MARKET OPEN FROM 08:30 TO 19:00 - CLOSES AT 16:00 ON THURSDAY - *Palais des Festivals, Cannes*

GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HI5 STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
17:30 - 18:15 MIP Headliner **The Ankler Future of Entertainment Award & Pre-Opening Headliner with Dhar Mann Studios** Dhar Mann, Founder and Sean Atkins, CEO, Dhar Mann Studios Moderated by Janice Min, CEO and Editor-in-Chief, Ankler Media					
					19:30 - 22:00 Carlton Hotel **Globo Opening Night** By Invitation only

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Monday 12 Oct. 2026

Programme as of 13 October 2026

MARKET OPEN FROM 08:30 TO 19:00 - CLOSES AT 16:00 ON THURSDAY - *Palais des Festivals, Cannes*

GRAND AUDITORIUM

09:00 - 09:45
Unlocking Audience & Content Dynamics: Who is Watching, What, How & Why?
Presented by Glance

11:20 - 11:50 MIP Headliner
The Big AI Keynote with Utopai Studios
Cecilia Shen, Co-Founder and CEO, Utopai Studio
Ken Oh, Content CEO, CJ ENM Studios

12:00 - 12:30 MIP Headliner
Redefining Broadcast: The RTL + YouTube Partnership
Pedro Pina, Vice President, YouTube EMEA
Stephan Schmitter, CEO, RTL Deutschland

13:00 - 14:00
Fresh TV Formats
Presented by The WIT

15:30 - 16:00 MIP Headliner
Banijay Entertainment: The Next Chapter
Jeff Zucker, CEO, RedBird IMI; Operating Partner, RedBird Capital Partners; Chairman, Banijay Entertainment
Marco Bassetti, Chief Executive Officer, Banijay Entertainment

16:15 - 16:45 MIP Headliner
MIP BrandWorks
Small Screens, Big Impact: Inside the Vertical Drama Boom
Cathy Boxall, Global Head of Entertainment, dentsu
In conversation with Meta

17:00 - 17:45 MIP Headliner
Variety Vanguard Award & Fireside Chat
Bela Bajaria, Chief Content Officer, Netflix

18:00 - 19:15
MIPCOM CANNES World Premiere Screening
Honey
Presented by FIFTH SEASON

MIP CREATIVE HUB

09:00 - 09:45
FRAPA Formats Summit
Welcome Coffee from 8:30

10:00 - 10:30
The Next Chapter for International Co-Productions: Post Peak-TV, Opportunity Remains

10:45 - 11:15
The New Distribution Playbook: Maximizing Value Across a Fragmented Global Market

14:00 - 14:30
Sports IP: The Next Chapter

15:00 - 15:25
Creators Connect
Michou x Dreamspark: Terminal, From YouTube Hit to Global Format

15:30 - 16:00 MIP BrandWorks
Branded Entertainment 2.0
When Purpose Meets Premium Production

17:30 - 19:00
Session & Happy Hour
Hosted by TikTok

17:30 - 18:00
Developing Formats on TikTok: The Next Generation of Storytellers

18:00 - 19:00
Happy Hour

MIP INNOVATION LAB

10:00 - 11:05 MIP AI Entertainment Forum

10:00 - 10:05
Intro MC

10:05 - 10:25
The Next Chapter in AI Training Data: The Shift to Specialized Video Data & Provenance
Presented by Versos AI

10:25 - 10:45
Monetize the Content Storm: How AI Can Turn Your Catalogue into Predictable Cash Flow
Presented by BB Media Group

10:45 - 11:05
Training Data Deals: How AI Companies Are Licensing Filmed Entertainment
Presented by Protege

11:30 - 11:45
We Built a Streaming Platform in 90 Days.
AI Didn't Do It Alone
Presented by OKAST

14:00 - 14:45
New Formats, New Stories: The Creators Behind Meta's Original Series
Presented by Meta, Inc

15:00 - 15:30 MIP AI Entertainment Forum
From Experiment to Enterprise: How Entertainment Groups Are Making AI Work

