



MIP LONDON ANNOUNCES DETAILS OF CREATOR ECONOMY PROGRAMME

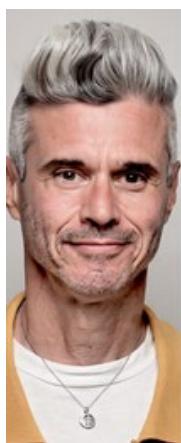
Evan Shapiro To Showcase Exclusive New Data in Main Stage Keynote

Adam Cunningham to Open Market-First Attention Economy Leadership Forum for Senior Industry Executives

Key International Players Confirmed for Expanded Networking and Roundtable Programme

Spotify, Snap Inc. and We Are Era to Feature in Main Stage Keynote Exploring Audience Growth

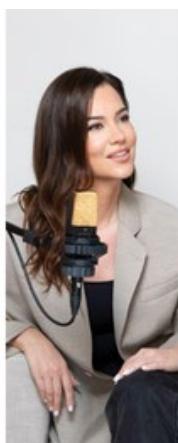
Delegates For MIP LONDON 2026 Top 1000



Evan Shapiro
ESHAP



Tobias Schiwek
We Are Era



Julie Bogaert
Snap Inc.



Saruul Krause-Jentsch
Spotify



Adam Cunningham
Allied Global Marketing



Amie Parker-Williams
MTV Entertainment

Paris, 22 January 2026 – MIP LONDON today announced details of an expanded Creator Economy programme for the forthcoming second edition of the international TV and streaming content market, taking place at The IET London and The Savoy from Sunday 22 to Tuesday 24 February 2026.

Set across Monday and Tuesday, the deepened Creator Economy focus at this year's market features key players at the intersection of digital content, platforms and communities in a programme spanning analysis, commissioning and monetisation, with an increased emphasis on structured networking through matchmaking and expert-led roundtable events.

Highlights include:

- Mainstage keynote, *The Year of Change or Die*, from Media cartographer and provocateur **Evan Shapiro** on Tuesday 24 February at 17.00-17.30 in the IET London's Kelvin Theatre. Drawing on exclusive new proprietary data, Shapiro will use his 'data filled crystal ball' to show where the television business goes next. Earlier that day Shapiro will also stage a live recording of *The Media Odyssey*, the popular industry podcast co-hosted with **Marion Ranchet** (Streaming Made Easy) that examines the global media business across television, streaming and digital platforms.
- A deep dive into the central role of creators in driving audience growth, format development and monetisation with international platforms **Snap Inc. (Julie Bogaert, Head of Creator Partnerships, EMEA)**, **Spotify (Saruul Krause-Jentsch, Head of Podcasts, Central Europe)** and leading pan-European digital studio and talent agency **We Are Era (Tobias Schiwek, CEO)**. The panel, curated in partnership with We Are Era, and titled *Talent as the Shortcut: How Community-led IP Scales Across Platforms* will be staged on Monday 23 February from 10.15-10.45 on the IET London's Kelvin Theatre main stage.
- A further main stage panel on Tuesday 24 February at 16.00-16.45 detailing how premium digital content is commissioned and scaled by established media groups and creator-led studios, with contributors including **Amie Parker-Williams, Director, Digital Commissioning & Production, MTV Entertainment Group International** amongst others.
- A greater focus on structured networking running across the programme starting with a market-first Attention Economy Leadership Lunch & Mixer on Monday 23 February from 12.30-14.30 in The Savoy's Lancaster Ballroom, staged in partnership with Tubefilter. The invitation only event will be opened with an exclusive presentation from **Adam Cunningham, Chief Strategy**

Officer, Allied Global Marketing, titled *The Attention Economy: The New Rules of Commissioning, Marketing and Monetisation*. Cunningham leads global strategy at Allied Global Marketing, overseeing the company's digital transformation and technology-led strategy work for major international media companies across film, television and streaming.

- An expert-led roundtable session, focused on building sustainable growth in Creator-led content and staged in partnership with We Are Era on Tuesday 24 February 14.30-15.30. Table leaders for the summit, also hosted in the Savoy's Lancaster ballroom, include **Bronagh Monahan, Co-Founder, MonRae Management; Helen O'Donnell, BBC Talentworks; Emi Geddes, Head of UK and Germany Acquisitions** and **Molly Lyy, Head of Creator Management, EMEA, Patreon; Sam Ewen, Head of Entertainment, After Party Studios; Björn Rohwer, Head of Data & AI, We Are Era; Kristina Petrova, VP Platform Operations and Digital Rights, We Are Era** and **Esmée Verbogt, New Kith by We Are Era**.

MIP LONDON is designed to unite digital creators, television producers, platforms, distributors, buyers and brands across all genres. The Creator Economy sessions form part of a wider conference programme also featuring documentary and factual, microdramas, podcasting, streaming and AI, under the theme *Joining the Dots: Finding the Value*.

The programme confirmations come as MIP LONDON passes 1000 delegates a month out from the market. These include more than 550 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 programme details will be announced in the coming weeks.

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

Further information

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**Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

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