



MIP LONDON ANNOUNCES FULL KIDS & TEENS SUMMIT LINE UP

Key Players from Production, Platforms, Gaming and Creator Economy

Contributors Include BBC, Banijay, YouTube, Twin Atlas, Ampere Analysis and Glance



Paris, 12 February 2026 – MIP LONDON today announced the full line up for its international **Kids & Teens Summit**, a half-day programme focused on the changing commercial and creative dynamics shaping children’s and teen content on Tuesday 24 February 2026 09.00-12.00 in The Savoy’s Lancaster Ballroom as part of the second edition of the international TV and streaming content market (22-24 February).

Bringing together senior international leaders from production, distribution, platforms, gaming and the Creator Economy, the Kids & Teens Summit will address how IP is emerging and value being created, financed and sustained in a rapidly evolving market through a mix of market intel presentations, speakers and structured networking moderated by **Jo Redfern, Owner, Futrhood Media**.

Highlights include:

- *The BBC & YouTube Partnership: How to expand Public Service Media on YouTube* - a panel examining how media and YouTube can collaborate, to build communities, grow and deliver trusted, high-quality programmes featuring **Mairi Brewis, Head of YouTube Media Partnerships UK** and **Patricia Hidalgo, Director of Children's & Education at the BBC**.
- Two exclusive scene-setting insight and data presentations on shifting viewing behaviours, platform usage and commissioning strategies across kids and youth from **Cyrine Amor, Research Manager, Commissioning at Ampere Analysis** and **Candice Alessandra, International Research Director at Glance**.
- A 'State of the Industry' discussion bringing together senior executives spanning broadcast, distribution, production and gaming sectors on areas including adaptation, resilience and future opportunities in the space, also featuring **Patricia Hidalgo**, alongside **Delphine Dumont, Chief Commercial Officer, Banijay Kids & Family**; **Raphaël Séjourné, Founder & Producer, Salgoss Productions**; **Marcus Holmström, Executive Chairman, The Gang**.
- A producer, distributor and creator-led focus on funding, monetisation and sustainable business models with speakers including **Helen Howells, Joint Managing Director, Hoho Entertainment**; **Nico Lockhart, Managing Director, TeamFalco**; **Jiella Esmat, CEO, 8 Lions Entertainment**; **Lionel Marty, Managing Director and Co-Founder, Madgic Distribution/Zephyr Animation** and moderated by **John Reynolds, Founder, Flip Side Media**.
- A Roblox-focused session on the potential extended life and relevance of IP in immersive environments, led by **Andrew Bereza, Director of Business Development at Twin Atlas**.

In line with the wider emphasis on structured networking across MIP LONDON, a speed-matchmaking session will also bring together buyers, producers, platforms and distributors; confirmed table leads include **Brenda Maffucci, Chief of Co-Productions, Licensing and Sales, Warner Bros. Discovery**; **Delphine Dumont, Chief Commercial Officer, Banijay Kids & Family**; **Doreen Spicer, Co-Founder, Kavaleer Productions**; **Iginio Straffi, Founder and CEO, Rainbow**; **Claudia Scott-Hansen, CEO, TVNation**; **Lucy Reeder,**

Head of Acquisitions, Kidstream; Patricia Hidalgo, Director of Children's & Education, BBC and Roberto Mitrani, Managing Director, De Agostini Editore.

The Kids & Teens Summit builds on the previously announced and adjacent Creator Economy programme at MIP LONDON 2026 which across Sunday and Monday includes main stage keynotes profiling the recently launched **Sidemen Productions** with **Victor Bengtsson, CEO, Sidemen Entertainment, Adam Cohen, Head of Sidemen Productions**, and one from media cartographer Evan Shapiro, who will present exclusive new data on the future of the global content business. The Savoy will also be the venue for a market-first Attention Economy Leadership Lunch, with an exclusive presentation from **Adam Cunningham, Chief Strategy Officer, Allied Global Marketing** on Monday, and an expert-led roundtable session, focused on building sustainable growth in Creator-led content and staged in partnership with **We Are Era** following the Kids & Teens Summit on Tuesday 14.30-15.30.

The Kids & Teens Summit forms part of MIP LONDON's wider conference and market programme, which also includes microdramas, podcasting, AI and brand entertainment, alongside multi-genre screenings and showcases.

MIP LONDON has to date passed 1,500 delegates these include more than 650 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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