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Savoy Hotel &
IET London: Savoy Place
London, UK

23 → 27
February 2025

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FIRST MIP LONDON WRAPS WITH OVER 2800 EXECUTIVES FROM 80 COUNTRIES



Venues Confirmed For 2026

London, 28 February 2025 – MIP LONDON today announced that over 2800 delegates from over 80 countries, including more than 1000 buyers, registered for a successful inaugural edition of the five-day international content and networking market which ran this week Sunday 23 through to Thursday 27 February.

The sole aim of MIP LONDON has been to deliver more people, business and opportunities to London across a key week in the global TV industry calendar. The IET London and the Savoy, which provided a central hub for the conference programme, meeting spaces and networking events across the week are confirmed for 2026.

“MIP LONDON’s debut exceeded expectations. This is year one of a long-term commitment and we will be back in London next year.” said Lucy Smith, Director MIP LONDON and MIPCOM CANNES. ***“This was new, a new format, bringing in new people, and it really feels that MIP LONDON has found its place in this busy week.”***

“Our plan has always been to complement existing events, and I thank everyone who came and engaged with the market. We will listen intently to every bit of feedback to evolve MIP LONDON for 2026 and beyond, and to deliver what the international industry says it needs.”

A comprehensive multi-genre programme at MIP LONDON saw a host of international screenings and showcases alongside a series of insight presentations, matchmaking events, and packed sessions from platforms including YouTube, and the headline fireside conversation between Netflix’s Chief Content Officer Bela Bajaria and David Beckham.

The largest proportion of delegates at the market’s debut hailed from Europe, followed by North America, with significant delegations also from Asia, LatAm, MENA and Türkiye. Over 70 companies took meeting spaces including Country Pavilions from Belgium, China, France, Korea and Spain. In addition to sales executives and buyers, attendees represented from a broad spectrum of

industry sectors including producers, digital first companies, content creators, FAST, AVOD and CTV players.

The 41st edition of MIPCOM CANNES will take place from October 13-16 2025 with MIPJUNIOR set for October 11-12.

Further information

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