

Saturday 10 October

Sunday 11 October

08:45 - 09:30 Debussy Lounge
MIPJUNIOR Welcome Coffee

08:45 - 09:45 Verrière Grand Auditorium
Roundtables Co-Production
& Financing

Pre-registration Required
Welcome Coffee served from 08:30

09:30 - 09:50 Debussy Theatre **Market Intel**
Kids Content Trends Watch:
A year-end Market Snapshot
Presented by Ampere Analysis

09:45 - 10:45 Matchmaking Lounge
Speed Matchmaking Session
TV Projects in Development

Pre-registration Required

09:50 - 10:10 Debussy Theatre **Market Intel**
Next-Gen Viewing: Trends Shaping
Children's Content
Presented by Glance

10:30 - 11:15 Debussy Theatre
State of the Kids & Teens Industry:
Competing for the Next Generation's Attention

11:30 - 12:00 Debussy Theatre
IVYBEARS – From Shelf to Screen:
Reversing The Kid's IP Flywheel

12:15 - 12:45 Debussy Theatre **MIP Headliner**
ANIMAJ - Embracing a New World:
Reinventing Legacy IP for the Digital Generation

14:15 - 14:45 Debussy Theatre
AI in Action: From Augmented Studios to AI-Native Companies

15:00 - 15:30 Debussy Theatre
Who Pays for the Next Generation of Kids' IP?

15:45 - 16:15 Debussy Theatre
What comes After TV?

16:30 - 17:00 Debussy Theatre
MIPJUNIOR World Premiere Screening MIGALI
Presented by Easy Peasy Entertainment and Bardaf! Productions

17:00 - 18:30 Verrière Grand Auditorium
MIPJUNIOR Happy Hour
Hosted by YouTube

08:45 - 09:45 Verrière Grand Auditorium
Roundtables Monetisation
& Diversification

Pre-registration Required
Welcome Coffee served from 08:30

09:30 - 09:50 Debussy Theatre **Market Intel**
Beyond Attention: Building Fandom
in the Meaning Economy
Presented by Kids Industries

09:45 - 10:45 Matchmaking Lounge
Speed Matchmaking Session
TV Projects in Development

Pre-registration Required

09:50 - 10:10 Debussy Theatre **Market Intel**
Games: Gen Alpha's "Third Space"
Presented by Dubit

10:30 - 11:00 Debussy Theatre
From TV to UGC: How Kids IPs
are Building Fandom Beyond The
Screen

11:15 - 11:45 Debussy Theatre **MIP Headliner**
YouTube - Beyond Preschool:
Making Great Content for the Gen Z
& Teen Audience

12:00 - 12:30 Debussy Theatre
From First Favorites to Lasting
Fandom: Disney's Approach to Kids
& Family Franchises
Followed by a Disney Cocktail Lunch -
Verrière Grand Auditorium

11:00 - 13:00
Kids Pubcasters join
Animation Forces

Closed-door event / By invitation only

14:15 - 14:45 Debussy Theatre
The New Kids YouTube Playbook: Platform Changes Decoded

15:00 - 16:15 Debussy Theatre
MIPJUNIOR Pitch
Tweens / Teens

16:30 - 17:00 Debussy Theatre
Generation Roblox: The Intersection of Entertainment,
Commerce & Community
Presented by Twin Atlas

17:15 - 17:45 Debussy Theatre **MIP Headliner**
ESHAP - The Kids Content Business in The Affinity Economy
by Evan Shapiro

**MIPJUNIOR SCREENING LIBRARY OPEN FROM 08:30 TO 19:00 ON SATURDAY AND SUNDAY IN GRAND AUDI BALCONY (PALAIS 3)
FOR BUYERS ONLY**

MIPJUNIOR Programme Partners

