



**MIP LONDON Confirms Leading European Players for  
*Kids First Summit: The Transformation Starts Here*  
BBC, France Télévisions and RAI Commissioners to Feature**

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**Paris, 15 January 2024** – MIP LONDON today announced programme and line up details of its transformation-led Kids summit to be staged at the inaugural five-day MIP LONDON international content and networking market (**23-27 February 2025**).

Hosted at the IET London and titled the KIDS FIRST SUMMIT: THE TRANSFORMATION STARTS HERE, sessions will focus on new ways to adapt, collaborate and navigate the shifting complex dynamics within the Kids landscape and feature key players encompassing broadcast, streaming, gaming, digital first creation and distribution.

The KIDS FIRST SUMMIT (27 February) is preceded by a Global Streaming Strategies Summit starting on Wednesday (26 February), that sees Evan Shapiro in conversation with streaming and digital platforms including YouTube, and which together form a must-attend two-day programme at MIP LONDON for the international Kids content community. A Kids Networking Lounge will additionally serve as a central meeting point underpinning the two summits and host speed matchmaking sessions for delegates.

MIP LONDON's added focus on Kids is part of a multi-genre conference programme at MIP LONDON aimed at delivering more people, business and opportunities across a key content week in the global TV industry calendar. To date over 1000 delegates from more than 60 countries have confirmed their presence at MIP LONDON including over 600 buyers - 150 of whom are directly relevant to the Kids sector with representatives from Cartoon Network, De Agostini, ITV, Nickelodeon, NPO, NRK, Super RTL and The Walt Disney Company amongst those registered to date.

*“The feedback to us from the international Kids content community at MIPJUNIOR in October could not have been clearer”* said Lucy Smith, Director of MIP LONDON and MIPCOM CANNES. *“To give the Kids industry the further opportunity to meet face to face again in Europe at the start of the year, to hear from leading players, to showcase emerging innovative financial and distribution models, and help fuel the conversations that can see the sector continue to adapt and reinvent collectively.”*

Confirmed speakers at the KIDS FIRST SUMMIT include leading UK and European commissioners from the **BBC** (Patricia Hidalgo, Director of Children and Education);

**France Télévisions** (Claire Heinrich, Deputy Director, Head of Acquisitions Children's & Youth) and **RAI Kids** (Luca Milano, Executive Director); in addition to contributors from next generation media company **Animaj**, AAA-gaming specialists **The Gang**, Digital Media and Creator Platform **TheSoul Publishing**, Digital Content Studio and Network **Little Dot Studios** and insight specialists **Ampere Analysis**. Moderated by **Kids Industries** Co-Founder Gary Pope, further speakers will be confirmed prior to the event.

Located just off the Strand, MIP LONDON's premium venues, The Savoy and IET London provide a central meeting hub in the West End to connect with key players and stay at the forefront of TV's transformation. Main stage keynotes, screenings, workshops and matchmaking sessions spanning Scripted, Unscripted and Kids will run **from Sunday 23rd to Thursday 27th February**.

More information on MIP LONDON can be found at [mip-london.com](http://mip-london.com).

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Further information

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### **Notes To Editors:**

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