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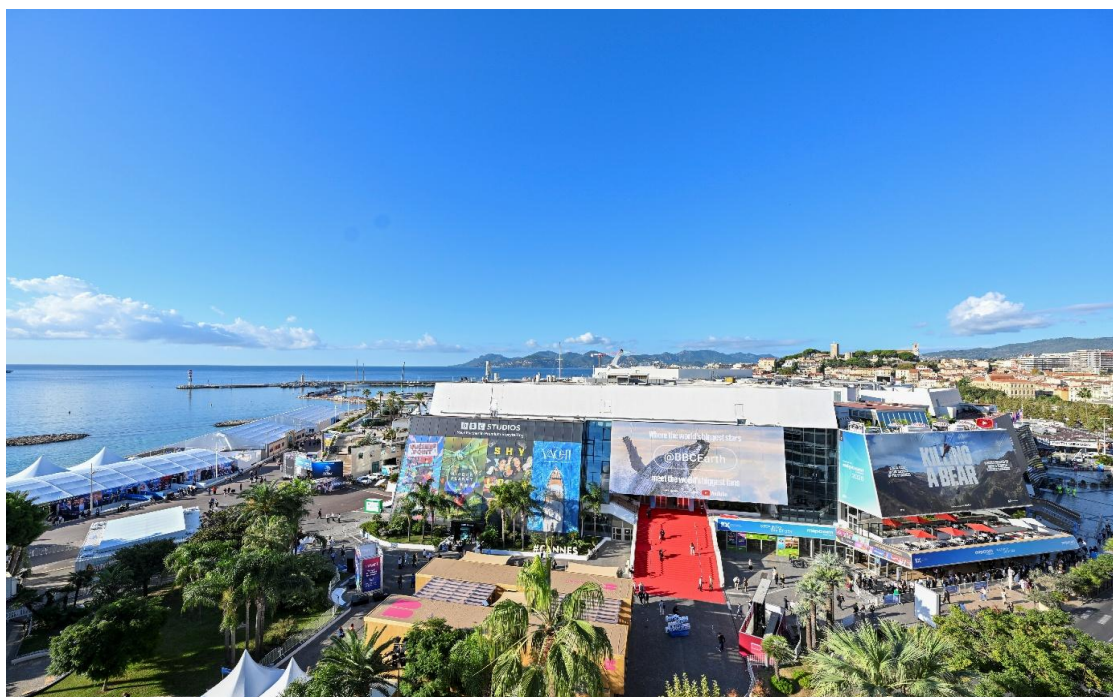
12-15 OCTOBER 2026
Palais des Festivals, Cannes

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MIPCOM CANNES REFLECTS THE TRANSFORMATION OF THE GLOBAL ENTERTAINMENT INDUSTRY AS ESTABLISHED AND EMERGING BUSINESSES COME TOGETHER ON THE CROISSETTE

Major industry announcements, international deals, high-profile interviews, world premieres and a raft of new entertainment players highlight the market's global reach

MIPCOM CANNES to return 18-21 October 2027



Cannes, France, 14 October 2026 – As **MIPCOM CANNES 2026** draws to a close, a week of major announcements, new partnerships and high-level industry conversations has demonstrated how the global TV and digital entertainment industry is harnessing disruption and developing new opportunities for growth. Established big media players met with a new wave of creators, brands, platforms AI and technology companies, opening up fresh sources of IP, investment and commercial opportunity.

The market welcomed 10,100 delegates, including 3,150 buyers, from 104 countries – the top ten being the US, UK, France, Germany, Turkey, Canada, Spain, Italy, Japan and India. MIPJUNIOR, held over the weekend ahead of the main market, brought together 600 participants, including 165 buyers. The next edition will take place in Cannes from 18–21 October 2027.

Against a backdrop of industry consolidation and changing business models, **MIPCOM CANNES** saw major international deals, new partnerships and product launches, reflecting both the strength of the established content business and the opportunities emerging around it.

“Our strategy is clear: to strengthen MIPCOM’s core international content business while bringing together the companies, investment, technology and new business models driving the transformation of the global entertainment industry,” said Lucy Smith, Director of **MIPCOM CANNES**. *“We are not simply responding to change. We are actively shaping the opportunities it creates - connecting established industry leaders with new partners, new sources of IP and new routes to growth. And this year’s MIPCOM has demonstrated that strategy in action.”*

International business and major announcements in focus

Among the international business announcements, Globo unveiled new international licensing and format agreements, while BBC Studios expanded its partnership with Samsung TV Plus with four FAST channels. ITV Studios also reported international format activity, while FOX Entertainment and Kevin Hart’s Hartbeat announced a new partnership in vertical drama, reflecting the growing commercial activity around this new form of storytelling.

