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

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YouTube, Goalhanger and Sidemen Productions Confirmed for Mainstage Keynotes at MIP LONDON

PodX To Stage Showcase On Redefining of Podcasts

Tubi, Pluto, DAZN Added to Line-Up



Pedro Pina
YouTube EMEA



Tony Pastor
Goalhanger



Victor Bengtsson
Sidemen Entertainment



Adam Cohen
Sidemen Productions

Paris, 6 February 2026 – MIP LONDON today announced main stage keynotes featuring **YouTube**, **Goalhanger** and the recently launched **Sidemen Productions**, plus a showcase from international podcast group **PodX** at the second edition of the international TV and streaming content market at the IET London and The Savoy from Sunday 22 to Tuesday 24 February 2026.

The timely and high-profile keynotes form part of a two-day Creator Economy strand bringing together senior creators, platform leaders and content executives to examine how creator-led IP, audience-first distribution and platform partnerships are reshaping the global content landscape.

Programme highlights include:

- **Pedro Pina, Vice President, YouTube EMEA** and **Tony Pastor, Co-Founder, Goalhanger** exploring their partnership and the rapid evolution of podcast consumption across video in a main stage keynote in the IET London's Kelvin Theatre on Monday 23 February 5:30-6:00pm titled *The Goalhanger Model: Scaling a New Media Empire on YouTube*. Famed for its popular 'The Rest Is...' series, Goalhanger generated more than 750 million full-episode views and streams across its 14 shows in 2025 and last week announced a minority investment from The Chernin Group to expand its formats and fuel growth in the US market.

- A second main stage keynote profiling the recently launched **Sidemen Productions** with **Victor Bengtsson, CEO, Sidemen Entertainment, Adam Cohen, Head of Sidemen Productions** and moderated by **Ian Shepherd, Co-founder and Co-CEO of Electrify Video Partners**. Staged on Monday 23 February at 11.30-12.00 also in the Kelvin Theatre, *Inside the Sidemen - Why Content Creators are Building Production Companies of the Future* will explore the plans for the creator-led production company, established after over a decade of producing content across YouTube and digital platforms and marking a significant structural step for the Sidemen who reach more than 100 million subscribers across their platforms. A third series of Netflix hit *Inside UK*, the first under the new banner, will stream later this year.

- *The Power of Podcast: Global Impact and Multi-Platform Distribution* – a showcase on Tuesday 24 February 09:30-10:00 in The IET's Turing Theatre from PodX, presenting podcast IP's redefining through 360 degrees distribution, format innovation, and cultural reach, drawing on the insights of PodX's international network of studios and talent across Europe, North America, and Latin America, reaching millions of people every day; featuring **Patrick Svensk, CEO of PodX, Darby Dorras, Chief Content Officer of Platform Media**, and **Julien Neuville, Director Continental Europe of PodX**.

- *Sport & Creators: Strategic Priorities Shaping Streaming Platforms* - a panel exploring sport as a strategic growth driver for ad-supported and FAST platforms and how creator-led ecosystems are redefining audience engagement in the genre featuring **David Salmon, Managing Director, International, Tubi; Olivier Jollet, Executive Vice President and International General Manager, Pluto TV; Walker Jacobs, Global Chief**

Revenue Officer and President, USA, DAZN and moderated by **Jennifer Batty, Media Advisor** on Tuesday between 12:00-12:30pm in the Kelvin Theatre.

- *The Masters of Digital Content* - bringing together a panel of leading voices from established media groups and next-generation digital studios to unpack how premium digital content is being commissioned, produced and scaled today. Featuring **Amie Parker-Williams, Director, Digital Commissioning & Production, MTV Entertainment Group International; Ben Sinden, Senior Vice President, Content and Creators at Electrify Video Partners; Dominic Smales, Co-Founder, GloMotion Studios/WinnieWood; Matt Ford, VP Commercial, Digital, Sony Pictures Television** and moderated by **Drew Baldwin, CEO, Tubefilter** it will be staged also on Tuesday at 16:00-16:45 in the Kelvin Theatre.

The sessions build on the previously announced Creator Economy programme at MIP LONDON 2026, which includes a mainstage keynote from media analyst **Evan Shapiro** presenting exclusive new data on the future of the global content business; a platform-led panel with **Snap Inc., Spotify and We Are Era** examining audience growth, an Attention Economy Leadership Lunch at The Savoy opening with an exclusive presentation from **Adam Cunningham, Chief Strategy Officer, Allied Global Marketing** followed by expert-led roundtables, plus a senior podcasting panel bringing together executives from **Podimo, Patreon, Little Dot Studios** and **Acast** spanning commissioning, creator partnerships and monetisation.

MIP LONDON's wider conference programme also features strands on formats, documentary and factual, micro-dramas, podcasting, AI and brand entertainment alongside multi-genre screenings, showcases and an increased emphasis on structured networking.

MIP LONDON has to date passed 1,300 delegates these include more than 600 international buyers including **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.

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

Further information

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