

MERZIGO AND YOUTUBE JOIN FORCES TO CO-HOST THE OFFICIAL MIPCOM CANNES 2026 OPENING NIGHT PARTY

Merzigo and YouTube to set the stage at Le Majestic Cannes to celebrate the convergence of global broadcasting, streaming, and the creator economy



Paris, France, 26 August 2026 – MIPCOM CANNES (12–15 October 2026) today announced the return of Merzigo, the global media technology company powering the next era of premium content distribution and monetisation, as Headline Partner of the MIPCOM CANNES Opening Night Party, renewing a successful collaboration following the 2025 edition. Co-hosted in partnership with **YouTube** and with leading Media Cartographer **Evan Shapiro** joining as Merzigo's special guest, the official Opening Night Party will take place at the iconic Hôtel Barrière Le Majestic Cannes on Monday, 12 October at 19:00, setting the cultural and commercial tone for the international market.

Marking the official opening of MIPCOM CANNES, the Merzigo x YouTube x MIPCOM Cannes Opening Night Party brings together senior executives from across television, streaming, brands, digital media, technology and the creator economy for an evening of networking and celebration. The evening will feature a series of exclusive experiences and curated activations inspired by the evolving worlds of premium content, creators and digital innovation.

Merzigo is the leading global media technology business redefining how premium content is distributed and monetised in the digital era. Merzigo's continued partnership with MIPCOM CANNES echoes a shared commitment to making the world's best content more accessible for audiences around the globe, supporting innovation, audience growth and new business opportunities across the global entertainment ecosystem.

The collaboration underscores YouTube's expanded footprint across MIPCOM CANNES 2026, where the platform continues to bridge the gap between traditional entertainment, digital-native IP, and connected TV growth. By convening studios, broadcasters, independent creators, and platform innovators under one roof, the Opening Night Party marks the starting point for deals shaping the next era of global storytelling.

Yigit Dogan Celik, Chairman & CEO of Merzigo, said:

"Our global audiences demand control and crave great entertainment. Working with many of the world's leading rights holders, and as one of YouTube's leading monetisation partners, we have a unique perspective across our 6,000 channels on how premium content is evolving in this platform era. Building on our positive partnership with RX France in 2025, we're thrilled to once again co-host the 2026 Merzigo x YouTube x MIPCOM Cannes Opening Night Party alongside YouTube and continue this conversation at such a pivotal moment in our industry."

Pedro Pina, Vice President of YouTube in Europe, the Middle East, and Africa said:

"Co-hosting the MIPCOM Cannes Opening Night Party alongside Merzigo is a celebration of where the media business is heading: one driven by fandom-fueled IP, global audience scale, and sustainable commercial partnerships across screens of every size."

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

“As the official opening of MIPCOM Cannes, the Opening Night Party sets the tone for the week ahead and reflects the breadth of today’s global entertainment business. We’re delighted to welcome Merzigo back as headline Partner alongside YouTube and Evan Shapiro, to celebrate an industry that continues to evolve through collaboration between broadcasters, streamers, creators, technology companies and brands.”

Building on Merzigo’s significant presence at MIPCOM CANNES in 2025, the company will return to the market in 2026 with a dedicated presence at Stand C16.E supported by a week-long programme of meetings, panels, networking opportunities and curated experiences. The company will bring together partners, industry leaders and the wider entertainment community to explore the future of content distribution, audience growth and digital monetization.

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's where deals are made, partnerships take shape, and new content reaches global audiences.

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About MIPCOM CANNES

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About RX FRANCE

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr

*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

About Merzigo

Merzigo is a global media technology company enabling the next era of distribution and monetisation for premium film, television, and digital content. With offices in London, Los Angeles and Istanbul, the company partners with studios, broadcasters, and production companies to scale content for global audiences.

Operating one of the largest premium content networks on social platforms, Merzigo powers more than 6,000 official channels across 30+ languages, generating over 17 billion monthly views. Its integrated model-spanning technology, content operations, localisation, rights management, and

advertising monetisation - enables rights holders to turn content libraries and new releases into sustainable digital revenue streams.

Backed by a global team of 500+ specialists, Merzigo sits at the forefront of the shift from traditional distribution to a platform-driven media landscape, helping partners build sustainable, worldwide audiences.

About YouTube

Launched in May 2005, YouTube's mission is to give everyone a voice and show them the world. We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories. YouTube is a Google company.

About Evan Shapiro

Widely known as The Media Cartographer, Evan Shapiro is a Webby, Emmy, and Peabody award winning Creator and one of the industry's most influential thought leaders. Shapiro authors the Media War & Peace newsletter and co-hosts The Media Odyssey podcast.

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