

Opening & closing time : 08:30 - 19:00

Sunday 22/02

Monday 23/02

Tuesday 24/02

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| IET London | The Savoy Hotel | IET London | The Savoy Hotel | IET London | The Savoy Hotel |
| 09:30 - 10:00 Kelvin Theatre Cracking Audience Trends: Who is Watching What, How & Why? Presented by Glance | | 09:30 - 10:00 Showcase Kelvin Theatre Talpa Studios Showcase | 09:00 - 10:15 Roundtable Lancaster Ballroom Brand Entertainment Summit Roundtable In Partnership with BrandStorytelling & BCMA Pre-Registration Required | | 09:00 - 12:00 Lancaster Ballroom KIDS & TEENS SUMMIT - Navigating the New Kids & Teens Business Reality |
| 10:05 - 10:25 Fresh TV Japan | | 10:15 - 10:45 MIP Headliner Kelvin Theatre Talent as the Shortcut: How Community-led IP Scale across Platforms | 11:30-12:00 MIP Headliner Kelvin Theatre MIP HEADLINER | 10:15 - 10:45 MIP Headliner Kelvin Theatre MIP HEADLINER | Welcome Coffee from 08:30 |
| 10:30 - 10:45 Kelvin Theatre Documentary & Factual Entertainment: Thriving and Surviving Presented by Ampere Analysis | | 10:45 - 11:30 Mountbatten Room Applied AI Innovation Showcase | 12:00 - 12:30 Mountbatten Room AI Training Data & the New Economics of Factual TV Presented by Versos AI | 11:00 - 11:45 MIP Headliner Kelvin Theatre Video Podcasts 2026: Scaling Stories, Maximising Revenue | |
| 10:45 - 11:00 Kelvin Theatre Content Trends Doc + Factual Presented by Mothership Media Consultancy | | 12:00 - 12:30 Showcase Turing Theatre Greenwashed Presented by Chris Packham | 12:30 - 14:30 Lancaster Ballroom Attention Economy Leadership Lunch & Mixer In Partnership with Tubefilter By Invitation Only | 12:00 - 12:30 Kelvin Theatre Streamers' Content & Partnership Strategies | |
| 11:15 - 12:00 Showcase Turing Theatre Highlighting Creativity IPs from Korea Presented by KOCCA | 11:30 - 13:00 Roundtable Lancaster Ballroom Doc + Factual Co-Production Summit By Invitation Only | 13:30 - 14:15 Showcase Kelvin Theatre Korea Format Showcase | 14:00 - 14:30 Turing Theatre Making New Production Funding Models Work! Doc + Factual Perspectives | 14:00 - 14:30 MIP Headliner Kelvin Theatre MIP HEADLINER | 14:00 - 15:00 Matchmaking Abraham Lincoln Room Speed-Matchmaking Kids |
| 13:00 - 14:00 Kelvin Theatre Fresh TV Formats Presented by The WIT | 14:00 - 15:00 Matchmaking Abraham Lincoln Room Speed-Matchmaking Doc + Factual Pre-Registration Required | 14:15 - 15:15 Roundtable Lancaster Ballroom Micro Drama & Vertical Content Leaders' Summit Pre-Registration Required | 14:45 - 15:20 MIP Headliner Kelvin Theatre Micro Drama 2026: The Global Breakout | 15:30 - 16:00 MIP Headliner Kelvin Theatre MIP HEADLINER | 14:30 - 15:30 Roundtable Lancaster Ballroom Building Sustainable Growth in Creator-Led Content In Partnership with We Are Era |
| 15:30 - 16:45 Turing Theatre Brand Entertainment Summit: Showcase In Partnership with Brand-Storytelling & BCMA | 15:25 - 15:55 Turing Theatre Formats Panel | 16:05 - 16:35 Turing Theatre FRAPA Session | 16:45 - 17:15 Kelvin Theatre The New Distribution Playbook: What's the Deal Now? | 16:15 - 16:45 MIP Headliner Kelvin Theatre MIP HEADLINER | 14:30 - 15:30 Roundtable Lancaster Ballroom Speed-Matchmaking Pre-Registration Required |
| 17:00 - 17:30 Kelvin Theatre The Reality Check: Navigating Entertainment's Shifting Landscape in 2026 Presented by Luminate | 18:00 - 20:00 Lancaster Ballroom MIP LONDON Opening Party | 17:30 - 18:00 MIP Headliner Kelvin Theatre MIP HEADLINER | 15:30 - 16:30 Roundtable Lancaster Ballroom Applied AI Roundtable Pre-Registration Required | From 18:00 MIP LONDON Happy Hour | From 18:00 MIP LONDON Happy Hour |

As of 13/01/2026, subject to change

MIP LONDON thanks its sponsors & partners



BrandStorytelling



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MUSIC FOR STORYTELLERS