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22→24 February 2026 | IET London & The Savoy Hotel

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MIP LONDON REVEALS COMPREHENSIVE FORMATS PROGRAMME

Exclusive Screenings from Global Agency and Talpa Studios

Spotlight On Korea with Presentations from KOCCA, CJ ENM, Fifth Season, SLL and MBC

London Edition of Fresh TV and Exclusive Analysis Presentations Feature in New Buyers-Led Sunday

Key Players Explore Acquisition Strategies and Shifting Dynamics in Format Market



**FIFTH
SEASON**



KOCCA
KOREA CREATIVE CONTENT AGENCY

MBC



Paris, 2 February 2026 – MIP LONDON today announced details of a comprehensive unscripted formats programme at the forthcoming second edition of the multi-genre international TV and streaming content market, taking place at IET London and The Savoy from Sunday 22 to Tuesday 24 February 2026.

Featuring key players across the global format industry, the programme spans market intelligence, in-depth panels, exclusive screenings and showcases highlighting new, emerging and proven formats with global potential.

Highlights include:

- A new buyers-focused Sunday featuring content and market intelligence to support acquisitions strategies for the week. Sessions include a main stage London edition of MIPCOM fixture **Fresh TV** highlighting emerging breakout formats presented by Virginia Mouseler, CEO of The WIT. Staged at 13.00-13.45 in the IET London's Kelvin Theatre, it will be preceded by a spotlight on Japan in **Fresh TV Japan** in the venue's Turing Theatre at 10.05-10.25. The Fresh TV sessions form part of an expanded data-led programme also including exclusive presentations from **Ampere Analysis** and **Glance**.

- **Talpa Studios** hosting a main stage multi-format presentation in the IET London's Kelvin Theatre on Monday 23 February from 09.15-10.00. The session will explore how formats can be developed and produced more efficiently, while cutting through a crowded, multi-platform market. The studio will present a slate of their proven formats performing across territories and platforms alongside one exclusive first look, and detail how scalable production models and creative ambition can reinforce each other. With insights from **Jasper Hoogendoorn, Chief Creative Officer at Talpa Studios** and **Sebastian van Barneveld, Director, Global Distribution at Talpa Studios**, as well as partners and platform executives, it will offer a clear view on how Talpa's formats are conceived, discovered and scaled.

- **Global Agency** premiering new format *The Mashup*, a revolutionary music contest where duos fuse two contrasting songs live, spin a genre wheel to test their versatility, and perform on a dynamic, interactive stage culminating in a solo showdown with celebrity partners for the ultimate prize. Presented by Global Agency Founder & CEO Izzet Pinto, the screening in the IET's Turing Theatre will take place 10.30-11.15 on Monday 23 February.

- Three showcases spotlighting the next wave of Korean IP, first with **KOCCA** (Korea Creative Content Agency) on Sunday 22 February at 11.15-12.00 in the IET London's Turing Theatre who will be presenting 8 original works from 4 leading Korean creators and studios - encompassing youth-driven romance, emotionally charged character dramas, high-impact reality formats, competitive entertainment, healing documentaries, food & wellness content, and lifestyle storytelling.

- A scripted-focused presentation from **CJ ENM** and **Fifth Season** following the above on Sunday 12.15-12.45 in the Turing Theatre exploring the drivers behind the global success of K-dramas and development of Korean IP into UK remakes, spotlighting titles that are gaining traction with insights on how localisation strategies are being shaped - presented by **Diane Min, Head of**

Format Sales, CJ ENM and Claire Takami Siljedahl, Development Executive, Fifth Season and moderated by **CJ ENM's Jinhee Lee**.

- A third Korea-focussed session on Monday 23rd February 13.30-14.30 in the Kelvin Theatre, featuring, amongst a variety of formats, presentations from **SLL** of *Doctor Cha*, (a scripted format phenomenon with a #1 rating Turkish remake) and *Just Make Up* (an innovative beauty competition from label Studio Slam, the powerhouse behind Netflix hit *Culinary Class Wars*) and from **MBC** of hit high-stakes social survival format *Bloody Game* (a breakout hit on Korea's OTT platform Wavve with international versions already rolling out).

- An interrogation of platform priorities, budget pressures and changing distribution models reshaping the international formats market in a session with **Maria-Pia Defourny, Head of Programming, RTL Belgium; Hayoung Rhee, VP, Head of Sales, Something Special; James Townley, Chief Content Officer, Development, Banijay** and moderated by **Nathalie Wogue, Managing Director, Wogue Entertainment**. "*Disruption in Formats Acquisitions and Sales*" staged at 15.25-15.55 on Monday 23 February in the Turing Theatre.

- An exploration of IP, partnerships and risk in the formats market in "*Formats ABC: Acquisition, Buying, Co-development*" following the above on Monday 23 February from 16.05-16.35 in the IET London's Turing Theatre; presented by FRAPA and featuring **Helen Greatorex, Head of Format Acquisitions, Banijay; Lisette Van Diepen, Acquisitions Consultant, BBC Studios Nordic Productions** and **Aleksander Herresthal, Partner and Chief Content Officer, Seefood TV**, with an introduction from FRAPA Co-Chairs **Andre Renaud** and **Nick Smith** and moderated by **David Ciaramella**.

MIP LONDON is designed to unite digital creators, television producers, platforms, distributors, buyers and brands across all genres. The Formats programme sits alongside MIP LONDON's wider conference and market offering, including documentary and factual, micro-dramas, podcasting, AI and the creator economy, alongside multi-genre screenings, showcases and structured networking.

MIP LONDON has to date passed 1100 delegates, these include more than 600 international buyers from **Amazon Prime Video, AMC Networks, Apple TV+, BBC, Channel 4, Disney+, Globo, HBO Max, ITV, Little Dot Studios, MUBI, Netflix, Nine Entertainment, Paramount+, PBS, Pluto TV, Rakuten TV, Red Bull Media House, RTÉ, RTL, Samsung, SkyShowtime, Tubi,**

Viaplay and ZDF; with sectors including Telecoms (**LG Uplus, Movistar Plus+, Orange, Vodafone**), Manufacturing (**Huawei, LG Electronics, TCL Falcon, VIDAA, Xiaomi TV+**) and Publishing (**Bloomsbury Publishing, Penguin Random House**) also represented

Further information

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