

DIGITAL MEDIA POWERHOUSE DHAR MANN TO HEADLINE MIPCOM CANNES ON SUNDAY 11 OCTOBER

Dhar Mann Studios CEO Sean Atkins joins Mann on the Grand Auditorium stage as MIPCOM CANNES' first-ever pre-opening Headliner, as MIPCOM spotlights the evolving relationship between creators and the global entertainment industry



Dhar Mann

Sean Atkins

Paris, France, 17 September 2026 – Dhar Mann, one of the world's most influential storytellers and Founder of **Dhar Mann Studios (DMS)**, will take centre stage at **MIPCOM CANNES** in its **first-ever pre-opening Headliner**, with a special **Sunday 11 October session at 17.00** in the **Grand Auditorium of the Palais des Festivals**.

Dhar Mann will be joined by **Sean Atkins, CEO of Dhar Mann Studios**, for a headline conversation exploring how an audience-first creator business can build IP around deeply engaged global communities, scale positive storytelling, and forge new models of partnerships between creators, brands and the wider entertainment industry. In addition to delivering the pre-opening headliner, DMS will co-host an invite-only dinner with MIPCOM CANNES on Sunday evening,

bringing together 25 top CMOs and other leaders in the brand and creator industries for an intimate gathering to kick off the event.

Reaching more than **170 million followers** and nearly **300 million views every week**, Dhar Mann has built one of the world's largest creator-led entertainment businesses, currently operating out of a 125,000 square foot, three-stage production studio in Burbank, CA. Named **Forbes' #2 Top Creator for the third consecutive year**, a **Rolling Stone Top Creator 2026** and a member of **TIME100's inaugural Creator list in 2025**, Mann has developed a global audience around positive, uplifting original programming that is rooted in universal human experiences and resonates across cultures and generations.

The company is increasingly extending that audience and IP across the wider entertainment ecosystem. Dhar Mann Studios has built large-scale, custom partnerships with brands including **Adobe, the NFL, Microsoft, Gap Inc., and Global Citizen tied to the FIFA World Cup**, and produces original programming for major distribution partners. **The Walt Disney Company** recently announced a new original content deal with Mann, with an initial 20-episode order to be produced by DMS for Disney, targeting kids, tweens, teens and families. On **Samsung TV Plus**, DMS launched a FAST channel and the platform's first creator-led original content deal, and the company is partnering with **FOX Entertainment** on a landmark multi-year global content and distribution deal, with an initial 40 title vertical video slate.

Lucy Smith, Director of MIPCOM CANNES said:

"Dhar Mann Studios is a powerful example of how creator-led businesses are reshaping the global entertainment industry. Bringing Dhar and Sean to our main stage reflects MIPCOM's role in bringing together the established entertainment business with the creators, platforms and new models shaping its future."

Dhar Mann, Founder of Dhar Mann Studios, said:

"Creators are building audiences at a scale that used to be possible only through traditional media, but what's most exciting is when we turn that connection into franchises, new formats and partnerships that can travel around the world. Sean and I are looking forward to coming to Cannes and sharing what we've learned scaling Dhar Mann Studios, and why we believe the future of entertainment will be shaped by creators and the traditional industry working much more closely together."

MIPCOM CANNES 2026 takes place **11–15 October 2026** in Cannes, bringing together the global entertainment industry to discover new IP, build partnerships and unlock international growth. The 2026 programme reflects the rapidly

evolving entertainment landscape, connecting the established content business with creators, brands, technology companies and new models of storytelling, distribution and monetisation.

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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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