

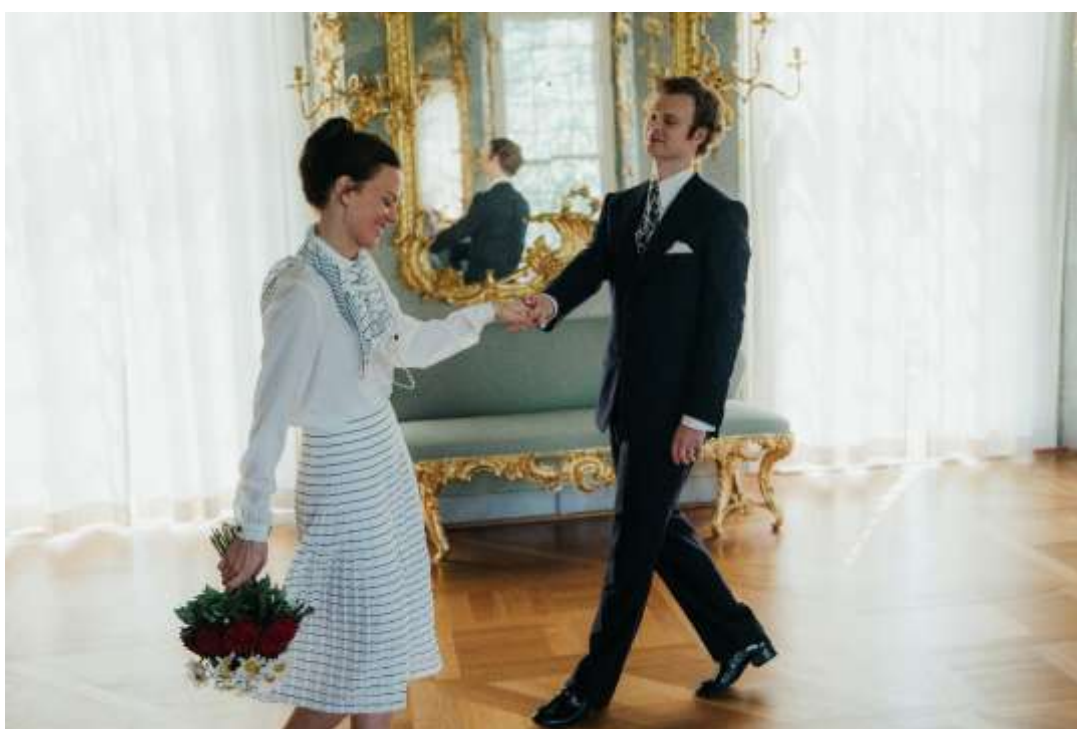
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CANNES

12-15 OCTOBER 2026
Palais des Festivals, Cannes

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MIPCOM CANNES to Host World Premiere of Epic Real-Life Love Story *Queen Silvia*

*German Actress Alicia von Rittberg and Sweden's Edvin Endre to Join MIPCOM CANNES
Royal Drama Distributed Internationally by Beta Film*



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Cannes, France, 10 September 2026 – MIPCOM CANNES today announced that **Queen Silvia**, the highly anticipated drama inspired by the real-life romance of Sweden's Queen Silvia and King Carl Gustaf, will be presented as a special world premiere screening at this year's market. **Queen Silvia** is produced by **Pyjama Pictures** and **Unlimited Stories** for Prime Video DACH and Nordics and German free-tv-broadcaster SAT.1.

Premiering on **Tuesday, 13 October at 6pm** in the prestigious Grand Auditorium, the screening will be open to the public, with English and French subtitles, and will provide the audience an opportunity to discover the remarkable story of a young German woman whose chance encounter with Sweden's future King would change the course of both their lives – and ultimately see her become not only Queen of Sweden, but one of Europe's most recognizable and enduring royal icons. Set across Munich, Stockholm, and the French Riviera, *Queen Silvia* follows German-Brazilian interpreter Silvia Sommerlath (Alicia von Rittberg) and Sweden's young Crown Prince Carl Gustaf (Edvin Endre) from their first meeting until their engagement four years later. Their paths cross during the 1972 Olympic

Games in Munich, and what begins as an unexpected romance develops into an impossible love that must navigate public scrutiny, royal tradition, and the expectations of the Swedish monarchy.