The market also hosted significant industry conversations. Jeff Zucker and Marco Bassetti delivered their first joint keynote following the Banijay Entertainment and All3Media merger, while David Decker gave his first interview as President of Skydance Content Sales to MIPCOM Daily News. Bela Bajaria, Netflix’s Chief Content Officer, was also honoured with the Variety Vanguard Award, recognising her leadership and impact on the global entertainment industry.

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New players, new business models and new opportunities

The market also highlighted the increasingly connected nature of the global industry, with established entertainment businesses joined by platforms, brands, agencies, creators and AI companies. YouTube returned with an expanded presence, alongside companies including dentsu, Meta and TikTok, as well as creator-led businesses and AI innovators.

This reflects four areas of growth for **MIPCOM**: brands, AI, verticals, and creators – all bringing new buyers and distribution models, new sources of IP and creativity, and new commercial partnerships into the marketplace.

The introduction of **MIP BrandWorks**, with dentsu as its first Headline Partner, created new opportunities to connect brands and agencies with producers, studios and creators. The MIP BrandWorks CXO Summit brought leaders from media, technology, brands, agencies, creators, studios and AI companies together to explore how they can develop intellectual property, finance content and build commercial partnerships, with a focus on turning new ideas into action.

The growing importance of these connections was reflected in comments from participants:

“We’ve had real conversations here about what we can build together, and I expect to see more creators coming next year. MIPCOM is meeting the moment by bringing them into the room with partners who can help their ideas travel around the world,” said Billy Parks, Head of FOX Creator Studios.

“We have clearly moved on from why brands should be involved in content, to how they can build it into their planning cycles, driving fandom, brand love and ultimately growth,” said Cathy Boxall of dentsu.

Creator-led entertainment was a particular focus this year, with Dhar Mann becoming **MIPCOM’s** first pre-opening MIP Headliner and receiving the inaugural The Ankler Future of Entertainment Award. Mann also announced a new scripted series for Samsung TV Plus, demonstrating how creators are developing original intellectual property and working with established entertainment platforms. FOX Entertainment brought its Creator Studios strategy to Cannes, exploring how creator-led content can reach international audiences.

The partnership between YouTube and RTL offered another example of how broadcasters and digital platforms can work together to reach new audiences and create revenue opportunities, with Pedro Pina, Vice President of YouTube EMEA, and Stephan Schmitter, CEO of RTL Deutschland, discussing the opportunities for closer collaboration. In a separate MIP Headliner, Justin Connolly, YouTube's Global Head of Media & Sports, and NBCUniversal's Matt Schnaars came together to explore how major media companies and digital platforms are extending the reach and value of sports content, engaging fans in new ways and creating opportunities for distribution and monetisation.

AI took centre stage at **MIPCOM CANNES**, with Cecilia Shen, CEO of UTOPIA Studios, leading the opening mainstage MIP AI Headliner alongside Ken Oh of CJ ENM Studios on Monday morning. Speaking to a packed audience in the Grand Auditorium, the session explored how AI is transforming content production and creating new opportunities to bring local stories to global audiences. The MIP AI Entertainment Forum further explored the practical application of AI across the content industry with CSI creator Anthony Zuiker choosing **MIPCOM** to launch his Cinemalistics AI app, demonstrating how established creative talent is embracing new technology.

Vertical storytelling and microdrama also featured prominently, with new production and distribution models attracting growing interest from both established entertainment companies and emerging specialists.

"These are not simply new communities sitting alongside the traditional market," Smith added. "We are bringing them here to create new business opportunities for the core industry."

World premieres and international talent

MIPCOM CANNES also welcomed an exceptional range of international talent and major content launches, including Stephen Fry, Christie Brinkley, Luke Evans, Richard Armitage, Adrian Dunbar, Lauren Lyle, Stephen Amell and Mark-Paul Gosselaar, alongside acclaimed writer Steven Moffat.

Highlights included the World Premiere Screenings of FIFTH SEASON's Honey and Beta Film's Queen Silvia, while FOX and Fremantle brought Baywatch to Cannes.

The 14th Women in Global Entertainment Power Lunch, co-hosted with A+E Global Media and The Hollywood Reporter, featured actress Angie Harmon and bestselling author Elizabeth Day, bringing together senior female executives from across the international entertainment industry.

MIPJUNIOR examines the future of kids, tweens and teens content

MIPJUNIOR brought together more than 600 participants for international meetings and a programme addressing the challenges and opportunities facing children's entertainment.

Research from Glance examined changing viewing habits, while Ampere Analysis reported that SVOD orders for children's television have more than halved since 2022.

More than **20 public broadcasters** gathered in an invite-only meeting to explore closer collaboration in animation, while mainstage presentations from **Disney Kids & Family, Animaj** and **YouTube Kids** amongst others examined the role of established intellectual property, digital audiences, creator partnerships and new production models.

Looking ahead, **MIPCOM CANNES** will return from **18–21 October 2027**, continuing to strengthen its core international content business while developing new opportunities across the wider entertainment industry.

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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

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