

MICRO DRAMA & VERTICAL CONTENT LEADERS' SUMMIT

A Global Forum for Innovation, Collaboration & Growth in Short-Form Storytelling

Sunday 22 February 2026 | 14.00 - 15.30

Lancaster Ballroom, The Savoy Hotel, London

Overview

The **MIP London Micro Drama & Vertical Content Leaders' Summit** is the **first international, high-level forum fully dedicated to micro drama and vertical storytelling formats.**

Designed as a strategic leadership exchange, the Summit brings together key decision-makers from across the value chain from **producers, distributors, platforms, to tech & AI solution providers and brand marketers** to explore the **creative, commercial and technological evolution** of this fast-growing genre.

Participants will gain exclusive insights, share best practices, and engage in meaningful conversations aimed at **unlocking new partnerships, business opportunities and growth strategies.**

Session Format

The Summit is structured around **10 themed roundtables (10x10 format)** to encourage focused, high-value dialogue.

The session opens with a data-driven industry snapshot, setting the context with key market insights and trends. This is followed by expert-led roundtable conversations, each hosted by a handpicked **Table Leader**.

When accredited participants sign up through the **application form**, they will indicate their preferred table, and assignments are made to best match their interests and objectives.

Table Leaders may share the Summit registration link with selected members of their network (clients, partners or strategic contacts they wish to invite).

Invited participants must be **accredited to MIP LONDON** to sign-up, unless an exception is granted upon request.

Agenda

14:00 – 14:15

Welcome Coffee & Networking

14:15 – 14:25

Industry Data & Market Insights

14:25 – 15:15

Roundtable Conversations

From 15:15

Mix & Mingle

Who Can Participate?

The Summit is open to **accredited MIP London participants** involved in or exploring opportunities in:

- Micro drama & short-form scripted content
- Vertical video formats
- Production, distribution, financing & IP development
- Digital platforms & monetization strategies
- Technology, AI and tools for short-form storytelling
- Brand entertainment and content-driven marketers

Role of the Table Leaders

Table Leaders are responsible for facilitating high-quality, strategic discussions. This role includes:

- Presenting **their activity, expertise and positioning** in the micro drama and vertical content ecosystem
- Sharing **projects, case studies and practical market insights**
- Offering a **strategic vision** on the future of micro drama and short-form vertical storytelling

This is not a pitching session. The format is designed to be informative, educational and peer-driven, with the clear objective of connecting the right professionals to enable deal-making, partnerships and long-term collaboration.