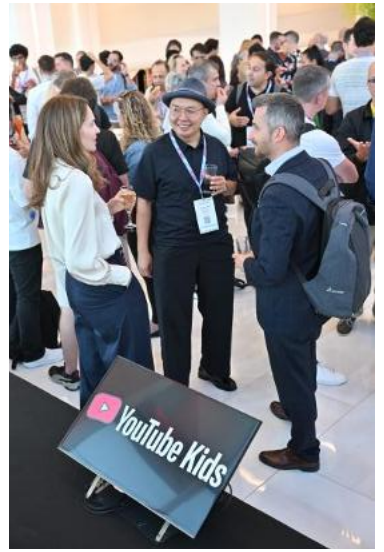




MIPJUNIOR Happy HourHosted by YouTube















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MIPJUNIOR Cocktail Lunch Hosted by Disney











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MIGALI

WORLD PREMIERE SCREENING









10 OCTOBER 2026

Presented by

Easy Peasy Entertainment and Bardaf! Productions

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Press Coverage Snapshot

- MipJunior 2026: Disney focuses on audience feedback to build new franchises by Señal News
- MIPJunior Roundup: The new YouTube playbook and trends shaping 2026 by kidscreen
- DELVING INTO MIPJUNIOR by TOTAL LICENSING
- MIPJunior revealed an industry slowly lurching toward a digital future by kidscreen
- 10-year-olds with smartphones 'can create content that outperforms Netflix' MipJunior told by C21Media
- Safe digital-first kids content will build parental trust and boost profits, MipJunior hears by C21Media

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Preview & Wrap-up videos



[Read the magazine]



[Watch the video – Day 1]



[Watch the video – Day 2]



SEE YOU NEXT YEAR

mipjunior® + mipcom® CANNES

16-17 October 2027

18-21 October 2027



mip® talks

A NEW TWO-DAY CONFERENCE FOR THE GLOBAL ENTERTAINMENT BUSINESS

No exhibition floor. No stands.
The conference is the event.

16–17 March 2027
ExCeL London
Alongside The London Book Fair