

22–24 February 2026 – IET London & The Savoy Hotel

Connecting the Global Content Community

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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 & UNXKNOWN

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](#)

Build your network. Discover what's next. Make deals happen.

www.mip-london.com