16:15 - 16:30
FAST Beyond Borders: Rakuten TV on What It Takes to Scale Into New Global Markets

16:30 - 16:45
Rethinking the Studio: Content, Catalogues and the New Economics of Growth

HI5 STUDIO

09:15 - 10:00 YouTube Workshop
The YouTube Analytics Playbook: Algorithms, Audiences and Fandoms

14:10 - 14:50 YouTube Workshop
Unlocking Hidden Audiences and Revenue on YouTube

16:00 - 17:00
Japanese Format Showcase
Presented by Treasure Box Japan

Followed by cocktail from 17:00 - 18:00

SCREENINGS & SHOWCASES

09:30 - 10:30
Auditorium A
Next Docs from France
Presented by Unifrance Docs Showcase

10:30 - 11:30
Auditorium K
Fresh Content China
Presented by China Pavilion

11:30 - 12:30
Auditorium A
Silent Nava
Presented by Beta Film

13:30 - 14:30
Auditorium K
K-Ani IP Showcase
Presented by KOCCA

14:30 - 15:30
Auditorium A
Reality Check: A New Era of Unscripted Formats
Presented by BBC Studios Formats Showcase

15:30 - 16:30
Auditorium K
Showcase Shanghai
Presented by the Shanghai Municipal Administration of Culture and Tourism

16:30 - 17:30
Auditorium A
The Interrogator
Presented by Lionsgate

NETWORKING EVENTS & MATCHMAKING

08:00 - 09:00
Verriere Grand Auditorium
MIPCOM First Timer Tour

09:00 - 11:00
Hôtel Barrière Le Majestic Cannes
MIP BrandWorks CXO Summit
By Invitation only
Welcome Coffee: 08:30

10:00 - 11:00
Verriere Grand Auditorium
LatAm Partnership Summit
Powered by MIP CANCUN
Pre-registration required

12:30 - 14:00
Hôtel Barrière Le Majestic Cannes
Women in Global Entertainment Lunch with A+E Global Media
Welcome Drinks: 12:00
Lunch: 12:30 - 14:00
By invitation only

14:15 - 15:30
Verriere Grand Auditorium
Asia x Global Executive Summit
In partnership with ContentAsia
Pre-registration Required

15:00 - 16:00
Matchmaking Area - Palais -1
Speed Matchmaking Session: Scripted
Pre-registration Required

From 19:00
Hôtel Barrière Le Majestic Cannes
Merzigo x YouTube x MIPCOM CANNES Opening Night Party

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Tuesday 13 Oct. 2026

Programme as of 13 October 2026

MARKET OPEN FROM 08:30 TO 19:00 - CLOSES AT 16:00 ON THURSDAY - *Palais des Festivals, Cannes*

GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HI5 STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
	08:30 - 09:30 **Breakfast Opener** Hosted by Celestine Pictures				**08:30 - 10:00** Verrière Grand Auditorium **Drama Co-Production Summit: Producing Premium Drama in a Digital-First World** By Invitation
	09:45 - 10:15 **The New Economics of Content: Why Advertising Matters**	**09:15 - 10:00** **Dive into Innovation Projects funded by Creative Europe MEDIA**	**09:15 - 10:00** YouTube Workshop **Co-Creating the Future: Centering AI Around Human Creativity**		
10:00 - 10:30 MIP Headliner **The Age of Understanding:** How AI, Storytelling, and Verified Intelligence Are Reinventing the Future of Media **Anthony E. Zuiker, Creator, CSI TV Franchise**	**10:30 - 11:10** **Commissioning IP for a Multi-Platform World**		**10:30 - 11:50** MIP BrandWorks **Showcase** **10:30 - 10:45** **«Finding Jamie» : Inside the Brand-Funded Vertical Comedy** Presented by Baby Teeth **10:45 - 11:05** **Brand Documentaries: The New Frontier of Premium Storytelling** Presented by Webedia-Elephant **11:15 - 11:30** **Three Economies, One Platform: Brands, Rights Holders and Creators on YouTube** Presented by Bluelemon **11:30 - 11:50** **«Live Better For Less» : How Branded Entertainment Can Travel The World And Still Come Home To The Brand** Presented by Fan Club	**10:00 - 11:00** Auditorium K **Constantinople: Presenting a New Period Drama Series** Presented by Aegean Entertainment, Inc **11:00 - 12:00** Auditorium A **K-Content & Format Showcase** Presented by KOCCA	
	11:20 - 11:50 **Financing the New Drama Economy**	**11:00 - 11:20** **YouTube Is Just the Beginning: The new multi-platform opportunity for creators, producers and rights owners** Presented by Wild Vision			**10:45 - 11:45** MIP AI Entertainment Forum Verrière Grand Auditorium **MIP AI Entertainment Forum - Roundtables** First Come, First Served
12:00 - 12:30 MIP Headliner **BBC Studios: From Idea to Global IP Building Brands That Last** Zai Bennett, CEO & Chief Creative Officer, BBC Studios Global Content Shelley Macintyre, CEO, Brands & Licensing, BBC Studios Kate Phillips, Chief Content Officer, BBC		**12:00 - 12:45** MIP AI Entertainment Forum **12:00 - 12:20** **CapCut AI: The New Production Workflow** Presented by CapCut **12:25 - 12:45** **Inside a Real-World AI Production: Workflows, Breakthroughs, and Setbacks** Presented by Artlist		**11:45 - 12:15** Auditorium K **Documentary Screening by CNA Originals** Followed by a Snack Lunch in Palais 3, Foyer Balcony Grand Auditorium 12:15 - 13:00	
				13:30 - 14:30 Auditorium K **The Data Opportunity: Tracking Trends, Monetizing and Predicting What's Next** Presented by Glance / Video Research	
	14:30 - 14:50 Creators Connect **Netflix x Sidemen: How Does It Really Work?**	**14:00 - 14:30** **What the Market Gets Wrong About Microdrama**	**14:15 - 15:00** YouTube Workshop **The Rules Of Producing Digital Formats**		
	15:00 - 15:30 **LIVE: The New Prime Time**	**14:30 - 15:00** **Beyond the Scroll: Micro Dramas Showcase** Presented by Rising Joy		**14:30 - 15:30** Auditorium A **EBU Public Service Formats Showcase** Presented by the European Broadcasting Union	**15:00 - 16:00** Matchmaking Area - Palais -1 **Speed Matchmaking Session: Unscripted** Pre-registration Required
15:30 - 16:00 MIP Headliner **The Partnership Flywheel: YouTube x NBCUniversal** Justin Connolly, Vice President YouTube Global Head of Media & Sports, YouTube Matt Schnaars, President, Platform Distribution & Partnerships, NBCUniversal	**15:45 - 16:30** **Microdrama Goes Premium**	**15:00 - 15:30** **Media War & Peace Live: Premium Vertical TV** In conversation with Roseberry Media			
	16:40 - 17:00 **French Roots, Global Reach: Building an International Studio** Interview with Pierre Branco, CEO, Studio TF1	**16:30 - 16:45** **Catalogue to Cash: Myths about Premium Content on YouTube, and What Actually Works**	**16:00 - 16:30** MIP BrandWorks **How to Get Your Projects Funded by Brands** Presented by IPX	**16:00 - 17:00** Auditorium K **Paper Empire Screening** Presented by Robert Gillings	
		16:45 - 17:00 **From Console to Content: Sony's Next Move in Streaming**	**16:30 - 17:00** MIP BrandWorks **MILLÉSIME(S) - Bordeaux. A Legacy In Motion** Presented by MGGB Pictures Followed by Wine Tasting from 17:00 - 18:00		
18:00 - 19:15 MIPCOM CANNES World Premiere Screening **Queen Silvia** Presented by Beta Film	**17:35 - 19:30** **Session & Happy Hour** Hosted by Fox Entertainment **17:35 - 18:00** **From Followers to Franchises: Inside the FOX Creator Studios Model** **18:00 - 18:20** **Baywatch: The World's Most-Watched Series Returns** **18:20 - 19:30** **Happy Hour**				

