



TALPA STUDIOS TO LAUNCH 'THE HEADLINER' GLOBALLY AT MIP LONDON

Talpa Studios joins MIP LONDON Lineup with 2 Exclusive Format Showcases Monday 24 February at the IET London

Registrations for MIP LONDON Surpass 1400



Paris, Amsterdam 24 January 2025 – MIP LONDON and Talpa Studios announced today that the global content house will stage two exclusive showcases at the inaugural five-day MIP LONDON international content and networking market (23-27 February 2025) including an in-depth session on ground-breaking new talent format *The Headliner*.

Both content-packed half hour sessions by Talpa Studios will be staged on **Monday 24th February at the IET London on Savoy Place** - part of an unscripted focus running from Sunday to Tuesday that includes MIPFORMATS and MIPDOC London

editions - and will be introduced by Director Global Distribution at Talpa Studios Sebastian van Barneveld.

Over 1400 delegates from more than 70 countries have now registered for MIP LONDON including over 700 buyers. The sessions form 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.

Talpa Studios Schedule at MIP LONDON

- At 09:15 *The Talpa Studios Showcase: 'Fresh Formats, Endless Creativity'* will feature previously unseen previews, fresh updates and an insider's look into the company's most successful and promising concepts including streaming sensations No Way Back and Most Wanted, the hit gameshow The Quiz with Balls and latest innovative format, The Headliner.
- At 12:00 *'The Headliner' Spotlight: A Case Study of a Ground-breaking New Talent Format* will explore the innovative talent show with the originators sharing exclusive insights into the creative process, collaboration and unique elements that set this format apart. The Headliner premieres tonight (24th January) at 8.00pm on RTL 4 in the Netherlands.

"Talpa Studios has a richly deserved reputation for innovation and a track record in delivering global hits from The Floor to The Quiz with Balls' said Lucy Smith, Director of MIP LONDON and MIPCOM CANNES. "So, when they showcase 'what's new', 'what's next' and 'why it's different' it is an absolute must-see and will undoubtedly be a highlight of the unscripted offering at MIP LONDON."

"We are honored to be an integral part of the inaugural MIP London," said Sebastian van Barneveld, Director Global Distribution at Talpa Studios. "MIP remains a unique opportunity to connect with so many people from so many territories in such a short time. Our strong original formats, combined with formats born from creative partnerships, have been instrumental in building our innovative and diversified slate. We're excited to share highlights and insights together with some of our best creatives and buyers."

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.

Further information

Talpa Studios - Regine Crobach regine.crobach@talpastudios.com

MIP LONDON - Patrick Keegan patrick@pk-consults.com

Notes To Editors:

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