

MIPCOM CANNES ANNOUNCES UTOPAI STUDIOS AS HEADLINE PARTNER FOR INAUGURAL MIP AI ENTERTAINMENT FORUM

Utopai Studios Co-Founder and CEO Cecilia Shen to present an opening day keynote on the future of AI-native entertainment, cinematic storytelling and next-generation studio models



Cecilia Shen, Co-Founder and CEO, Utopai Studios

PARIS, 02 June 2026 - MIPCOM CANNES (12–15 October 2026), today announced Utopai Studios as a Headline Partner of the inaugural MIP AI Entertainment Forum, bringing one of Silicon Valley’s and Hollywood’s fastest-growing AI-native entertainment studios to the centre of the global conversation around the future of cinematic AI storytelling, content creation, distribution and audience engagement.

Utopai Studios’ Co-Founder and CEO Cecilia Shen will present an opening day keynote on the **MIPCOM CANNES main stage on Monday 12 October**, exploring the next great transformation of the global entertainment business: the emergence of AI-native studios built around original IP, human creativity, production expertise and proprietary cinematic infrastructure. Shen will discuss Utopai Studios’ vision for a new studio system designed to help content owners, creators and global partners develop more ambitious stories, build entertainment worlds at greater scale and bring film, television and digital entertainment to audiences in new ways.

Shen has quickly emerged as one of the defining founders in the next generation of entertainment. Under her leadership, Utopai Studios has become one of the industry’s most ambitious new studios, combining original IP development, studio production expertise and proprietary cinematic AI infrastructure to build a next-generation studio system for the AI era — one designed to support filmmakers, creators and global partners in developing ambitious film, television, streaming, animation and digital entertainment for audiences around the world.

The MIPCOM CANNES partnership follows a period of significant commercial and strategic momentum for Utopai Studios and PAI, the company’s long-form cinematic storytelling AI system. Utopai has moved beyond demos and short-form experimentation to deliver AI-enabled long-form entertainment tied to real broadcaster relationships, territory rights and distribution contracts, while advancing a growing slate of film, television and digital projects for global audiences, with the company now valued at more than \$1 billion.

As a Headline Partner of the MIP AI Entertainment Forum, Utopai Studios will have a major presence at MIPCOM CANNES 2026, including a significant footprint across the market centred around a flagship hospitality and outdoor exhibition space alongside major entertainment studios overlooking the Bay of Cannes.

"Cecilia Shen is one of the most compelling founders of her generation in the AI entertainment space," said Lucy Smith, Director of MIPCOM CANNES. *"The launch of the MIP AI Entertainment Forum is about bringing together the companies and leaders helping shape the future of the global media and content business. Utopai Studios represents exactly the kind of ambition, innovation and creative thinking that is driving change across the industry, and we're delighted to welcome Cecilia and the Utopai team to MIPCOM CANNES 2026."*

The Utopai Studios partnership forms part of a broader strategic expansion for MIPCOM CANNES 2026 as the market continues to evolve alongside profound changes in the global content economy. Together with the recently announced MIP BrandWorks initiative, an expanded Creator Economy programme and the launch of the MIP AI Entertainment Forum, MIPCOM CANNES is creating new opportunities for the worlds of media, technology, entertainment and culture to connect, collaborate and do business.

Additional details regarding Utopai Studios' keynote programme, exhibition presence and activities at MIPCOM CANNES 2026 will be announced in the coming months.

Further Information

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About MIP AI Entertainment Forum

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.

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