

BBC AND BBC STUDIOS LEADERS BEHIND *BLUEY*, *DANCING WITH THE STARS* AND *DOCTOR WHO* TO HEADLINE MIPCOM CANNES

*Chief Content Officer **Kate Phillips**, BBC Studios CEO and Chief Creative Officer Global Content **Zai Bennett** and BBC Studios CEO Brands & Licensing **Shelley Macintyre** will unpack the strategy behind some of the world's most enduring entertainment franchises*



Kate Phillips
Chief Content Officer, BBC



Zai Bennett
BBC Studios CEO and Chief
Creative Officer Global Content



Shelley Macintyre
BBC Studios CEO Brands &
Licensing

Paris, France, August 17, 2026 – MIPCOM (12–15 October 2026), the world's largest and most influential market and gateway to the international media and entertainment content business, today announced an exclusive headline conversation featuring three of the BBC and BBC Studios' most influential creative leaders. The session, "*From Idea to Global IP: Building Brands That Last*" will bring together BBC Chief Content Officer **Kate Phillips**, BBC Studios CEO and Chief Creative Officer Global Content **Zai Bennett**, and BBC Studios CEO Brands & Licensing **Shelley Macintyre** for a deep dive into how exceptional storytelling evolves into globally recognized entertainment brands.

In an increasingly competitive global content market, the ability to build intellectual property that travels across platforms, territories and generations has become one of the industry's defining challenges, and greatest commercial opportunities.

Through the lens of globally recognised franchises including *Bluey*, *Doctor Who*, *Dancing with the Stars*, and BBC Earth, the conversation will examine the complete lifecycle of hit IP, from original development and international expansion to licensing, brand extensions and cultivating passionate fan communities. The session will also explore how broadcasters, producers and distributors can identify emerging opportunities and empower the storytellers shaping the future of entertainment.

The session will take place on Tuesday 13 October from 12:00-12:30 in the Grand Auditorium.

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

"The ability to create enduring global brands has become one of the defining challenges and opportunities for every part of our industry. Few organisations have achieved this more consistently than the BBC, whose portfolio spans some of the world's most recognised and beloved entertainment franchises. Bringing together Kate, Zai and Shelley offers MIPCOM audiences a unique opportunity to hear directly from the leaders shaping how world-class IP is created, expanded and sustained."

The session forms part of MIPCOM CANNES' expanded conference programme, which convenes the industry's leading executives, creators and innovators to explore the trends, partnerships and ideas shaping the future of global entertainment.

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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

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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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