

	Grand Auditorium	Producers' Hub	MIP Innovation Lab	Other Venues	Screenings & Showcases
14:00					
15:00					
16:00					
17:00				17:00 - 19:00 Hyde Beach International Format Awards With C21, MIPCOM Cannes, FRAPA & Entertainment Master Class	
18:00	18:00-19:15 MIPCOM CANNES World Premiere TV Screening Watson				
19:00	Followed by a Q&A with the talent				
20:00					

40th

The Mother of all
Entertainment
Content markets

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	Grand Auditorium	Producers' Hub	MIP Innovation Lab	Other Venues	Screenings & Showcases
8:30					
9:00	9:00 - 9:45 Unlocking Audience & Content Dynamics Presented by Glance		9:00 - 9:45 Welcome Networking Coffee		
10:00		9:45 - 10:15 What All the Drama is About - Content that Travels	9:45 - 10:10 How to Thrive in The Media's User-Centric Era? Presented by Evan Shapiro, ESHAP		
11:00	10:20 - 11:00 KEYNOTE Media Mastermind Keynote		10:15 - 11:40 Applied AI Summit: Discussions Presented by Jonathan Verk, Social Department		10:00 - 11:00 Auditorium K Survivor: The true story of one boy's journey through the Holocaust A film by Zoom Rockman
12:00	11:15 - 12:15 KEYNOTE Media Mastermind Keynote series	11:00-13:00 Frapa Formats Summit			11:00 - 12:00 Auditorium A The Beach Presented by Beta Film
13:00	13:00-14:00 Fresh TV Formats Presented by The WIT			12:00 - 14:00 Hotel Majestic Welcome Drinks: 12:00 Lunch 12:30-14:00 Women in Global Entertainment Power Lunch With A+E Media Group	
14:00		14:30 - 15:00 Drama Formats – Producer/Distributor Collaboration in the Remake Process	14:30 - 15:30 Applied AI Summit: Roundtables Welcome Coffee from 14:00 <i>Pre-registration required</i>		14:30 - 15:30 Auditorium A Screening Presented by Electric Entertainment
15:00	15:00- 17:30 KEYNOTE Media Mastermind Keynote: Variety Vanguard Award & Fireside Chat Tony Vinciguerra, Chairman & CEO, Sony Pictures Entertainment				15:30 - 16:30 Auditorium K Screening Presented by GCON
16:00		16:30 - 17:00 US Studios – International Production Strategy	16:00 - 16:45 Applied AI Summit: Innovation Showcase		16:30-17:30 Auditorium A Screening Presented by ECCHO RIGHTS
17:00					
18:00	18:00-19:15 MIPCOM CANNES World Premiere TV Screening Spain Country of Honour	18:00-19:00 Producers' Hub Networking Drinks			
19:00	Followed by a Q&A with the talent			From 19:00 Hotel Majestic MIPCOM CANNES Opening Night Party & Red Carpet Celebrating Spain as the Country of Honour	
20:00					

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	Grand Auditorium	Producers' Hub	MIP Innovation Lab	Other Venues	Screenings & Showcases
8:30					
9:00		8:30 - 9:30 Drama Co-production Breakfast <i>Pre-registration required</i>			
10:00		9:45 - 10:30 Focus Spain	9:00 - 11:00 KEYNOTE Global Streamers Talks Presented by Evan Shapiro		9:00 - 10:00 Auditorium A Showcase Presented by BBC
11:00		10:40 - 11:10 Where content meets Technology		10:00 - 11:00 Speed Matchmaking Scripted <i>Pre-registration required</i>	
12:00	11:15 - 11:45 KEYNOTE Media Mastermind Keynote	11:30 - 12:00 Content Showcase			11:45 - 12:45 Auditorium K PBS Distribution Presents: Leonardo da Vinci A Film by Ken Burns, Sarah Burns and David McMahon
13:00	12:00 - 13:00 MIPCOM CANNES Diversify TV Awards <i>Open to all</i> <i>Followed by drinks and light lunch from 13:00 to 14:00</i>				
14:00					
15:00	15:00 - 15:30 KEYNOTE Media Mastermind Keynote - Dan Cohen With Special Guest to be announced	14:30 - 15:00 Meet the Commissioners What's Hot and What's Not?	14:30 - 15:30 Global FAST & AVOD Roundtables Welcome Coffee from 14:00 <i>Pre-registration required</i>	14:30 - 15:30 Auditorium K Speed Matchmaking D&I Pre-registration required	14:30 - 15:15 Auditorium A Spain Fresh TV Showcase Presented by The WIT
16:00	16:00 - 16:30 KEYNOTE Media Mastermind Keynote	15:15 - 15:45 Navigating a Complex Landscape - What Opportunities for Tomorrow's Fresh, Original Voices?	15:45 - 17:30 Global FAST & AVOD Discussions Presenting Partner: XUMO Conference Partners: OKAST.TV, VEVO		15:30-16:30 Auditorium K Screening Presented by KOCCA
17:00	17:00 - 17:40 KEYNOTE Media Mastermind Keynote				
18:00	18:00-19:15 MIPCOM CANNES World Premiere TV Screening with panel discussions with the talent	18:00-19:00 Producers' Hub Networking Drinks with PLEX	17:30 - 18:30 FAST & AVOD Networking Drinks		18:00-19:15 Grand Audi Raise of the Raven Presented by Beta Film GmbH
19:00					
20:00					

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8:30					
9:00		9:00 - 9:30 Collaboration: The Future of Factual	8:30 - 9:00 Welcome Coffee	8:30 - 10:30 Verrière Grand Auditorium International Mentoring & Networking Breakfast for Women in Entertainment with MediaClub'Elles <i>Limited seats, pre-registration recommended</i>	
10:00		9:45 - 10:15 Branded Fiction - the Subtle Art of Integrating Brands into Drama	9:00-11:15 Connected TV Summit Presented by Alan Wolk, TVREV CTV Presenting Partner: Samsung TV Plus Conference Partner: WURL	10:00 - 11:00 Matchmaking Area Speed Matchmaking Unscripted <i>Pre-registration required</i>	
11:00	11:15 - 11:45 KEYNOTE Media Mastermind Keynote				
12:00	12:00 - 12:30 KEYNOTE Media Mastermind Keynote				
13:00	13:00-13:45 Fresh TV Fiction Presented by The WIT	12:30 - 13:00 Go Bigger or Smaller? Adjusting Finacing Strategy to Changing Times			
14:00			14:00 - 14:30 Social Platforms: Content Monetisation		
15:00		14:30 - 15:00 YA - The Secret Sauce Behind Success	14:40 - 15:10 Trends & Insights Session		
16:00		15:15 - 15:45 YA – The Business of Anime – Beyond the Brand	15:15 - 15:45 Trends & Insights Session		
17:00		16:00 - 16:30 Secrets of the Scripted Format: K7 Media's Tracking the Scripted Giants Presented by K7 Media			
18:00		16:45 - 17:15 Regional Funding Panel			
19:00		18:00-19:00 Producers' Hub Networking Drinks with Madrid Cluster			
20:00					

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8:30					
9:00					
10:00		<p>9:30 - 10:30 Streaming Platforms – A Wealth of International Opportunities Networking Roundtable Breakfast</p> <p>Pre-Registration recommended</p>			
11:00		<p>11:00 - 11:30 Global Content Trends: Making Sense of Uncertainty... Presented by Ampere Analysis</p>			
12:00		<p>12:00 - 12:30 Best of Fresh TV Presented by The WIT</p>			
13:00					
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