



MIPDOC AND MIPFORMATS MOVE TO MIP LONDON IN FEBRUARY 2025

2025 Editions to Kick Off Inaugural MIP LONDON Across Two Days

mipdoc mipformats®

Paris 2 July - RX France – organisers of MIPCOM CANNES, MIP LONDON and MIP CANCUN – announced today that the 2025 editions of MIPDOC (27th edition) and MIPFORMATS (15th edition) will join MIP LONDON next February.

MIP LONDON is the new international multi-genre content market, screening and networking event launching in the heart of London's West End from Sunday 23 February to Thursday 27 February 2025 at the central Savoy Hotel and adjacent IET London conference centre.

Respected as the two leading international television business markets for the global doc, factual and formats communities, MIPDOC and MIPFORMATS have been a mainstay of the previous MIPTV market that held its last edition in Cannes in April 2024.

The MIP LONDON editions of MIPDOC and MIPFORMATS will take place on Sunday 23 February and Monday 24 February. These two days will be centred on delivering opportunities to showcase new content, gain market insights, secure global distribution deals, and catching up in person. Screenings and meetings targeting the unscripted community will continue throughout the five days of MIP LONDON.

"The biggest international week in unscripted is now in London with MIP next February," said Lucy Smith, Director of MIP LONDON and MIPCOM CANNES. *"We've had clear feedback from each genre community about the importance of maintaining MIPDOC and MIPFORMATS in the first half of the year. Unscripted is a growing part of the London events in February. By starting MIPDOC and MIPFORMATS*

ahead of the week, MIP LONDON helps meet this demand, gives unscripted buyers and producers a head start on latest trends and potential partnerships, and further brings the MIP experience to London.”

MIP LONDON is a complement to the existing February events, providing a central networking hub and international gathering point to accommodate for the growing number of distributors, buyers and producers worldwide who wish to have a presence and take meetings over the week – staged less than a 10-minute walk from regularly used West End screening venues or event spaces. Further information can be found on the newly launched website [here](#).

Running across five days, MIP LONDON will have a comprehensive invitation programme which gives free access to qualified buyers.

MIP LONDON is produced by the team behind MIPCOM CANNES, the flagship entertainment content market for the international TV industry, attended by over 11 000 delegates from over 100 countries in 2023. The 40th edition takes place in Cannes 21-24 October 2024 with MIPJUNIOR, the annual meeting point for the Kids sector, returning to its traditional slot ahead of the market on 19-20 October with a pre-opening afternoon on 18 October.

Further information

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Notes To Editors:

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*
