

mipjunior 11th-12th October
Palais des Festivals, Cannes.

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MIPJUNIOR Announces New Format and World Premiere For 2025

New venues and transformation-led programme aimed at bridging gap between attention, creator and experience economies



Paris, 3 July 2025 – [MIPJUNIOR](#) (11-12 October), the world's leading Kids conference and networking market, today announced a new format and first headliner of its transformation-led programme for this year.

Staged in its traditional slot on the weekend before MIPCOM CANNES (13-16 October), 2025 will see the MIPJUNIOR programme move into the Palais des Festivals and focus on helping companies maximise business across attention, creator and experience economies, with the adjacent Gare Maritime acting as a brand-new dedicated matchmaking only venue designed to foster new opportunities and deal-making between all areas.

“MIPJUNIOR is having a makeover with a mission.” said Lucy Smith, Director of MIPCOM CANNES and MIPJUNIOR. “The Kids sector is at the forefront of industry transformation and increasingly influencing the broader media landscape. Everything at MIPJUNIOR will be geared to helping companies adapt and tap into innovative thinking, strategies and programmes, and spark those new partnerships that can help reach kids wherever they are interacting with content today.”

Manga Sensation *Ki & Hi* Confirmed as MIPJUNIOR World Premiere

Based on France’s all-time best-selling manga books from YouTuber Kevin Tran, ***‘Ki&Hi in the Panda Kingdom’*** will receive its world premiere on Saturday 11th October at 16.00 in the Palais des Festivals, it was also announced today.

A world-first anime comedy series to be especially created for a 6-10 audience, the tales of the two brothers Ki (10) and Hi (6) have been adapted by Mediawan Kids & Family label Method Animation (*The Three Musketeers, The Little Prince and Friends, Miraculous: Tales of Ladybug & Cat Noir, Robin Hood: Mischief in Sherwood*) with Drawsome Studios and Belvision. As Co-Producer and Showrunner, Tran has been regularly updating the characters’ journey to screen to his 5.6 million followers building up a huge anticipation and expectant fanbase for the show. The 52 x 11’ series will debut first on Canal+ in fall 2025.

Ki&Hi in the Panda Kingdom follows the siblings as they constantly fight, argue, and plot against each other! But deep down, they love each other because they’re brothers - they’re family. Could it be that between these endlessly bickering kids, there’s a brotherly bond stronger than any other? This charming tale explores the full range of sibling dynamics: blackmail, fights, disputes, but also love, connection, and complicity in the fantasy setting of the Panda Kingdom.

“We are delighted to offer our partners an anime specially designed for children aged 6 and up. Although anime has become a worldwide cultural phenomenon,

most series on the market are targeted at viewers over 10 or young adults. With Ki&Hi, we are filling that gap by creating the first truly authentic anime specifically made for young children. This series delivers original and inspiring stories centered on the relationship between two brothers, their family, and their friends. Ki&Hi offers children everywhere a caring and imaginative reflection of themselves, allowing them to see their own experiences in age-appropriate adventures.” adds Julien Borde, President of Mediawan Kids & Family.

“From the imagination of a globally loved YouTuber, and combining creator, publishing and programming worlds, Ki&Hi are an amazing example of the potency of collaboration and contemporary storytelling in Kids. It couldn’t be more relevant, and we couldn’t be more thrilled, that the series will be shown first to the international MIPJUNIOR community at this year’s edition.” said Smith.

The MIPJUNIOR programme will feature thought leaders, innovative business models, fresh content and audience insights under the banner ‘*The Transformation Starts Here*’; with round table networking sessions spanning both days and all areas of the kid’s eco-system - bringing together producers, platforms, distributors, creators, funding partners, global players in toy and gaming sectors and more. Further details on the full MIPJUNIOR programme, features and registration details can be found [here](#).

The Creator Economy will be the major theme for MIPCOM CANNES in 2025, with the new MIPJUNIOR initiatives part of a series designed to open new opportunities and partnerships between digital creators, television producers, platforms, distributors and brands across both markets.

The global meet point for the Kids industry, MIPJUNIOR is set to welcome c.900 delegates from over 60 countries in 2025. MIPCOM CANNES is the world’s biggest and most impactful television and streaming content market, attracting over 10500 delegates from more than 100 countries last year and whose week-long programme helps define the TV industry year.

Further Information

MIPCOM CANNES - Patrick Keegan patrick@pk-consults.com

MEDIAWAN KIDS & FAMILY - Nafi Diagne ndiagne@mediawan.eu

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

About MEDIAWAN KIDS & FAMILY

Mediawan Kids & Family is the division of Mediawan, the European independent multigenre studio, dedicated to the production and distribution of children and family content for audiences worldwide. The company is the European leader in animation and produces premium TV shows, high-end feature films and digital content for kids, teens, young adults and families.

Mediawan Kids & Family houses four production labels headquartered in France: the well-established animation label Method Animation (*The Three Musketeers*, *Pirate Academy*, *Robin Hood Mischief in Sherwood*, *The Little Prince and Friends*), brand-new 2D animation TV label for kids Somewhere Animation (*Artefacts - Thieves of Thieves*, *Leaves and Roots*), live-action shows for youth and family studio Elliott Studio (*Boule & Bill*) and Mediawan Kids & Family Cinema (*A Magnificent Life*, *Miraculous - The Movie*, *Little Nicholas: Happy as Can Be*, *The Little Prince*). Mediawan Kids & Family is also present internationally through three labels: Palomar Animation in Italy (*The enchanted village of Pinocchio*, *The Three Musketeers*) Wildseed Studios in the UK (*Tuff Pom*, *Dodo*), and Submarine Animation in the Netherlands (*Apollo 10½ : A Space Age Childhood*, *They Shot The Piano Player*, *Fox and Hare Save the Forest*).

Mediawan Kids & Family hosts the distribution of all children's and family content within the Mediawan group, including *Miraculous - Tales of Ladybug and Cat Noir* now produced by Miraculous Corp, the new company created by Mediawan and Zag and sold in over 150 countries. But also a significant catalog of 2,500 half-hours of programs such as *Robin Hood – Mischief in Sherwood* or *The Enchanted Village of Pinocchio* broadcasted in over 150 countries, and third-party acquisitions such as *Maddie + Triggs*, *Duck and Frog* (coproduced with BBC), *Dogmatix* and *the Indomitables* sold in over 45 countries and *BarnKidz*, a real international success.

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