

Connecting the Global Content Community

REGISTER HERE

MIP LONDON is a multi-genre international market gathering creators, producers, streamers and brands. Expect 3 days of business, matchmaking, screenings all supported by a conference programme designed to join the dots and find the value between the creator, attention and experience economies.

Who's Coming



Check the buyers list

Check the participants list

Joining the Dots: Finding the Value

Where creativity, tech, and culture meet commercial opportunity.

2026 At-A-Glance Programme

Speakers and experts at these sessions hail from the industry's most influential global players:

AI & Tech Innovation:



Brand Entertainment:



Content & Audience Trends:



Creator Economy:



Kids & Teens:



Formats:



Doc + Factual:



MicroDrama & Vertical Content:



mip® london
matchmaking

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The platform is only accessible if you are registered for MIP LONDON

- Find your perfect match:** Schedule **30-minute meetings in advance** with buyers, distributors, commissioners, and producers in the **Abraham Lincoln Room, Savoy Hotel**.
- Speed Matchmaking Sessions:** Engage in **6x10-minute rapid meetings** designed to spark new connections and business opportunities, tailored by theme:
- **Docs & Factual** - Sunday, Feb 22 | 14:00-15:00 | Abraham Lincoln Room, Savoy Hotel.
 - **Scripted** - Monday, Feb 23 | 14:00-15:00 | Abraham Lincoln Room, Savoy Hotel.
 - **Kids** - Tuesday, Feb 24 | 14:00-15:00 | Abraham Lincoln Room, Savoy Hotel.

Roundtables - Pre-Registration only available if you are registered for MIP LONDON

MicroDrama & Vertical Content Leaders' Summit : A Global Forum for Innovation, Collaboration & Growth in Short-Form Storytelling

Sunday, February 22 | 14:15-15:15 | Lancaster Ballroom (The Savoy Hotel)
[PRE-REGISTRATION HERE](#)

Brand Entertainment Roundtables | In Partnership with BCMA & UNXNOWN
Monday, February 23 | 09:00-10:15 | Lancaster Ballroom (The Savoy Hotel)
[PRE-REGISTRATION HERE](#)

Building Sustainable Growth in Creator-Led Content Roundtables | In Partnership with We Are Era

Tuesday, February 24 | 14:45-15:45 | Lancaster Ballroom (The Savoy Hotel)
[PRE-REGISTRATION HERE](#)

Applied AI Roundtable | In Partnership with Luma AI
Monday, February 23 | 15:30-16:30 | Lancaster Ballroom (The Savoy Hotel)
[PRE-REGISTRATION HERE](#)