



OVER 20 PUBLIC BROADCASTERS TO JOIN FORCES AT MIPJUNIOR TO SUPPORT THE FUTURE OF KID'S ANIMATION

Invitation-only discussion initiated by VRT Ketnet and Yle will explore opportunities for greater international collaboration



Paris, France, September 10, 2026 – More than 20 public broadcasters will come together at MIPJUNIOR this October for a dedicated invitation-only, closed-door discussion addressing the challenges and opportunities facing kids' animation.

Initiated by **VRT Ketnet (Flemish Belgium)** and **Yle (Finland)** and facilitated by MIPJUNIOR, participants will include **BBC (UK)**, **RTP (Portugal)**, **RTS (Switzerland)**, **RTBF (French-speaking Belgium)**, **ZDF (Germany)**, **NRK (Norway)**, and **RUV (Iceland)**, among others, with broadcasters sharing perspectives from their respective markets and exploring opportunities to work more closely together.

The closed-door exchange will also see selected local animation projects currently in development shared among the group, opening up discussion around potential partnerships and support for original content.

The initiative comes at a time of significant change across the children's media landscape, as evolving audience behaviours and industry economics impact the development, financing and reach of high-quality animation.

Lucy Smith, Director of MIPJUNIOR, said:

"As the children's media landscape continues to evolve, bringing the industry together to exchange ideas and explore new ways of working is more important than ever. We're delighted that MIPJUNIOR can provide the space for this important discussion and help facilitate greater collaboration around the future of kid's animation."

Telidja Klai, Content Manager, Program Acquisitions & Co-Productions, Animation, VRT Ketnet and Vicky Schroderus, Senior Executive, International Co-Productions and Acquisitions, Yle Children's Programs said:

"Our shared love for the art of creation, for the animation industry and for our target audience is strong and keeps us motivated to find ways to get through the uncertain and fast changing period within the kids media industry. As public broadcasters we do believe that it is now more important than ever to keep each other informed, to encourage collaboration, to join forces so that, in our own way, we can seize the opportunities to support the creation of wonderful content."

The session will take place at MIPJUNIOR in Cannes on Sunday 11 October from 11:00–13:00.

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About MIPJUNIOR

MIPJUNIOR is the global accelerator for kids and family entertainment. Spanning preschool, kids, tweens, teens and young adult audiences, it is where the next generation's entertainment begins. Bringing together development, financing, monetisation and distribution in one marketplace, it connects creators, studios and IP owners with buyers, commissioners, investors and partners to drive international growth and unlock opportunities to reach young audiences wherever they engage. From early-stage concepts to market-ready titles, MIPJUNIOR is where ideas originate, partnerships form, and IP is built to travel across platforms, audiences and territories.

About MIPCOM CANNES

MIPCOM CANNES (12-15 October 2026) is the world's largest and most impactful market and gateway to the international media and content business, bringing together studios, broadcasters, streaming platforms, distributors, creators, brands, and AI and technology companies from over 100 countries across an increasingly interconnected media landscape. It's where deals are made, partnerships take shape, and new content reaches global audiences.

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