



MIPCOM CANNES ANNOUNCES DENTSU AS FIRST MIP BRANDWORKS HEADLINE PARTNER FOR 2026

Strategic partnership strengthens MIPCOM's new flagship initiative connecting brands, creators and the international entertainment industry



Cathy Boxall
Global Head of
dentsu entertainment



Geneva Wasserman
EVP Entertainment, IP Strategy and
Financing, dentsu

Neil Lamb
Global Head of Entertainment
Partnerships, dentsu

Cannes, France, 8 September 2026 – MIPCOM CANNES today announced **dentsu** as the first Headline Partner of **MIP BrandWorks**, with **Meta** joining dentsu across key elements of the BrandWorks programme. Taking place at MIPCOM CANNES (12–15 October 2026), MIP BrandWorks brings together brands, agencies and creators with the international entertainment industry, creating new commercial opportunities as brands and creators play an increasingly significant role in how entertainment is conceived, financed, produced and brought to audiences worldwide.

As a Headline Partner, dentsu will bring its expertise, clients and perspectives to programming, executive-level meetings and industry initiatives designed to spotlight best-in-class branded entertainment and forge new creative and commercial relationships.

The partnership will include a dedicated MIP BrandWorks Main Stage slot led by dentsu, with speakers and further details to be announced. Dentsu will also participate in the Brand x Creator Meet & Pitch and the invitation-only Microdrama & Vertical Leaders Summit, where it will lead one of the roundtable discussions. Dentsu and Meta are also set to participate in the CXO Summit.

Lucy Smith, Director of MIPCOM CANNES, said:

"The lines between entertainment, advertising, technology and the creator economy are disappearing incredibly quickly, opening up entirely new ways of developing, financing and connecting audiences with content. MIP BrandWorks has been created to bring these worlds together in Cannes and turn that convergence into real business. Having dentsu join us as our first Headline Partner is a powerful statement of the ambition behind MIP BrandWorks and the opportunity we see for the international entertainment industry."

Cathy Boxall, Global Head of dentsu entertainment, said:

"Entertainment is where culture and commerce collide and MIPCOM remains one of the few places where the industry's key decision makers come together to do business. Fandom is now one of the most reliable predictors of long term brand value, and for brands MIPCOM presents a rare opportunity to understand the commercial dynamics behind the content, formats and franchises shaping culture today."

Announced earlier this year, MIP BrandWorks is MIPCOM CANNES' new flagship initiative designed to bring brands, agencies and creators into closer collaboration with the international entertainment industry. The initiative spans showcases, curated matchmaking, industry programming and private meeting environments focused on turning creative connections into commercial partnerships.

Press Contacts

Pam Wilson: Pam@inkmediapr.co.uk

Cayce Kelly: Cayce@inkmediapr.co.uk

Press Accreditation and Press Office

[Emma Bartholomew: emma@emmabartholomewpr.com](mailto:emma@emmabartholomewpr.com)

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.

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

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