

# MIPJUNIOR 2025 TRACKS

The Kids sector is experiencing profound transformation, which is presenting unique challenges as well as groundbreaking opportunities. To help you stay at the forefront of these changes, MIPJUNIOR 2025 unveils an all-new programme reflecting the major shifts reshaping the kids' entertainment industry.

# MIPJUNIOR HEADLINERS

Leaders of the TV & Entertainment industry will be taking stage at MIPJUNIOR to share their strategies, insights, and perspectives.

These industry pioneers will delve into their adaptive approaches, addressing the ever-evolving challenges of the market. Join us for an enlightening session where expertise meets creativity, paving the way for the future of the kids' industry.

OCTOBER 11

12:00 – 12:30

## Toys “R” Us Keynote

 **Miller Olko,**

Global CMO Toys”R”Us, President Toys”R”Us Studio

DEBUSSY THEATRE

OCTOBER 12

10:30 – 11:00

## Better Together: The Winning Story of YouTube and a Top Animation IP

*Alexis Rice (YouTube), Andy Yeatman (Miraculous Corp.)*

DEBUSSY THEATRE

# TRENDS & MARKET INTELLIGENCE

Expand your vision & gain essential insights into the pivotal facts and figures shaping the current industry landscape.  
Listen to top analysts as they decode trends and provide crucial information and tips, helping you refine and advance your strategic approach.

## OCTOBER 11

9:45 – 10:15

### **Measuring Magic: Kids' Hits & Trends**

*Laura Freydier Dubreul (Glance), Romy Nicolas (Glance)*

DEBUSSY THEATRE

11:00 – 11:45

### **Knowing The Digital Youth:**

#### **How Gen A/Z Are Redefining Media, Identity, and Trust**

*Gregory Dray (ANIMAJ), Patricia Hidalgo (BBC), Lea Karam (Mindscope), Chris Williams (Pocketwatch)*

DEBUSSY THEATRE

15:00 – 15:30

### **Designing with Purpose: Kids, Screens & the Elephant in the Room**

*Amanda Gummer (Fundamentally Children),*

VERRIÈRE GRAND AUDITORIUM

## OCTOBER 12

9:45 – 10:15

### **Kids Content Rebooted: When Mainstream Meets Creators**

*Tim Wescott (Omdia), Adam Woodgate (The Insights Family)*

DEBUSSY THEATRE

# CREATION, CO- PRODUCTION & FUNDING

From concept to greenlight, explore what it takes to bring bold, original kids' content to life. These sessions connect the dots between creative vision and financing –highlighting innovative storytelling approaches, transmedia strategies, co-production models, and funding opportunities. Learn how creators, producers, and partners collaborate to build compelling, sustainable content that resonates across platforms.

## OCTOBER 11

8:45 – 9:45

**Roundtables Co-Production & Financing \***



RIÈRE GRAND AUDITORIUM

9:45 – 10:45

**Speed Matchmaking Session: TV Projects in Development \***

GARE MARITIME – MATCHMAKING LOUNGE

## OCTOBER 12

9:45 – 10:45

**Speed Matchmaking Session: TV Projects in Development \***

GARE MARITIME – MATCHMAKING LOUNGE

10:30 – 11:00

**Storytelling Beyond Borders: Creating IPs that travel**

*Sadaf Muncy (Happy Nest), Jo Refdern (Futrhod Media)*



DEBUSSY THEATRE

14:00 – 14:30

**Tips For Growth in an AI World**



DEBUSSY THEATRE

14:45 – 16:00

**MIPJUNIOR Pitch (Kids – Tweens)**

*Sarah Muller (BBC), Maud Branly (Gulli-M6 Group), Qing Fan (Tencent), Rick Clodfelter (Disney Branded Television), Justine Bannister (JustB)*

DEBUSSY THEATRE

# MONETIZATION & DIGITAL STRATEGIES

Explore how to unlock the full value of your content in a fragmented, multi-platform world. Experts will share innovative monetization approaches and digital extensions.

Learn how to evolve your business model and seize new revenue opportunities in the creator-driven economy.

## OCTOBER 11

10:15 – 10:45

### **Case Studies of Success in the Digital Arena**

*Darran Garnham (TOIKIDO), Adina Tartak Pitt (Independent), Patrik Wilkens (TheSoul Publishing), Ailing Zubizarreta (Kaizen Pop)*

VERRIÈRE GRAND AUDITORIUM

14:45 – 15:45

### **Speed Matchmaking Session: Content Ready for Distribution \***

GARE MARITIME – MATCHMAKING LOUNGE

## OCTOBER 12

10:30 – 11:00

### **Roundtables Monetization & Diversification \***

*Moderated by Sarah Baynes (The Creative Garden)*

VERRIÈRE GRAND AUDITORIUM

14:45 – 15:45

### **Speed Matchmaking Session: IP Beyond Borders \***

GARE MARITIME – MATCHMAKING LOUNGE

16:15 - 16:45

### **From YouTube to TV: How the Creator Economy is Fueling Original IP for Kids**

*Kevin McCarty, Stephanie McCarty (The McCartys), Paul Telner (Viral Nation), Catherine Winder (Wind Sun Sky Entertainment)*

DEBUSSY THEATRE

# SCREENING & SHOWCASES

Be the first to discover standout new content and formats set to make waves in the kids' entertainment space. Enjoy exclusive previews, showcases, and hear fresh voices from around the world—designed to inspire, connect, and help you source your next big hit

**mipjunior**

## OCTOBER 11

14:15 – 14:45

**Fast, Fresh, Unreal: Real-Time Kids Animation is Here**

*Presented by Epic Games*

DEBUSSY THEATRE

16:00 – 16:45

**MIPJUNIOR World Premiere Screening:**

**KI & HI In the Panda Kingdom**

*Presented by Mediawan Kids & Family*

DEBUSSY THEATRE

## OCTOBER 12

12:00 – 12.45

**MIPJUNIOR Snack & Screen**

**2025 K-Animation Global Showcase**

*Presented by KOCCA*

DEBUSSY THEATRE

# NETWORKING & SOCIAL EVENTS

Stay ahead of the curve with exclusive data, analysis, and forecasts on global content consumption and audience behavior. This track offers deep dives into shifting tastes, emerging genres, and market dynamics shaping the future of entertainment worldwide.

**mipjunior**

## OCTOBER 11

08:45 – 09:30

### **MIPJUNIOR Welcome Coffee**

NETWORKING LOUNGE, DEBUSSY FOYER

17:00 – 18:30

### **MIPJUNIOR Happy Hour with YouTube**

NETWORKING LOUNGE, GRAND AUDITORIUM FOYER

## OCTOBER 12

17:00 – 18:30

### **MIPJUNIOR Closing Drinks**

NETWORKING LOUNGE, DEBUSSY FOYER