



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

Press - Patrick Keegan patrick@pk-consults.com

Press Accreditation - Emma Bartholomew emma@emmabarholomewpr.com

About RX FRANCE

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr*

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

STAY CONNECTED:

