

Programme as of 29 September 2026

GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HIS STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
17:00 - 17:45 MIP Headliner Pre-Opening Headliner with Dhar Mann Studios Dhar Mann, Founder and Sean Atkins, CEO, Dhar Mann Studios					
					19:30 - 22:00 Carlton Hotel Globo Opening Night By Invitation only

A+E GLOBAL MEDIA ASCENDANT AMPERE Artist studios BB Media Group be mo BEA J BET A BROADCAST CapCut CELESTINE PICTURES INC. CNA content asia Creative Europe MEDIA DEADLINE dentsu entertainment Dhar Mann STUDIOS EBU European Broadcasting Union Fandango FIFTH SEASON FOX FRAPA Glance globlo hallmark MEDIA HollyWood REPORTER HOLLYWATER HUANG YU IPX K7 MEDIA KOCCA KYNETIC LIONSGATE london sync MUSIC FOR STORYTELLERS MEDIA CLUB EXCES MERZIGO Meta MGG B Moments Lab mudo OKAST OMNIA Protege PUSHPINNOVATION PUSHPINNOVATION PRODUCTION ROSEBERRY SANGHVI FILMS SHARDA FILMS Social Department The Ankler W3 TIKTOK tubefilter UNIFRANCE UTOPIA VARIETY VERSOS Video Researcher We are Watching webedial. ELEPHANT WILD VISION YouTube

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MARKET OPEN FROM 08:30 TO 19:00 - CLOSING AT 16:00 ON THURSDAY - Palais des Festivals, Cannes