The screening of the first episode will be followed by a Q&A featuring lead talent **Alicia von Rittberg**, **Edvin Endre** as well as showrunner **Carsten Kelber**, director **Miguel Alexandre**, and Beta's **Justus Riesenkampff**.

The series stars **Alicia von Rittberg** (*Charité, Becoming Elisabeth, Call My Agent! Berlin, Miss Sophie*) as Silvia and **Edvin Endre** (*Eddie the Eagle, Hammarskjöld - Fight For Peace, Vikings, The Playlist*) as Carl Gustaf. The six-hour drama is directed by **Miguel Alexandre** (*Sisi, Gran Paradiso, Shades of Happiness*), who also co-wrote the screenplay together with **Lisa Hofer** (*Black Island*), serving as head writers, and **Pauline Wolff** (*Stockholm Requiem, VAKA*). The showrunner is **Carsten Kelber**; the executive producers are **Tina Ermuth, Frank Buchs, Carsten Kelber, Emil Wiklund, Many Lutz-Moneim** and **Justus Riesenkampff**. **Pia Lüke, Tim Bahalou**, and **Frida Wallman** are the producers, **Jallo Faber** is the director of photography. The series is supported by **German Motion Picture Fund (GMPF)**, **Medienboard Berlin Brandenburg (MBB)**, and **FilmFörderung Bayern (FFF)**. **Beta Film** is handling international sales.

Runtime: 6 x 1h

Writers: Miguel Alexandre, Lisa Hofer, Pauline Wolff

Production Companies: Pyjama Pictures, Unlimited Stories

Commissioners/Broadcasters: Prime Video DACH and Nordics, SAT.1

International Distribution: Beta Film

Carsten Kelber, Executive Producer Pyjama Pictures: *"This love story is relevant and one of a kind! And, surprise: It does NOT follow a Cinderella narrative. Instead, it has a very modern take on relationship and marriage - depicting the lead character Queen Silvia who was way ahead of her time. And here we are, half a century later, which best describes how epic this couple is."*

Justus Riesenkampff, EVP Nordics & Benelux, Beta Film: *"'Queen Silvia' is ultimately a story about love and identity – about a young woman entering a royal world she never sought to be part of, staying true to herself and ultimately winning the hearts of a nation."*

Lucy Smith, Director of MIPCOM CANNES, added: *"We're delighted that 'Queen Silvia' will have its world premiere at MIPCOM CANNES next month. The premiere will give audiences in Cannes the opportunity to experience this highly anticipated new drama on the big screen, while also showcasing the series to the international television community gathered at the market. We're particularly pleased to open the screening to the public, bringing this compelling royal story to audiences both within and beyond the MIPCOM CANNES delegate community."*

Queen Silvia will first launch on Prime Video in 2027 as part of the Prime membership in DACH and Nordics. The series will celebrate its German free-TV premiere just four weeks later in SAT.1.

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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.

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 Beta Film:

A leading European independent television and film group, Beta produces, finances, and distributes for the global market. With over 30.000 hours of content, we manage one of the largest libraries in Europe, including numerous Oscar and Emmy-winning productions. For 65 years, we have been nurturing strong partnerships with creatives, broadcasters, streamers, distributors, and festivals. As an experienced and independent player, we create alliances and hold stakes in over 40 production companies and distribution labels, while also operating special interest channels throughout Europe. Founded in 1959 by Leo Kirch and owned by Jan Mojto since 2004, Beta is based in Munich, Germany, with offices in the US, Latin America, the Middle East, and throughout Europe.

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