

Not displaying correctly? View the web version



FUTURE OF KIDS TV SUMMIT TAKES CENTRE STAGE AT MIPTV

Evan Shapiro, Moonbug Entertainment and McCrindle Lead Power Line-up
in Future Facing Summit in Cannes

MIPTV Opens New Kids Lounge in The Palais



Paris, 20 March 2023 – MIPTV today announces its kids content programme with a power line-up for the 2023 FUTURE OF KIDS TV SUMMIT at the Spring Market (17-19 April) and a new networking lounge to welcome the kids industry, located in the all-new “Le Boulevard Hall” in the Palais des Festivals.

Staged on day 2 of the 60th MIPTV Spring International Television Content & Co-Production Market, the 2023 edition of THE FUTURE OF KIDS TV SUMMIT will offer attendees a transformative experience delving into the future-scape of Generation Alpha.

Kids attendees will have their own “KIDS LOUNGE” for networking as part of the new MIPTV business focused format, serving as the international meeting point for everyone attending the market from the kids community.

THE 2023 FUTURE OF KIDS TV SUMMIT will run from **2pm** on **Tuesday 18th** featuring global thought leaders alongside some of the sector’s leading digital-first producers and players from social media and insight.

The programme will focus on understanding the DNA of Generation Alpha before moving to the challenges and opportunities these provide, with CSO of full service Kids agency **KidsKnowBest**, Peter Robinson acting as MC throughout the day.

Headlining the analysis section, and in addition to his appearance in the main MIPTV programme, will be industry thought leader and cartographer **Evan Shapiro** whose address ‘*Evan Shapiro Maps Out The Future of Kids TV*’ session will focus on consumption patterns, commercial models and editorial trends. Generation Alpha’s behaviours, how they interact and identify will be further examined by **McCrinkle**’s Ashley Fell, whilst Adam Woodgate from international audience agency **Dubit** will take a deep dive into their choice of media.

Leading the future-facing section will be a session on ‘*How To Engage Kids & Monetise Content In The New Era*’ featuring Nicolas Eglau, Managing Director (EMEA & Asia Pacific) of **Moonbug Entertainment** (CoComelon, Blippi and Little Baby Bum) and Jesse Cleverly, Founder & Creative Director of multi-award-winning UK production company **Wildseed Studios**. Steve Crombie, CEO of Social Video Growth specialists **Totem** will host a masterclass on adapting business models for the next generation of social platforms; and market favourite Virginia Mouseler, CEO of **The WIT** will present a special session on ‘*What’s Fresh In The Kids & Tweens Space*’.

“MIPTV is the next stop this April in the Kids calendar after Kidscreen” said MIPTV Director Lucy Smith. *“We’ve got big plans, starting first with the future-facing summit and a dedicated Kids lounge in the heart of the exhibition giving quick access to the major international companies present on the show floor. I couldn’t be more thrilled by the response from the Kids community of distributors, buyers and producers all present in Cannes this April.”*

Billed as the ‘must attend Spring gathering for kids’, THE FUTURE OF KIDS TV SUMMIT joins MIPTV strands for Documentary and Factual (MIPDOC), Formats (MIPFORMATS), Drama (MIPDRAMA) and FAST & GLOBAL – the Fast Channel Summit, all accessible with one pass.

Re-formatted in 2022, MIPTV is expected to welcome more than 430 exhibitors and 1600 buyers with participants currently hailing from over 80 countries.

Further Information

For MIPTV - Patrick Keegan - patrick@pk-consults.com

Notes To Editors:

MIPTV forms part of a portfolio of markets and conferences from RX France's Entertainment Division that serve the international television distribution and production community year-round, sitting alongside MIPCANCUN (14-17 November 2023), MIPJUNIOR, and 'the mother of all entertainment content markets' MIPCOM CANNES whose 39th edition will be held 16-19 October 2023.

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, China, India, Italy, Mexico, Russia and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

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

About CANNESERIES

Established in 2018 by an independent association chaired by Fleur Pellerin, the CANNESERIES festival aims to promote and highlight series from all over the world and become the voice of this modern, popular and ultra-creative art. Drawing its energy from the very heart of the world-renowned city of Cannes, the festival takes place in parallel with MIPTV.



OneMIP® is a registered trademark of RX France - All rights reserved. RX France and [our affiliates](#) processes your personal data in accordance with our [Privacy Policy](#) for the purposes detailed within. Such data is stored for as long as necessary in order to provide the Service and fulfil the transactions requested, or for other essential purposes such as complying with our legal obligations. You may exercise your rights via our [Privacy Center](#). In case of an unsatisfied answer to your request you may raise a complaint before the [CNIL](#).

If you do not wish to receive promotional communications from MIP, you can [unsubscribe here](#).



Built by



In the business of
building businesses