GRAND AUDITORIUM	MIP CREATIVE HUB	MIP INNOVATION LAB	HI5 STUDIO	SCREENINGS & SHOWCASES	NETWORKING EVENTS & MATCHMAKING
					08:00 - 09:00 Verrière Grand Auditorium MIPCOM First Timer Tour
09:00 - 09:45 Unlocking Audience & Content Dynamics: Who is Watching, What, How & Why? Presented by Glance	09:00 - 09:45 FRAPA Formats Summit Welcome Coffee from 8:30		09:15 - 10:00 YouTube Workshop The YouTube Analytics Playbook: Algorithms, Audiences and Fandoms	09:30 - 10:30 Auditorium A Next Docs from France Presented by Unifrance Docs Showcase	09:00 - 11:00 Hôtel Barrière Le Majestic Cannes MIP BrandWorks CXO Summit By Invitation only Welcome Coffee: 08:30
	10:00 - 10:30 The Next Chapter for International Co-Productions: Post Peak-TV, Opportunity Remains	10:00 - 11:05 MIP AI Entertainment Forum 10:00 - 10:05 Intro MC 10:05 - 10:25 The Next Chapter in AI Training Data: The Shift to Specialized Video Data & Provenance Presented by Versos AI 10:25 - 10:45 Monetize the Content Storm: How AI Can Turn Your Catalogue into Predictable Cash Flow Presented by BB Media Group 10:45 - 11:05 Training Data Deals: How AI Companies Are Licensing Filmed Entertainment Presented by Protege		10:30 - 11:30 Auditorium K Fresh Content China Presented by China Pavilion	10:00 - 11:00 Verrière Grand Auditorium LatAm Partnership Summit Powered by MIP CUNCUN Pre-registration required
11:20 - 11:50 MIP Headliner The Big AI Keynote with Utopai Studios Cecilia Shen, Co-Founder and CEO, Utopai Studio Ken Oh, Content CEO, CJ ENM Studios	10:45 - 11:15 The New Distribution Playbook: Maximizing Value Across a Fragmented Global Market			11:30 - 12:30 Auditorium A Silent Nava Presented by BETA	
12:00 - 12:30 MIP Headliner Redefining Broadcast: The RTL + YouTube Partnership Pedro Pina, Vice President, YouTube EMEA Stephan Schmitter, CEO, RTL Deutschland		11:30 - 11:45 We Built a Streaming Platform in 90 Days. AI Didn't Do It Alone Presented by OKAST		13:30 - 14:30 Auditorium K K-Ani IP Showcase Presented by KOCCA	12:30 - 14:00 Hôtel Barrière Le Majestic Cannes Women in Global Entertainment Lunch with A+E Global Media Welcome Drinks: 12:00 Lunch: 12:30 - 14:00 By invitation only
13:00 - 14:00 Fresh TV Formats Presented by The WIT	14:00 - 14:30 Sports IP: The Next Chapter	14:00 - 14:45 New Formats, New Stories: The Creators Behind Meta's Original Series Presented by Meta, Inc	14:10 - 14:50 YouTube Workshop Unlocking Hidden Audiences and Revenue on YouTube	14:30 - 15:30 Auditorium A Reality Check: A New Era of Unscripted Formats Presented by BBC Studios Formats Showcase	14:15 - 15:30 Verrière Grand Auditorium Asia x Global Executive Summit In partnership with ContentAsia Pre-registration Required
15:30 - 16:00 MIP Headliner Banijay Entertainment: The Next Chapter Jeff Zucker, CEO, RedBird IMI; Operating Partner, RedBird Capital Partners; Chairman, Banijay Entertainment Marco Bassetti, Chief Executive Officer, Banijay Entertainment	15:00 - 15:25 Creators Connect Michou x Dreamspark: Terminal, From YouTube Hit to Global Format	15:00 - 15:30 MIP AI Entertainment Forum From Experiment to Enterprise: How Entertainment Groups Are Making AI Work		15:30 - 16:30 Auditorium K Showcase Shanghai Presented by the Shanghai Municipal Administration of Culture and Tourism	15:00 - 16:00 Matchmaking Area - Palais -1 Speed Matchmaking Session: Scripted Pre-registration Required
16:15 - 16:45 MIP Headliner MIP BrandWorks Small Screens, Big Impact: Inside the Vertical Drama Boom Cathy Boxall, Global Head of Entertainment, dentsu In conversation with Meta	15:30 - 16:00 MIP BrandWorks Branded Entertainment 2.0 When Purpose Meets Premium Production	16:15 - 16:30 FAST Beyond Borders: Rakuten TV on What It Takes to Scale Into New Global Markets	16:00 - 17:00 Japanese Format Showcase Presented by Treasure Box Japan Followed by cocktail from 17:00 - 18:00	16:30 - 17:30 Auditorium A The Interrogator Presented by Lionsgate	
17:00 - 17:45 MIP Headliner Variety Vanguard Award & Fireside Chat Bela Bajaria, Chief Content Officer, Netflix	17:30 - 19:00 Session & Happy Hour Hosted by TikTok 17:30 - 18:00 Developing Formats on TikTok: The Next Generation of Storytellers	16:30 - 16:45 Rethinking the Studio: Content, Catalogues and the New Economics of Growth			
18:00 - 19:15 MIPCOM CANNES World Premiere Screening Honey Presented by FIFTH SEASON	18:00 - 19:00 Happy Hour				From 19:00 Hôtel Barrière Le Majestic Cannes Merzigo x YouTube x MIPCOM CANNES Opening Night Party

