

mip[®] london

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

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MIP LONDON 2026 ANNOUNCES MORE THAN 250 BUYERS TO DATE

THREE DAY MARKET TO KICK OFF WITH BUYERS' SUNDAY PROGRAMME



Paris, 5 December 2025 – MIP LONDON today announced more than 250 buyers to date are confirmed to attend the second edition of the multi-genre international TV and streaming content market taking place at the IET London and Savoy Hotel from Sunday 22-Tuesday 24 February 2026.

MIP LONDON is designed to unite digital creators, television producers, platforms, distributors, buyers, and brands across all genres. The first edition in February 2025 welcomed over 2 800 delegates from 47 countries.

“MIP LONDON’s first edition successfully drew more international buyers, distributors, producers, and therefore more opportunities, to what has become such a key week in the international industry calendar in London.” said Lucy Smith, Director of MIP LONDON and MIPCOM CANNES. *“For our second edition MIP LONDON goes beyond traditional television by joining the dots with the transformational digital side of the business including creators, brands,*

microdramas, podcasting, and of course the dominant subject on everyone's agenda, AI."

The 250+ buyers confirmed to date include key acquisitions and commissioning executives from **Amazon Studios, Netflix, Warner Bros. Discovery, Paramount, National Geographic, Nickelodeon International, MUBI, Sky, ZDF, RTL, RTE, Nine Entertainment, Red Bull Media House, Al Jazeera International, TV 2 Norway, TV Nova, Reshet, Britbox International, Kidstream, Bellmedia, Viasat, ITV, BBC, AMC Networks, Globo, PBS, The Walt Disney Company** and **Samsung**.

For its second edition, MIP LONDON has made improvements to the format, moving to a 3-day schedule Sunday to Tuesday running 8.30 am to 7pm daily. New for 2026, MIP LONDON will start off the busy content week with a new buyers-focused Sunday and will offer a greater emphasis on matchmaking running across all days. The programme will feature screenings, showcases and an insight-driven, future-focused conference agenda, details of which will be announced over the coming weeks. An initial At-A-Glance Schedule can be found [here](#).

An opening buyers-focused Sunday at MIP LONDON will see an expanded data-led market intelligence programme delivering the latest intel, trends and content discovery to support acquisitions strategies for the week – these include a special London edition of Fresh TV from The WIT, and exclusive presentations from Ampere Analysis and Glance.

Also new to MIP LONDON 2026, is an enhanced Hosted Buyer Programme, bringing together buyers and delegates through curated, pre-scheduled meetings. All underpinned by the MIP LONDON result-driven matchmaking platform designed to spark meaningful connections and commercial growth. Open to all participants, it ensures every attendee can access targeted opportunities, meet the right partners and maximise their time. As last year, MIP LONDON will be free to attend for all qualified buyers.

Further information

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Further Details For 2026

A reimagined layout sees **IET LONDON** operating as the centre of the market, hosting main programme and marketplace with a mix of meeting tables and spaces embedded with networking areas and a daily networking breakfast from 08.30, and The Savoy as the home of summits, roundtables, matchmaking sessions and social mixers.

Mainstage keynotes, summits and sessions will come under the theme *Joining The Dots: Finding The Value*, spanning multiple genres and staging in-depth focuses on areas including AI, Brand Entertainment, Podcasting, Microdramas and the Creator Economy.

MIP LONDON will host a Kids Summit on Tuesday 24 February.

Accreditation at the Early Bird rate of £460 plus VAT till 15th December 2025 for all three days - further information can be found [here](#).

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