

# MIP LONDON

## BRAND ENTERTAINMENT SUMMIT

INLOCKING POTENTIAL IN BRAND-FUNDED ENTERTAINMENT

In partnership with **BrandStorytelling** and **BCMA**

### Overview

As audiences increasingly engage with content rather than traditional advertising, brand-funded entertainment has emerged as a powerful engine for storytelling, audience connection and long-term value creation.

The MIP LONDON Brand Entertainment Summit delves into this evolving landscape through a two-part programme exploring how brands, producers, agencies and platforms are redefining collaboration to create authentic, scalable and impactful entertainment. Bringing together stakeholders from across the value chain, the Summit showcases new partnership models, funding strategies, creative approaches and measurement frameworks, providing insight into the future of brand-funded content across platforms.

### Roundtables Agenda

- 08:45 – 09:00**  
Welcome Coffee
- 09:00 – 09:05**  
Welcome & Introduction  
Jordan Kelley, Director of Content, BrandStorytelling
- 09:05 – 09:20**  
Industry Overview  
Douglas Scott, CEO, UNKNOWN
- 09:20 – 09:40**  
Case Study Presentation
- 09:40 – 10:10**  
Roundtables Discussions
- 10:10 – 10:15**  
Wrap-Up & Key Takeaways

### Programme

#### Brand Entertainment Showcase

Sunday, February 22, 15:30 - 16:45

Turing Theatre (IET London)

This showcase presents a curated selection of new or recent projects - including works in development that are seeking distribution, co-funding, partners, or international scale - demonstrating how brands, creators and producers are partnering to develop engaging entertainment projects.

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#### Brand Entertainment Roundtables (Pre-Registration Required)

Monday, February 23, 08:45 - 10:15

Lancaster Ballroom (The Savoy Hotel)

The Roundtables are designed as an in-depth, peer-to-peer exchange, enabling senior decision-makers to explore the strategic and operational realities of brand-funded entertainment.

Participants will engage in discussions on topics such as creative collaboration, funding models distribution strategies and data-driven measurement, leaving with concrete, actionable takeaways to create, scale and maximize the impact of brand-funded content.

#### Session Structure

- **Market Intelligence Introduction:** A data-driven overview providing key market insights.
- **Case Study:** An in-depth look at a brand entertainment collaboration, presented from the perspectives of all stakeholders.
- **Roundtable Discussions:** Interactive sessions led by one or two Table Hosts, each focused on a specific topic.

BrandStorytelling  

WPP Media

 Banijay Entertainment

VICE media group  
 BLINK49 STUDIOS

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Any questions please reach out to the event producer, Lucie Sagne at [Lucie.Sagne@rxglobal.com](mailto:Lucie.Sagne@rxglobal.com)  
[PRE-REGISTRATION HERE](#)