



## SHAPING THE FUTURE OF ENTERTAINMENT: AI TAKES CENTRE STAGE AT MIP LONDON

Luma AI, Versos AI and Deepdub Among Leading AI Players Presenting Entertainment Strategies

Over 1000 Delegates Confirmed to Date for Market



Jason Day  
Luma AI

Oz Krakowski  
Deepdub

Chris Keevill  
Versos AI

Ludo Dufour  
Curiosity Stream

John Wesley Chisholm  
Arcadia Entertainment

Mathilde Pavis  
Replique

**Paris, 26 January 2026** – MIP LONDON has confirmed details of an increased AI focus in the second edition of the international TV and streaming content market taking place at the IET London and The Savoy from 22-24 February 2026.

A key strand of the MIP LONDON conference programme sees dedicated sessions exploring practical, deployable practices and a market-first major AI round table forum featuring key international players from the sector exploring content creation, production, monetisation and ethical areas.

Programme highlights include:

- An in-depth presentation detailing how AI voice is being deployed at scale in live production from Deepdub, drawing on experience of +300,000 hours already

streaming on the world's largest streaming platforms. Led by **Oz Krakowski, Chief Business Development Officer, Deepdub** "AI Voice in Production: What Actually Works at Scale," will address quality standards, workflow integration and the balance between AI and human oversight on Monday 23 February from 11.30–12.00 in the IET London's Mountbatten Room.

- A hands-on exploration of new revenue streams in factual featuring **Chris Keevill, CEO and Julie Meredith, Chief Marketing Officer, Versos AI, Ludo Dufour, Vice President, Licensing, Curiosity Stream and John Wesley Chisholm, Founder and Executive Producer, Arcadia Entertainment.** Presented by Versos AI, the "AI Training Data & the New Economics of Factual TV: How to License, Structure, and Produce Video to Make More Money in the AI Era," panel takes place on Monday 23 February from 12.00–12.30 also in the Mountbatten Room.

Reflecting MIP LONDON's wider emphasis on structured networking across MIP LONDON, a central element of the AI strand will be the **Applied AI Roundtables in Partnership with Luma AI** on Monday 23 February from 15.30-16.30 in The Savoy's Lancaster Ballroom.

The 100-plus curated event brings together influential producers, creators, broadcasters, studios and platforms shaping the future of entertainment, and opens with a defining scene-setting keynote from Jason Day, Head of GTM EMEA at Luma AI. Day will outline how AI is catalysing a creative renaissance, fundamentally reshaping how directors and producers conceive, control, and deliver stories, and setting the agenda for the next chapter of the global content industry.

Day leads Luma AI's business and market expansion across Europe, the Middle East, and Africa, and was appointed in late 2025 to drive the company's international growth and strategic partnerships. Luma AI is a frontier artificial intelligence company building multimodal general intelligence that can understand, generate, and reason about the physical world. Its flagship Dream Machine platform enables creatives to produce professional-grade video and imagery, while Ray3, launched in 2025, is the world's first reasoning video model, capable of generating physically accurate, controllable video and animation at production scale.

Examining fields spanning creativity, monetisation, discovery and applications for creative workflows, rights management and responsible deployment, each table will be led by relevant experts. Confirmed hosts include **Benjamin Field, CEO and Co-Founder, Deep Fusion Films; Chris Keevill, CEO, Versos AI; David Richtenburg, Executive Vice President, Content & Partnerships, Troveo AI;**

**Kunal Barai, Head of Global Markets Expansion, Vitrina, US; Liz Sloan Watts, Business Development & Partnerships, Media & Entertainment, Luma AI; Mathilde Pavis, Legal & Policy Adviser on AI and Digital Replicas and Founder, Replique; Michael Wayne, Global Head of Media & Entertainment, RWS; Oz Krakowski, Chief Business Development Officer and Co-Founder, Deepdub; Simon Miller, Consultant, Cineverse and Tom Paton, Founder and CEO, AiMation.**

**Applied AI Roundtables in Partnership with Luma AI** is open to accredited MIP LONDON participants who are actively working with or exploring opportunities in AI. Applications can be submitted [here](#).

The AI sessions form part of a wider MIP LONDON conference programme addressing emerging cultural and commercial trends including the creator economy, podcasting and streaming alongside multi-genre screenings, showcases and structured networking, under the theme *“Joining the Dots: Finding the Value.”*

Over 1000 delegates are confirmed to date for MIP LONDON including more than 550 international buyers from major broadcasters, platforms and media groups worldwide. These include **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 programme details will be announced in the run up to the market.

An 'at a glance' programme schedule can be found [here](#).

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Further information

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