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CANNES

12-15 OCTOBER 2026
Palais des Festivals, Cannes

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**MIPCOM CANNES UNVEILS MICRODRAMA & VERTICAL CONTENT
PROGRAMME WITH HEADLINERS ANTHONY E. ZUIKER, CREATOR OF CSI,
AND HOLYWATER TECH'S ANATOLII KASIANOV**

*Executives from RisingJoy, RoseBerry, GammaTime and leading companies across
the global vertical ecosystem also join the lineup*



Anthony E. Zuiker
Creator
CSI TV Franchise



Anatolii Kasianov
Co-Founder and Co-CEO
HOLYWATER TECH

Paris, 20 July 2026 - MIPCOM CANNES (12–15 October 2026), the world's largest and most influential market and gateway to the international media and entertainment content business, today unveiled new programme additions for its 2026 edition, bringing together many of the executives, creators and companies at the forefront of the industry's transformation.

As the industry evolves beyond traditional television into an increasingly interconnected ecosystem spanning premium content, creators, brands, technology and AI, this year's expanded programme explores the new business models, partnerships and opportunities emerging across the entertainment landscape.

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

"We're seeing entirely new sectors of the entertainment business mature at remarkable speed. What were emerging trends only a year ago, from vertical storytelling and creator-led businesses to AI-powered production, are now attracting investment, generating scalable business models and becoming an increasingly important part of the global content economy.

As these sectors continue to converge with premium television and entertainment, there is growing demand for a marketplace where established media companies, creators, technology businesses and investors can connect, build partnerships and unlock new commercial opportunities. That's exactly what MIPCOM CANNES is designed to do."

From premium television and franchise storytelling to the rapid rise of microdrama and the creator economy, the expanded programme will examine the opportunities emerging across every corner of the entertainment business, bringing together executives, innovators and decision-makers helping define the industry's next chapter.

MIP Vertical Headliners Spotlight the Future of Entertainment

Visionary storyteller **Anthony E. Zuiker**, creator of the CSI TV franchise, will take the Grand Auditorium stage for the global debut of Cinemalistics. The new platform will forever change how people consume breaking true crime events where the moment a nationally significant crime breaks, an AI-powered motion picture and short documentary version of the story is built for audiences to consume just hours later.

In a separate MIP Headliner session, **Anatolii Kasianov**, Co-Founder and Co-CEO of HOLYWATER TECH, will take the stage alongside a lineup of international thought leaders, with additional speakers to be announced soon.

The Rise of Vertical Storytelling

Following rapid global growth over the past year, vertical storytelling and microdrama have evolved from emerging formats into one of the entertainment industry's fastest-growing business sectors. As platforms, producers, distributors, technology companies and investors converge around mobile-first storytelling, the focus is shifting from experimentation to scalable business models, repeatable formats, international licensing opportunities and new revenue streams.

Reflecting this evolution, MIPCOM CANNES 2026 is moving beyond conversation to action by creating new opportunities for international business development across the sector, including executive-level networking, curated matchmaking and strategic discussions designed to accelerate partnerships and content deals.

Across multiple formats and venues, MIPCOM CANNES will bring together many of the executives shaping this rapidly evolving market, including:

- **Timothy Oh**, General Manager & Flareflow CMO, COL Group
- **Maria Rua Aguite**, Head of Media & Entertainment, Omdia
- **Alex Montalvo**, Chief Business Officer, GammaTime
- **Scott Brown**, CEO, Second Rodeo Productions
- **Cassandra Yang**, CEO & Co-Founder, RJ RisingJoy
- **Stephen Liu**, CFO, NetShort
- **Vivian Yin**, Founder & CEO, Y+X Entertainment
- **Jay Blumenfield**, CEO, Jay & Tony Show Productions

The Media Odyssey Podcast: The Era of Vertical Premium Television

MIPCOM CANNES will also partner with The Media Odyssey podcast for a special recording examining the era of premium vertical television. Moderated by **Evan Shapiro**, the conversation will feature RoseBerry Media CEO and Co-Founder Guy Hameiri and Head of Business Development and Co-Founder Lior Friedman.

The programme also features an invitation-only **Global Microdrama & Vertical Leaders' Summit**, bringing together senior executives from across the international ecosystem to exchange insights on the opportunities and challenges shaping the category's next stage of growth.

New for 2026, MIPCOM's official matchmaking platform will introduce a dedicated **Vertical Content Speed Matchmaking** category, connecting qualified buyers, platforms, producers and distributors for targeted international content sourcing, licensing and partnership opportunities. The new category joins the existing Scripted and Unscripted Speed Matchmaking sessions, with participants matched based on their business profiles and interests.

Reflecting the increasing convergence across the industry, the Microdrama & Vertical programme is fully integrated into MIPCOM's wider 2026 agenda, with dedicated crossovers into Creator-Led Entertainment and MIP BrandWorks, as creators, platforms and brands increasingly embrace vertical storytelling as a vehicle for original IP, audience growth and commercial partnerships.

As the world's leading international marketplace for television and entertainment, MIPCOM CANNES brings together the global vertical content community to discover IP, source content, forge partnerships and accelerate business opportunities.

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

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