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Wednesday 14 Oct. 2026

Programme as of 13 October 2026

MARKET OPEN FROM 08:30 TO 19:00 - CLOSES AT 16:00 ON THURSDAY - *Palais des Festivals, Cannes*

GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HI5 STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
	08:30 - 09:30 **Breakfast Opener** Hosted by Final Pixel				
	09:15 - 09:45 **NBCUniversal's Universal Studio Group Opens Doors**	**09:30 - 10:10** MIP AI Entertainment Forum **09:30 - 09:50** **From Archive to Audience: How Leading Media Companies Activate their IP** Presented by Moments Lab **09:50 - 10:10** **From Metadata to Money: How AI Is Unlocking the Value of Your Library** Presented by Social Department	**09:30 - 10:00** YouTube Workshop **The Funding Revolution: Diversifying Revenue For YouTube Production**		**09:00 - 10:15** Verrière Grand Auditorium **Global Microdrama & Vertical Leaders Summit** By Invitation
10:30 - 11:00 MIP Headliner **The Whole Consumer: Following Audience From the Couch to the Loo** **Evan Shapiro, Media Cartographer, ESHAP**	**10:00 - 10:25** Creators Connect **Chain Creation: The New France Televisions Incubator**				
11:00 - 11:30 MIP Headliner **PIVOT! Why Every Entertainment Company Needs a Vertical Strategy** **Anatolii Kasianov, Co-Founder & Co-CEO, Holywater Tech** **Tanya Cohen, Co-CEO, Made By Us Studios** **Sammie Hao, Head of Talent and Business Development, Crazy Maple Studio**	**11:00 - 11:30** **MIPCOM Recognition for SDG Impact** In partnership with United Nations **11:40 - 12:10** **The Power Brokers: Inside the Business of Creator-led Entertainment**	**11:45 - 12:45** MIP AI Entertainment Forum **11:45 - 12:05** **AI: The Evolving Production Landscape** Presented by Ampere Analysis **12:05 - 12:25** **From Content to Cash: Reimagining Entertainment in the Age of AI** Presented by Huanyu Entertainment **12:25 - 12:45** **Empowering Creators: AI-Assisted Long-Form Production and Localization with MOMOKO** Presented by One One One One Limited		**11:45 - 12:45** Matchmaking Area - Palais -1 **Speed Matchmaking Session: Vertical & Microdrama** Pre-registration Required	**11:00 - 12:30** Verriere Grand Auditorium **International Mentoring & Networking Event for Women in Entertainment** In Partnership with MediaClub'Elles Pre-registration Required
13:15 - 14:00 **Fresh TV Fiction** Presented by The WIT	**12:20 - 13:00** **State of the Factual Nation**				
	14:30 - 15:00 Creators Connect **From Multi-Platform Success to FAST: Fearne Cotton x Samsung TV Plus**	**14:00 - 14:30** **Beyond the Gold Rush: What's Next in Vertical Storytelling?**	**14:15 - 15:00** YouTube Workshop **Capturing the Modern Fan: The Multi-Layered Distribution of Sports Media**		**14:30 - 15:30** Verrière Grand Auditorium **DOC + FACTUAL Roundtables** First Come, First Served
	15:15 - 15:50 **Creators Connect: Vertical Originals**	**14:45 - 15:15** **Winning Subscribers, then Earning the Renewal: An Operator's-Eye View**			
16:00 - 16:30 MIP Headliner **The Future of Entertainment** **Dennis Papirowski, Global Head of Content, TikTok**		**15:20 - 15:45** **Beyond the Platform: Building Global Audiences in a Fragmented World** In Conversation with BBC Studios & Globo			
	17:00 - 18:00 **Happy Hour** Hosted by TikTok Media Partner Tubefilter	**16:45 - 17:15** **The Media Odyssey Podcast Live: The Hallmark of Greatness** In Conversation with Hallmark			

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GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HI5 STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
	10:00 - 10:30 **Best of Fresh TV** Presented by The WIT				
	10:45 - 11:15 **Wake Up to What's Next** Presented by K7 Media & Broadcast Int'l				
	11:30 - 12:00 **Content Trends & Insights**				

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