

mip[®] london

22→24 February 2026 | IET London & The Savoy Hotel

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MIP LONDON WRAPS SUCCESSFUL SECOND EDITION



Paris, 26 February 2026 – MIP LONDON wrapped a successful second edition this week with almost 2000 delegates from 74 countries registering for the international TV and streaming content market across its three days 22-24 February at The IET London and The Savoy.

Moving earlier in the week for its second edition, the new concentrated three-day format saw packed main stage keynotes from **YouTube, Goalhanger, Sidemen Productions** and **Evan Shapiro** as part of a comprehensive programme featuring over 200 contributors and an expanded focus on transformational areas including the creator economy, brand entertainment, microdramas, podcasting and AI running alongside country showcases, show screenings and genre tracks across Formats, Doc and Factual, Kids & Teens.

“This second edition has had amazing energy and wall-to-wall engagement.” said Lucy Smith Director, MIP LONDON. *“We’ve seen major deals announced,*

strategy defining insights from the stage, packed houses for sessions around exploding sectors like podcasting and microdramas and huge sign-ups for our expanded matchmaking programme. All of which delivered on our promise of bringing in more people, business and opportunities to this major week for the global industry through a complementary, inclusive, multi-genre market.”

“Our focus as ever now moves to MIPCOM CANNES, the industry’s biggest and most impactful global market, where we will be expanding the brand entertainment presence and doubling down on bridging traditional and transformational digital sectors at the one definitive global gathering.”

MIP LONDON registered 750 buyers from 66 countries with most hailing from UK, followed by the US, France, Germany and Spain; these included strong delegations from Turkey, Canada, Korea, China, Japan and Romania and reflected a diverse range of content funders with representatives from telecoms, manufacturing and publishing alongside those from broadcasters, platforms and streaming.

The 42nd edition of MIPCOM CANNES will take place from October 12-15 and MIPJUNIOR October 10-11 2026.

Further information

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RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec,

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