MIPCOM CANNES Programme Partners



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	08:30 - 09:30 Breakfast Opener Hosted by Celestine Pictures				08:30 - 10:00 Verrière Grand Auditorium Drama Co-Production Summit: Producing Premium Drama in a Digital-First World By Invitation
	09:45 - 10:15 The New Economics of Content: Why Advertising Matters	09:15 - 10:00 Dive into Innovation Projects funded by Creative Europe MEDIA	09:15 - 10:00 YouTube Workshop Co-Creating the Future: Centering AI Around Human Creativity		
10:00 - 10:30 MIP Headliner The Age of Understanding: How AI, Storytelling, and Verified Intelligence Are Reinventing the Future of Media Anthony E. Zuiker, Creator, CSI TV Franchise	10:30 - 11:10 Commissioning IP for a Multi-Platform World		10:30 - 11:50 MIP BrandWorks Showcase 10:30 - 10:45 «Finding Jamie»: Inside the Brand-Funded Vertical Comedy Presented by Baby Teeth 10:45 - 11:05 Brand Documentaries: The New Frontier of Premium Storytelling Presented by Webedia-Elephant	10:00 - 11:00 Auditorium K Constantinople: Presenting a New Period Drama Series Presented by Aegean Entertainment, Inc	
	11:20 - 11:50 Financing the New Drama Economy	11:00 - 11:20 Scaling Creator Content Across Every Screen Presented by Wild Vision	10:45 - 11:05 Brand Documentaries: The New Frontier of Premium Storytelling Presented by Webedia-Elephant	11:00 - 12:00 Auditorium A K-Content & Format Showcase Presented by KOCCA	10:45 - 11:45 Verrière Grand Auditorium MIP AI Entertainment Forum MIP AI Entertainment Forum - Roundtables Pre-registration Required
12:00 - 12:30 MIP Headliner BBC Studios: From Idea to Global IP Building Brands That Last Zai Bennett, CEO & Chief Creative Officer, BBC Studios Global Content Shelley Macintyre, CEO, Brands & Licensing, BBC Studios Kate Phillips, Chief Content Officer, BBC		12:00 - 12:45 MIP AI Entertainment Forum 12:00 - 12:20 CapCut AI: The New Production Workflow Presented by CapCut 12:25 - 12:45 Inside a Real-World AI Production: Workflows, Breakthroughs, and Setbacks Presented by Artist	11:15 - 11:30 Three Economies, One Platform: Brands, Rights Holders and Creators on YouTube Presented by Bluelemon 11:30 - 11:50 «Live Better For Less»: How Branded Entertainment Can Travel The World And Still Come Home To The Brand Presented by Fan Club	11:45 - 12:15 Auditorium K Documentary Screening by CNA Originals Followed by a Snack Lunch in Palais 3, Foyer Balcony Grand Auditorium 12:15 - 13:00	
	14:30 - 14:50 Creators Connect Netflix x Sidemen: How Does It Really Work?	14:00 - 14:30 What the Market Gets Wrong About Microdrama	14:15 - 15:00 YouTube Workshop The Rules Of Producing Digital Formats	13:30 - 14:30 Auditorium K The Data Opportunity: Tracking Trends, Monetizing and Predicting What's Next Presented by Glance / Video Research	
15:30 - 16:00 MIP Headliner The Partnership Flywheel: YouTube x NBCUniversal Justin Connolly, Vice President YouTube Global Head of Media & Sports, YouTube Matt Schnaars, President, Platform Distribution & Partnerships, NBCUniversal	15:00 - 15:30 LIVE: The New Prime Time	14:30 - 15:00 Beyond the Scroll: Micro Dramas Showcase Presented by Rising Joy		14:30 - 15:30 Auditorium A EBU Public Service Formats Showcase Presented by the European Broadcasting Union	15:00 - 16:00 Matchmaking Area - Palais -1 Speed Matchmaking Session: Unscripted Pre-registration Required
	15:45 - 16:30 Microdrama Goes Premium	15:00 - 15:30 Media War & Peace Live: Premium Vertical TV In conversation with Roseberry Media	16:00 - 16:30 MIP BrandWorks How to Get Your Projects Funded by Brands Presented by IPX	16:00 - 17:00 Auditorium K Paper Empire Screening Presented by Robert Gillings	
17:00 - 17:30 MIP Headliner MIPCOM CANNES x The Ankler	17:35 - 19:30 Session & Happy Hour Hosted by Fox Entertainment	16:30 - 16:45 Catalogue to Cash: Myths about Premium Content on YouTube, and What Actually Works	16:30 - 17:00 MIP BrandWorks MILLÉSIME(S) - Bordeaux. A Legacy In Motion Presented by MGGB Pictures Followed by Wine Tasting from 17:00 - 18:00		
18:00 - 19:15 MIPCOM CANNES World Premiere Screening Queen Silvia Presented by Beta Film	17:35 - 18:00 From Followers to Franchises: Inside the FOX Creator Studios Model	16:45 - 17:00 From Console to Content: Sony's Next Move in Streaming			
	18:00 - 18:20 Baywatch: The World's Most-Watched Series Returns				
	18:20 - 19:30 Happy Hour				

