

Banijay Entertainment Chairman Jeff Zucker and CEO Marco Bassetti to Headline MIPCOM CANNES 2026 Keynote



Jeff Zucker

Marco Bassetti

Paris, France, 22 September 2026 – MIPCOM CANNES (October 12-15) today announced that **Jeff Zucker, Chairman of Banijay Entertainment and Marco Bassetti, CEO of Banijay Entertainment and Banijay Live**, will headline a keynote conversation at MIPCOM CANNES on Monday 12 October.

The conversation will mark the first time Zucker and Bassetti take to the stage together following the merger, offering delegates an inside look at the newly combined Banijay Entertainment and its vision for the next phase of growth.

Uniting world-class talent and franchises, unrivalled global scale and expanded capabilities across digital, live and sport, the newly combined group has emerged as the world's largest independent studio. Against a backdrop of accelerating industry consolidation, mounting commissioning pressure and continued platform disruption, Zucker and Bassetti will discuss how Banijay Entertainment is drawing on its geographic reach, entrepreneurial independence and ability to invest in creative R&D to drive its next chapter.

The conversation will explore the opportunities and challenges facing a global entertainment business at a major inflection point, including the changing dynamics of content creation and distribution, new business models, investment, global expansion and the role of independence in a rapidly consolidating market.

Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR, added:

“Bringing Jeff and Marco together on stage for the first time following the merger is a particularly significant moment, giving our delegates a unique opportunity to hear how this newly combined global entertainment powerhouse is thinking about its next chapter, its opportunities for growth and the role of independence at a time of rapid change across the industry.”

The keynote forms part of MIPCOM CANNES’ conference programme, From Story to Scale, which explores the ideas, business models and partnerships shaping the future of the global entertainment industry. The programme brings together leaders from across studios, broadcasters, streamers, creators, brands, technology companies and investment to examine the trends and opportunities driving the next chapter of entertainment.

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About MIPCOM CANNES

MIPCOM CANNES (12–15 October 2026) is the world's largest and most impactful market and gateway to the international media and content business, bringing together studios, broadcasters, streaming platforms, distributors, creators, brands, and AI and technology companies from over 100 countries across an

increasingly interconnected media landscape. It is where deals are made, partnerships take shape, and new content reaches global audiences.

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