



MIP LONDON ANNOUNCES FIRST DEDICATED BRAND ENTERTAINMENT LINE-UP

BBC Studios, Brabus, Expedia and McCann Amongst Key Players

Confirmed for Screening and Showcase Sessions

Major Expert-led Roundtables Summit Set for The Savoy



Paris, 4 February 2026 – MIP LONDON today announced details of a landmark first Brand Entertainment summit at the forthcoming second edition of the international TV and streaming content market taking place at IET London and The Savoy from Sunday 22 - Tuesday 24 February 2026.

The programme builds on the brand entertainment summit introduced at MIPCOM CANNES in October and is in partnership with The Branded Content Marketing Association (BCMA). It brings together some of the most active producers, brands

and agencies in the brand-funded space, combining showcases of innovative case studies with a major expert-led roundtables session.

Starting on Sunday 22 February from 15.30-16.45, the **Brand Entertainment Showcase** in IET London's Turing Theatre will feature insights from the key players behind a curated selection of recent and forthcoming collaborations and productions, including:

- Innovative docu-reality series *Brabus: One Second Wow* produced by LEONINE Studios (i&u Studios) in co-production with high-performance luxury mobility brand BRABUS and streaming soon on Prime Video, offering exclusive insight into the world of high-end supercars and their creators - featuring speakers **Christian Meinberger, Chief Digital Officer, LEONINE Studios & Managing Director, i&u Studios** and **Constantin Buschmann, CEO, BRABUS**.
- *Dinner Is Scrapped*, a genre bending culinary competition series created in partnership with the Ellen MacArthur Foundation and produced by Park Village. Hosted by Michelin Starred Chef Doug McMaster, Dinner Is Scrapped challenges two celebrity cooks (Faye Winter & Stevo The Madman) to battle clock-and each other-as they transform surprising sustainably-sourced ingredients into gourmet masterpieces, all to impress a group of celebrity dinner guests and judges (James Acaster, Andi Oliver, Max Fosh and Big Has.) Featuring speakers **Seb Egerton-Read, Content Lead, Ellen MacArthur Foundation**; **Megan G Wells, Series Creator, Showrunner and Executive Producer**; **Oliver Allgrove, Executive Producer**; and moderated by **Andrew Canter, Global Chairman, BCMA**.
- *Building Stories That Move You*, an in-depth exploration of how BBC Studios and Expedia Group Advertising have architected a modern storytelling-to-action ecosystem. Audiences will be taken inside how the two teams move seamlessly from audience intelligence to emotionally resonant storytelling and through to measurable pathways to booking—and back again. Featuring speakers **Kimberley Giacon, SVP Digital, BBC StoryWorks at BBC Studios**, and **Angelique Miller, VP, E Studio, Expedia Group Advertising**.

The showcase will be followed on Sunday afternoon from 17.30-18.00 by a special screening and Q&A of multiple award-winning documentary short *The Final Copy* of Ilon Specht, a collaboration between L'Oréal Paris, McCann Worldgroup and TRAVERSE32, and directed by Oscar-winning filmmaker Ben Proudfoot. Telling the story of Ilon Specht, the young female copywriter who composed the iconic tagline, 'Because I'm Worth It', empowering people across the world, the Q&A will

feature **Brendan Gaul, Global Chief Entertainment Officer of McCann and Global Co-President of TRAVERSE32** and representatives from L'Oréal Paris.

Activity continues Monday 23 February at 9.00–10.15 with a dedicated **Brand Entertainment Roundtables** session in The Savoy's Lancaster Ballroom designed to facilitate senior-level exchange between brands, producers, agencies and platforms, and opening with an introduction from **Doug Scott, Co-Founder, UNXKNOWN**.

Table leaders include **Cathy Boxall, Global Head of Entertainment, Dentsu; Matt Campion, Founder & Creative Director, Spirit Studios; Holly Fraser, VP of Content, WeTransfer; Nicolas Juhel, Content Strategy and Brand Entertainment Director, Publicis Rebels; Jonny Madderson, Co-Founder, JustSo; Gau Narayanan, Managing Director, Virtue Europe, VICE Media; Adam Puchalsky, President, Blink49; Claire Prince, Head of Branded Entertainment, WPP Media; Carlotta Rossi Spencer, Global Head of Branded Entertainment Business Development, Banijay Entertainment; and Ksenija Koženkova, Head of Non-Standard Media, Partnerships & Innovation, Vinted.**

The Brand Entertainment strand forms part of MIP LONDON's wider conference and market programme, which also includes detailed sessions around documentary and factual genres, formats, micro-dramas, podcasting, AI and the Creator Economy alongside screenings, showcases and an increased emphasis on curated networking.

MIP LONDON has to date passed 1,100 delegates, these include more than 600 international buyers including **Amazon Prime Video, AMC Networks, Apple TV+, BBC, Channel 4, Disney+, Globo, HBO Max, ITV, Little Dot Studios, MUBI, Netflix, Nine Entertainment, Paramount+, PBS, Pluto TV, Rakuten TV, Red Bull Media House, RTÉ, RTL, Samsung, SkyShowtime, Tubi, Viaplay and ZDF**; with sectors including Telecoms (**LG Uplus, Movistar Plus+, Orange, Vodafone**), Manufacturing (**Huawei, LG Electronics, TCL Falcon, VIDAA, Xiaomi TV+**) and Publishing (**Bloomsbury Publishing, Penguin Random House**) also represented.

An at a glance programme schedule can be found [here](#).

Further information

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