



Media Cartographer Evan Shapiro to Headline Streaming Summit at MIP LONDON with Exclusive New Research

500 delegates from over 50 countries signed up to be part of MIP LONDON



26 November 2024 – MIP LONDON today announced that thought leader and Media Cartographer Evan Shapiro will headline a **Global Streaming Strategies Summit** and present the second chapter of exclusive new research on British multi-screen viewing data as part of his ongoing collaboration with BARB¹, at the inaugural MIP LONDON international content and networking market (**23-27 February 2025**).

Hosted at the Savoy Hotel and the IET London conference centre, MIP LONDON is a new multi-genre international marketplace with an embedded future-facing conference that aims to deliver more business and more opportunities during a key content week in the global TV industry calendar. Located just off the Strand, MIP LONDON's premium venues provide a central meeting hub in the West End to connect with key players and stay at the forefront of TV's transformation.

Staged exclusively at MIP LONDON on Wednesday 26 February and Thursday 27 February, the **Global Streaming Strategies Summit** will span FAST & AVOD and Connected TV, next generation content creators and cross-platform monetisation strategies, and will include Shapiro in conversations with key players from streaming and digital platforms.

“MIP LONDON is about attracting more people and enabling more deal making during what has become such a big content week in London” said Lucy Smith, Director of MIP LONDON and MIPCOM CANNES. *“Transformation in television is at the top of everybody’s agenda in 2025. Evan provokes discussion and we are thrilled he’ll be again challenging us all to think differently and look at new ways of working, when he takes centre stage at the IET London.”* Smith added.

“With the speed of evolution in Media accelerating, I am grateful to MIP for the forum for a frank and meaningful conversation about what these dramatic changes mean and how they will affect those who work in Media for a living. And what a perfect place to stage this discussion! I am totally chuffed to take part in this first-ever MIP London.” Shapiro said.

About the MIP LONDON Conference Programme

The **Global Streaming Strategies Summit** forms part of a newly outlined MIP LONDON future-facing Conference curated to look beyond the traditional models of how content is created, watched and monetised by mapping out the latest data and content strategies shaping the industry worldwide - all scheduled thoughtfully to help maximise everyone’s time.

The programme will provide a daily mix of matchmaking and workshop opportunities designed to deliver immediate value for those taking part and practical strategies to navigate the new realities of business.

Key themes and timings include:

- Daily main stage keynotes, screenings, workshops and matchmaking sessions spanning Scripted, Unscripted and Kids Content **from Sunday 23rd to Thursday 27th February.**
- MIP LONDON Unscripted **from Sunday 23rd through Tuesday 25th** featuring the first newly designed London editions of MIPDOC and MIPFORMATS, including the MIPDOC PITCH and CO-PRODUCTION SUMMIT, the first London

edition of the MIPFORMATS PITCH (presented in partnership with Fox Entertainment Global), and FRESH TV.

- Global Streaming Strategies Summit on **Wednesday 26th and Thursday 27th** spanning FAST & AVOD and Connected TV, next generation content creators and cross-platform monetisation strategies.
- **Thursday 27th afternoon** will see a Kids future-facing programme as a continuation of the transformation theme at last month's MIPJUNIOR.

To date, almost 500 delegates from over 50 countries have confirmed their presence at MIP LONDON including over 250 buyers - these include companies taking meeting spaces, showcasing content or partnering on the programme, as well as individuals registered for the market.

More information on MIP LONDON can be found at mip-london.com

¹Broadcasters' Audience Research Board barb.co.uk

Further information

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Notes To Editors:

About Evan Shapiro

An Emmy and Peabody Award-winning producer and professor of Television at New York University, Shapiro is acclaimed for his bold predictions and distinctive visualisations of the global tech and entertainment ecosystem shared via his influential newsletter Media War & Peace, as co-host of podcast Cancel Culture and through his change agency ESHAP.

About MIP LONDON

MIP LONDON is part of a portfolio of markets and conferences from RX France's Entertainment Division staged for the international television distribution and production community year-round alongside MIPCOM CANNES, MIP CANCUN and MIPJUNIOR

About RX FRANCE

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

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