

MIPCOM CANNES 2026 LAUNCHES “MIP AI ENTERTAINMENT FORUM” TO BRING AI TO THE CENTRE OF THE GLOBAL MEDIA AND CONTENT BUSINESS

VERSOS AI AND PROTEGE JOIN AS FIRST NAMED SPONSORS

New MIP AI Entertainment Forum to Unite Studios, Streamers, AI Companies, Creators, Brands and IP Owners Around the Industry’s Biggest Transformation in Decades.

PARIS, 21 May 2026 - MIPCOM CANNES (12–15 October 2026), the world’s largest media and content market, today announces the launch of the **MIP AI Entertainment Forum** - a major new international conference and marketplace that will bring AI into the heart of the global entertainment industry conversation for its 2026 edition.

As AI rapidly reshapes the global content business, the MIP AI Entertainment Forum will connect AI innovators with studios, streamers, producers, creators, brands and IP owners as the industry rethinks the economics, workflows and creative possibilities of television, film, creator-led media, microdramas and vertical storytelling formats.

Among the first confirmed partners for the MIP AI Entertainment Forum are **Versos AI** (Headline Partner); and **Protege** (Official Partner); alongside an expanding exhibition line-up featuring **HappyClient**, **Lingopal.AI**, **LoglineAI**, and **Massif Network** with additional major international AI and entertainment companies to be announced in the coming months.

“What we are seeing now with AI is not incremental evolution, it is a fundamental rewiring of how content will be created, financed, distributed and monetised globally over the next decade,” said Lucy Smith, Director of MIPCOM CANNES. *“MIPCOM CANNES 2026 will bring together the international entertainment community to engage with that transformation - not to theorise about it, but to build partnerships, strike deals and define what comes next.”*

The MIP AI Entertainment Forum will spotlight the 3 key areas where AI is already driving the fastest commercial acceleration, innovation and investment across the international media and content industry:

CREATION & STORYTELLING

Showcasing the creative capabilities of generative AI to power next-gen TV and film storytelling, and new content formats; AI-powered creative tools and emerging approaches to content development designed to accelerate creator-led and platform-native audiences.

PRODUCTION & WORKFLOW

The use of AI across the entire production pipeline, including AI-assisted production, metadata automation, dubbing, subtitling, localisation, operational efficiency and virtual production.

LICENSING & DISTRIBUTION

Monetising content libraries and archives for AI training, discoverability, FAST ecosystems, audience monetisation, rights intelligence and AI-enhanced audience engagement strategies.

The launch forms part of a major strategic expansion for **MIPCOM CANNES 2026**, alongside the recently announced **MIP BrandWorks** and a significantly expanded Creator Economy presence - together positioning **MIPCOM CANNES** at the centre of a new content economy emerging at the intersection of media, technology and culture. It also reflects the continued evolution of **MIPCOM CANNES** as the global media and content business continues to expand beyond traditional television models into a broader ecosystem shaped by creators, brands, platforms, AI technologies and emerging forms of storytelling.

Across the industry, companies are increasingly competing to harness AI to reinvent storytelling, reduce production costs, unlock new revenue streams, scale localisation, strengthen audience engagement and gain strategic advantage in an increasingly disrupted global market. In response, the **MIP AI Entertainment Forum** will provide a dedicated marketplace for the companies redefining the future of media and entertainment.

Participation from AI companies across **MIP markets** in Cannes and London has accelerated sharply over the last year, reflecting growing demand for scalable AI solutions, new licensing models, production efficiencies and next-generation audience strategies.

Additional conference programming, partners and industry initiatives for the **MIP AI Entertainment Forum** will be announced in the coming months.

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.

Further Information

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