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	09:15 - 09:45 NBCUniversal's Universal Studio Group Opens Doors	09:30 - 10:10 MIP AI Entertainment Forum 09:30 - 09:50 From Archive to Audience: How Leading Media Companies Activate their IP Presented by Moments Lab 09:50 - 10:10 From Metadata to Money: How AI is Unlocking the Value of Your Library Presented by Social Department	09:30 - 10:00 YouTube Workshop The Funding Revolution: Diversifying Revenue For YouTube Production		09:00 - 10:15 Verrière Grand Auditorium Global Microdrama & Vertical Leaders Summit By Invitation
10:30 - 11:00 MIP Headliner The Whole Consumer: Following Audience From the Couch to the Loo Evan Shapiro, Media Cartographer, ESHAP	10:00 - 10:25 Creators Connect Chain Creation: The New France Televisions Incubator	11:45 - 12:45 MIP AI Entertainment Forum 11:45 - 12:05 AI: The Evolving Production Landscape Presented by Ampere Analysis 12:05 - 12:25 From Content to Cash: Reimagining Entertainment in the Age of AI Presented by Huanyu Entertainment 12:25 - 12:45 Empowering Creators: AI-Assisted Long-Form Production and Localization with MOMOKO Presented by ONE ONE ONE Limited			11:15 - 12:30 Verrière Grand Auditorium International Mentoring & Networking Event for Women in Entertainment In Partnership with MediaClub/Elles Pre-registration Required
11:00 - 11:30 MIP Headliner PIVOT! Why Every Entertainment Company Needs a Vertical Strategy Anatolii Kasianov, Co-Founder & Co-CEO, Holywater Tech Tanya Cohen, Co-CEO, Made By Us Studios Sammie Hao, Head of Talent and Business Development, Crazy Maple Studio	11:00 - 11:30 MIPCOM Recognition for SDG Impact In partnership with United Nations 11:40 - 12:10 The Power Brokers: Inside the Business of Creator-led Entertainment				11:45 - 12:45 Matchmaking Area - Palais -1 Speed Matchmaking Session: Vertical & Microdrama Pre-registration Required
13:15 - 14:00 Fresh TV Fiction Presented by The WIT	12:20 - 13:00 State of the Factual Nation				
	14:30 - 15:00 Creators Connect From Multi-Platform Success to FAST: Fearn Cotton x Samsung TV Plus	14:00 - 14:30 Beyond the Gold Rush: What's Next in Vertical Storytelling? 14:45 - 15:15 Winning Subscribers, then Earning the Renewal: An Operator's-Eye View 15:20 - 15:45 Beyond the Platform: Building Global Audiences in a Fragmented World In Conversation with BBC Studios & Globo	14:15 - 15:00 YouTube Workshop Capturing the Modern Fan: The Multi-Layered Distribution of Sports Media		14:30 - 15:30 Verrière Grand Auditorium DOC + FACTUAL Roundtables Pre-registration Required
16:00 - 16:30 MIP Headliner Building Fan Culture Together Dennis Papirowski, Global Head of Content, TikTok	15:15 - 15:50 Creators Connect: Vertical Originals				
	17:00 - 18:00 Happy Hour Hosted by Tubefilter	16:45 - 17:15 The Media Odyssey Podcast Live: The Hallmark of Greatness In Conversation with Hallmark			

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