



Bela Bajarria and David Beckham
Confirmed to Headline at MIP LONDON



Paris, 13 December 2024 – MIP LONDON today announced that Netflix’s Chief Content Officer **Bela Bajarria** and Football Club Owner, Entrepreneur, Co-Founder of content studio, Studio 99 and global brand ambassador **David Beckham** will join forces onstage at the IET Savoy Place in a special ‘in conversation’ fireside as part of the inaugural **MIP LONDON** international content and networking market (**23-27 February 2025**).

“We promised the TV industry to deliver big moments and future-facing conversations at MIP LONDON next February,” said Lucy Smith Director of MIP LONDON and MIPCOM CANNES. *“Bela and David are hugely impactful figures culturally and globally each with great influence and unique perspectives on creating content and connecting with audiences and both with significant international platforms. It’s a privilege to welcome them both to the MIP stage in London.”*

Collaborators on the Emmy award-winning documentary series ‘BECKHAM’, and with Studio 99 now in production on the highly anticipated forthcoming series following the

story behind Victoria Beckham's fashion business, the pair will share the main MIP LONDON stage, and respective insights, on Tuesday 25 February.

Hosted at the Savoy Hotel and the IET London, MIP LONDON is a new multi-genre international marketplace with an embedded future-facing conference that aims to deliver more business and opportunities during a key content week in the global TV industry calendar.

About Bela Bajaria

Bela Bajaria joined Netflix in 2016 and was named Chief Content Officer in January 2023. She oversees the teams responsible for all Netflix content from around the world including series 'Stranger Things,' 'Squid Game,' 'Wednesday,' 'Bridgerton,' 'Heeramandi' and 'Lupin,' and films including 'Leave the World Behind,' 'Beverly Hills Cop: Axel F' and Oscar® winners 'All Quiet on the Western Front' and 'Guillermo del Toro's Pinocchio.' Bela led Netflix's push into live events and sports with specials such as 'Chris Rock: Selective Outrage,' 'The Roast of Tom Brady' and multiyear deals with the NFL and WWE.

Prior to Netflix, Bela was President of Universal Television. Past honors include THR's Women in Entertainment list, Variety's LA Women's Impact Report, TIME's 100 Most Influential People of 2022, and Fortune's Most Powerful Women for the past five years. Bela serves on the board of The Coca-Cola Company, the LA Board of Governors for the Paley Center, the board of LA's Saban Community Clinic and the Board of Trustees for Meridian International Center.

About David Beckham

In 2019, David founded the content studio, Studio 99. The studio operates both editorial and commercial production, and specialises in developing and producing premium documentary features, series and formats for global platforms and networks, including Netflix, Disney+ and Amazon Prime Video. Studio 99's recent work has included the Emmy award-winning documentary series 'BECKHAM' (Netflix) and the compelling documentaries '99', about Manchester United's extraordinary treble-winning season, and 'Ronnie O'Sullivan: The Edge of Everything' (both for Amazon Prime Video). The studio also produces commercial content for globally recognised brands such as Nespresso, EA Sports, Tudor and Maserati.

Beckham was the first English football player to win league titles in four countries: England, Spain, the United States and France. His career spanned 20 years with some of the most successful clubs in the world: Manchester United, Real Madrid, AC Milan, LA Galaxy, Paris Saint-Germain and the England team, which he captained for six years. Since retiring from football in 2013, Beckham has worked with world-leading brands including Adidas, Tudor Watches, Stella Artois, and Hugo Boss. In 2018, he became a

founder and co-owner of Major League Soccer club Inter Miami CF, the culmination of his lifelong ambition to own a football club.

About MIP LONDON

To date, over 700 delegates from over 50 countries have confirmed their presence at MIP LONDON including over 350 buyers. Located just off the Strand, MIP LONDON's premium venues provide a central meeting hub in the West End to connect with key players and stay at the forefront of TV's transformation. Main stage keynotes, screenings, workshops and matchmaking sessions spanning Scripted, Unscripted and Kids Content will run from **Sunday 23rd to Thursday 27th February**.

More information on MIP LONDON can be found at mip-london.com.

Further information

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Notes To Editors:

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