

MIPJUNIOR ROUNDTABLES 2025

Monetisation & Diversification

Sunday 12 October 2025 | 08.45 - 09.45

Verrière Grand Auditorium, Palais des Festivals, Cannes

What It's About

Explore fresh paths to success in the kids' media ecosystem! This brand-new roundtable session is designed to unlock the full commercial potential of your IP. Join eight themed tables, each led by a seasoned expert, to dive into actionable strategies across licensing, publishing, gaming, live experiences, education, digital platforms, and more.

Please note: These roundtables are not designed for pitching IPs, but to offer you a clear understanding of the monetisation & diversification landscape through informed, experience-based discussion.

From innovative business models to cross-sector partnerships, this is your chance to exchange with peers, ask questions, and discover creative approaches to revenue diversification.

Format

8 themed tables, each led by a table host and welcoming up to 8 participants for an interactive and informed conversation.

Table Topic

Each table will be hosted by a speaker, according to their expertise & activities. This will help you pick the table/expert, which best matches your needs.

The final lineup of hosts and topics will be available on the **MIPJUNIOR SESSION DIRECTORY**.

Running Order

- **08:30 – 08:45** Doors open / pre-registered participants take place
- **08.45 - 08.55** Market Intel Presentation
- **08:55 – 09.30** Roundtable conversations & wrap

Please arrive at **08.30 in the Verrière Grand Auditorium, Palais des Festivals**, Cannes. Each table will be clearly marked with the name and company of the expert host as well as the specific topic to be discussed.

You will receive a confirmation of your specific table following your pre-registration. We ask you to remain at your selected table to ensure you get the most out of the conversation.

The discussion is not scripted and will evolve around the pre-defined topic with questions from around the table steering the discussion.

This intimate format is designed to help you understand what's shaping the future of the industry, and to seize the associated opportunities.

Pre-registration is required to confirm your seat table assignment.

Open to all MIPJUNIOR badge holders.

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