

mip® london

KIDS & TEENS SUMMIT

NAVIGATING THE NEW KIDS & TEENS BUSINESS REALITY

Tuesday 24 February 2026 | 09.00 - 12.00
Lancaster Ballroom, The Savoy Hotel, London

Overview

In a kids and teens industry undergoing seismic disruption, the MIP LONDON Kids & Teens Summit is designed to help companies navigate a rapidly shifting business reality. Over one concentrated morning, the Summit cuts through the noise to refocus on what truly matters today: young audiences, value creation, production strategies, platforms and monetization models that work.

Through data-driven insight, real-world experience and cross-industry perspectives, this Summit re-examines the kids and teens business from the ground up. It explores new creative and commercial pathways, highlights what is proving effective and what is no longer viable and delivers actionable strategies for both legacy players and newcomers seeking to build sustainable businesses with the next generation.

Agenda

08:30 - 09:00

Welcome Coffee

09:00 – 09:15

Kids' TV at a crossroads

09:15– 09:30

Little Eyes, Big Trends: What's Shaping Kids' Viewing Today

09:30– 10:00

State of the Kids & Teens Industry: Navigating a Reset Market

10:00 – 10:30

Funding Content Today: How Kids & Teens Content Is Financed and monetized

10:30– 11:00

NETWORKING BREAK

11:00– 11:30

BBC & YouTube Partnership: How to expand Public Service Media on YouTube

11:30– 12:00

Roblox unlocked - How studios can engage the next generation

SUMMIT Format

The Kids & Teens Summit is a **half-day, high-impact programme** designed to deliver clarity and actionable insight into the evolving kids and teens business.

It opens with **data-driven market intelligence sessions**, setting the scene with key industry figures, audience behaviors and content trends.

It then moves into **curated panel discussions** bringing together leaders from across the kids and teens value chain.

A **networking break at the midpoint** of the programme allows participants to connect and exchange perspectives.

The Summit concludes with **platform-focused sessions on YouTube and Roblox**, offering practical insight into how these ecosystems are shaping content strategies, audience engagement and monetization.

Speakers



Candice Alessandra
International Research Director, Glance



Cyrine Amor
Research Manager, Ampere Analysis



Andrew Bereza
Director of Business Development, Twin Atlas



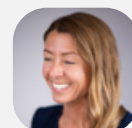
Nathalie Chamberland
Director, Youth Programming, Radio-Canada/CBC



Delphine Dumont
Chief Commercial Officer, Banijay Kids & Family



Jose Escalante
CEO, Latin Media Corp



Jiella Esmat
CEO, 8 Lions Entertainment



Sean Henry
VP, International Kids Content Partnerships & EMEA Strategy, Warner Bros. Discovery



Patricia Hidalgo
Director-Children's & Education, BBC



Marcus Holmström
Executive Chairman, The Gang



Helen Howells
Joint Managing Director, Hoho Entertainment Ltd



Dean Koocher
Head of Content, Kidstream



Nico Lockhart
Managing Director TeamFalco



Brenda Maffuchi
Chief of Co-Productions, Licensing and Sales Officer, De Agostini Editore



Mairi Brewis
Head of YouTube Media Companies & Responsibility Partnerships for the UK & Ireland YouTube



Jo Redfern
Owner, Futrhood Media



John Reynolds
Founder, Flip Side Media



Raphaël Séjourné
Founder & Producer, Salgoss Productions

Join us in London 22-24 February 2026

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