



## MIP LONDON RELEASES FINAL PROGRAMME

**Headline Sessions with YouTube and TikTok Amongst Latest Additions to Line Up**

**Over 50 International Contributors Confirmed Across Five Days**

**Almost 1600 Delegates From 70 Countries Now Registered**

---

**Paris, 30 January 2025** – MIP LONDON today announced its complete programme for the inaugural five-day international content and networking market (23-27 February 2025), including a high-profile line up of speakers from over 50 companies internationally.

The multi-genre programme, aimed at delivering more people, business and opportunities across a key content week in the global TV industry calendar, will feature main stage headline sessions, screenings, showcases, summits, presentations, workshops and matchmaking events and run from 10.00 on Sunday 23rd through Thursday 27 February across MIP LONDON's venues the IET London and Savoy Hotel. The full MIP LONDON programme can be found [here](#).

Latest additions to the future facing line up include:

- An 'in conversation' session with **Pedro Pina, VP YouTube EMEA** (Wednesday), and one focused on the Content Creator economy with **Eve Sherlock, LIVE Content Lead-Europe, TikTok** (Tuesday)
- A study of successful cross platform strategies and partnerships between UK broadcasters and YouTube including **Matt Risley, Managing Director 4Studio** and **Neil Price, Film & TV Partnerships Lead Manager UK, YouTube** (Monday)
- A live episode of recently launched media podcast **The Media Odyssey** from **Marion Ranchet** and **Evan Shapiro** (part of the Global Streaming Strategies Summit hosted by Shapiro on Wednesday)

These join the previously announced special 'in conversation' fireside with **David Beckham** and **Netflix's Chief Content Officer Bela Bajarria** at 11.00 on Tuesday in the main stage theatre of the IET London.

*"The MIP LONDON programme is designed to help people stay at the forefront of TV's transformation,"* said Lucy Smith, Director MIP LONDON and MIPCOM CANNES. *"...to provide daily opportunities for content discovery with must-see format showcases and scripted screenings from around the world, and to deliver those conversations, connections and partnership opportunities that lead to more business being done across the week in London."*

Confirmed Programme highlights also include:

- First London Editions of **MIPFORMATS and MIPDOC** - leading an unscripted focus running from Sunday to Tuesday and incorporating popular elements such as the MIPDOC CO-PRODUCTION SUMMIT, MIPFORMATS PITCH (presented in partnership with FOX Entertainment Global), and FRESH TV FORMATS presentation by The WIT, and new additions including an insights session from K7 Media titled *'Unscripted 2025: Breaking Boundaries, Shaping Stories'*.
- International Unscripted Format Showcases – including two from **Talpa Studios**, and a major focus on new emerging Asian formats, from **KOCCA** and **TV Asahi** on Monday, and Yomiuri TV on Tuesday, and presentations focused on Japanese content including **FRESH TV JAPAN** and a multi-genre session supported by MIC and BEAJ.
- Scripted Screenings – including Horror Comedy, Soul Sucker from **Dori Media** and a World Premiere Screening from **Robert Gillings Productions** on Tuesday.
- Digital First sessions - including *'Shaping Success in the Digital-First Era: Insights From Production, Distribution & Commissioning'* staged in partnership with **TellyCast** and featuring **Anouk van Dijk, Head of Sales & Co-Productions, Quintus Media; Matt Campion, Founder and Creative Director, Spirit Studios** and **Amie Parker-Williams, Director, Digital Commissioning and Production, MTV and Comedy Central** on Thursday at 10.15; and *'Bridging the Gap: When Linear meets Digital'* featuring Creator **Harini Bhat** (Today I Learned Science) and **Executive Producer and Senior Director of Programming at PBS, Adam Dylewski** on Monday at 11.00.
- Spotlight on Branded Entertainment – including a session designed to equip producers with the tools to build successful collaborations with brands and agencies featuring, amongst others, **George Cowin, Co-Founder & co-CEO of Cowshed Collective, Carlotta Rossi Spencer, Head of Branded**

**Entertainment Business Development, Banijay Entertainment and Joshua Barnett, Managing Director, After Party Studios** at 09.45 on Tuesday.

- Transformation-led Kids Summit – with confirmed speakers including leading UK and European commissioners including **Patricia Hidalgo, BBC Director, Children and Education; Claire Heinrich, Deputy Director, Head of Acquisitions Children's & Youth France Télévisions**, and **Luca Milano, Executive Director RAI Kids**, in addition to contributors from next generation media company **Animaj**, AAA-gaming specialists **The Gang**, Digital Media and Creator Platform **TheSoul Publishing**, Digital Content Studio and Network **Little Dot Studios** and insight specialists **Ampere Analysis** from 14.00 on Thursday.
- Networking Events – with **The MIP LONDON Opening Cocktail** in partnership with **Coutts** starting from 18.00 on Sunday at the IET London to kick start the week, and a first **Networking Breakfast** staged with **Women in Film & TV (wftv)** on Tuesday from 08.30 in the Savoy's Beaufort Bar.

To date, almost 1600 delegates from more than 70 countries have confirmed their presence at MIP LONDON including nearly 800 buyers - these include companies taking meeting spaces, showcasing content or partnering on the programme, as well as individuals registered for the market.

---

Further information

Press [patrick@pk-consults.com](mailto:patrick@pk-consults.com)

Media Accreditation [emma@emmabartholomewpr.com](mailto:emma@emmabartholomewpr.com)

---

### **Notes To Editors:**

#### **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](http://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](http://www.rxglobal.fr)*

*\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

---

STAY CONNECTED:

