

mip[®] london

Be Part of London's Biggest
Content Week



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The TV family in London just got bigger.

MIP LONDON kicks off the content year with an international marketplace, open to all, that delivers the classic chic of the Savoy and the modern efficiency of the IET LONDON conference centre.

With more opportunities for sellers, buyers and producers to meet, do deals, form partnerships, showcase and discover content during this must-attend content week in London.

MIP helps the global TV industry set up shop and get their foot in the door at *the* unmissable global content gathering in February 2025.

200+ companies from 36 countries are already signed up to be part of MIP LONDON.



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The Magic of Cannes.



Lands on The Strand.



A Multi-Genre International Marketplace

- >>> **Build** your network
- >>> **Discover** new content
- >>> **Maximise** business

A new MIP market in London in February

→1 Content Market



Brings together a larger, broader and more diverse range of buyers, producers and distributors from across the globe.

Provides versatile, scalable meeting spaces and state-of-the-art screening theatres.

Serves as a business accelerator during a busy content week.

→2 Central Networking Hub



A centralized hub, open to all, designed to enable distributors, producers, studios and buyers to hold meetings, screen content and do business.

Buyers are at the heart of MIP LONDON with a comprehensive invitation programme and dedicated spaces to support them and ease their busy schedules.

→3 Screenings & Showcases



Front row seats to the latest series or upcoming programme slates through dedicated premieres and Showcases in MIP LONDON's fully equipped theatres.

Hosted in the comfort of a MIP produced event.

MIP LONDON will add a more in-depth international and multi-genre content offering.

3 ways to be part of MIP LONDON

→1

Distributor/Seller with furnished meeting spaces

A structured central hub for all your business needs during a busy content week.

Build partnerships and do deals in decorated, furnished, scalable meetings spaces.

Showcase content in fully equipped theatres where showcases and premiers can be hosted in the comfort of a MIP produced event.

Access to buyers from across all genres and the globe.

A home away from home for those without a London base.

→2

Buyer with access to lounges & events

Free access to MIP LONDON through a comprehensive invitation programme.

Access to fully catered and serviced lounges in both venues to recharge, refuel and reconnect.

Access to distributors from across all genres and the globe.

Curated showcases and screenings have front row seats to the latest from Scripted, Unscripted and Kids programming from across the globe.

MIP LONDON on-line screening library preview new and programme catalogue content.

MIP LONDON digital platform connect before, during and after with your TV community.

→3

Visitor/Producer with networking pass & lounges

Access to fully catered and serviced lounges in both venues to recharge, refuel and reconnect.

5-day access to international studios and distributors from across all genres.

Attend exclusive showcases and screenings of Scripted, Unscripted and Kids programming from across the globe.

Networking opportunities where you can enjoy the pre-opening party, the participants lounge and evening social events.

MIP LONDON digital platform to prepare for your market and connect with your TV community before, during and after.

MIP LONDON	Early	Regular	On-site
Visitor Pass pricing	£450+VAT	£500+VAT	£550+VAT

The biggest week in **Unscripted** is now at MIP LONDON

MIPDOC and MIPFORMATS make their London debut.

Kicking off on Sunday 23rd February, MIPDOC and MIPFORMATS brands move to London, gathering the international doc, factual and formats community for networking and screenings.

Get a head start on the latest trends and commissioning opportunities with a varied programme of sessions and networking events - all full of practical takeaways.

Ranging from insight to feed into programme development to market intel to highlight opportunity for co-production partnerships and commissioning deals.

mipdoc[®]
mipformats[®]

mipdoc[®] + mipformats[®]

>>> MIPDOC Pitch

>>> MIPFORMATS Pitch

>>> Co-Production Summit

>>> Scripted Formats Spotlight



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Programme Highlights

>>> FAST + GLOBAL Summit

>>> YOUTUBE Deep Dive

>>> FRESH TV by The WIT

KIDS AT MIP LONDON



Forward-looking with concrete takeaways for the TV community

MAIN THEMES

Reasons To Be Hopeful

A how-to guide on thriving and not merely surviving in 2025 & beyond.

The Era Of The 'Co's

Co-exclusivity/Co branding/Collaborations & Collectives

New Emerging Territories

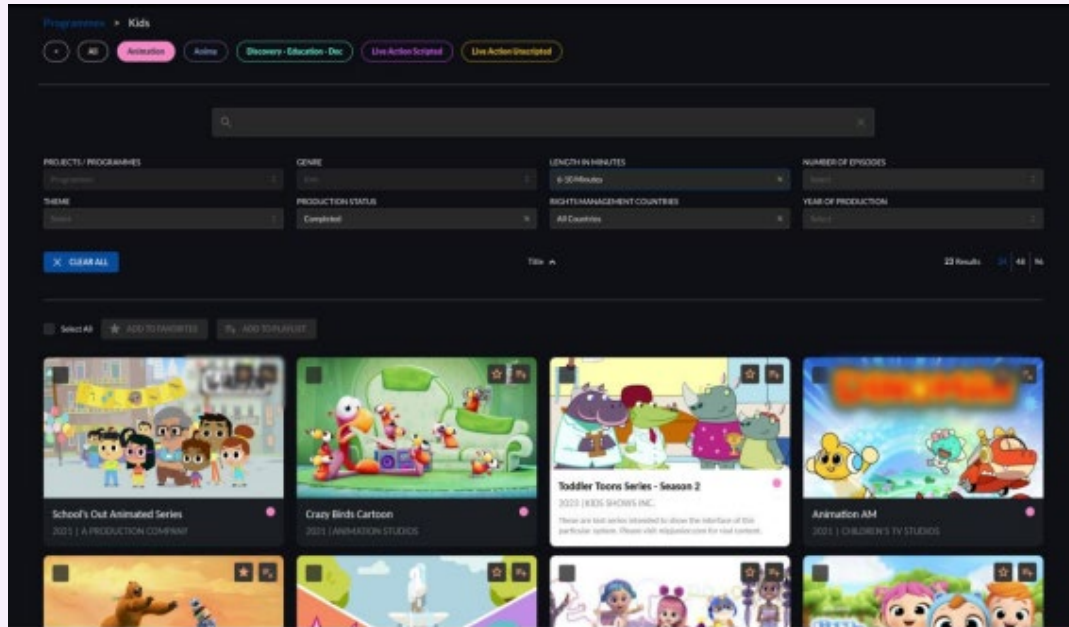
Profiling the top new buyers & the top new exporters

Exploring New Business Opportunities, Models & Partnerships

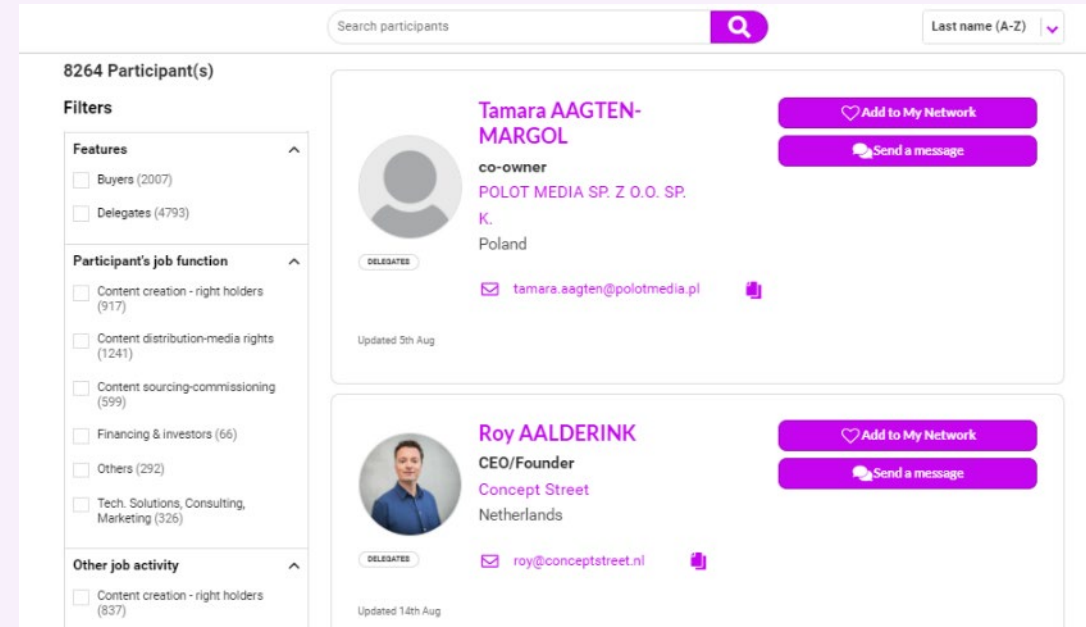
Brand partnerships, AI production tools, IPs crossing genres,
AVOD as the next format nursery

More ways to connect, more ways to screen

→1 MIP LONDON SCREENINGS LIBRARY



→2 MIP LONDON COMPANY HUB & DIRECTORIES





SAVE THE DATE
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Opening Party
Sunday 23 Feb. 2025



SAVOY HOTEL IET LONDON – SAVOY PLACE

2 world-class venues in the heart of London's West End

MIP LONDON less than 10-minute walk from all the other major screenings venues





The Savoy

A legendary address in London since 1889 on the Strand and Savoy Place. Beautifully refurbished and well appointed to accommodate meetings & networking by day and night.

Venue includes



Buyers & Networking lounges

2 halls for turnkey lounge offers



Private club rooms & suites



Beaufort Bar Event Space



IET London

The Institution of Engineering and Technology

This historic venue offers four floors of modern event space with state-of-the-art facilities, conference rooms, theatres, and hospitality.

Venue includes



Board room for client meetings

2 floors of turnkey lounge space



2 state-of-the-art theatres



The Faraday Club Event Space



Showcases & Screenings

IET LONDON

Stage a first look at your latest series or your upcoming programme slate by hosting for your buyers a dedicated session in one of MIP LONDON's fully equipped theatres.

MIPLONDON Showcase & Screenings Package Details

- ✓ Showcase/screening session
- ✓ Rehearsal time
- ✓ Full AV and technical support
- ✓ Digital branding in Theatre One
- ✓ Benefit from a MIP produced event
- ✓ Listed as part of the official MIP LONDON programme
- ✓ Promoted in pre-event emails, social media communications and dedicated buyers communications
- ✓ Onsite session advertising
- ✓ Hostesses with badge scanners - lead data (name and company – within respect of RGDP's rules)

Catering by Searcys for a pre or post Screenings or Showcase event is available upon request

Scheduling and Pricing information is available on request

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KELVIN THEATRE – IET LONDON

- ✓ Capacity 450
- ✓ Suitable for larger screenings and showcases
- ✓ A new high spec cinematic 16.9 screen with stereo audio will be built and installed specifically for MIP LONDON
- ✓ 2 x 35k laser projectors (Blended for 3:1 coverage)
- ✓ A half-moon theatre style set-up, a good size stage and power sources between most seats
- ✓ Fully equipped AV booth



TURING THEATRE – IET LONDON

- ✓ Suitable for smaller screenings, genre showcases or conference style sessions
- ✓ Capacity 175
- ✓ Fully equipped with AV booth
- ✓ A good-sized stage capable of accommodating panel discussions
- ✓ Power source between most seats



Meeting Spaces Offer

MIP LONDON is all about meetings and networking.

Both venues will offer multiple floors of **turnkey lounges** – delivered fully furnished, decorated and equipped in a variety of sizes and price points to accommodate distributors and their sale teams.

They are all provided with complementary Wi-Fi, refreshment stations and a clearing service.

DECORATED & FULLY FURNISHED MEETING SPACES

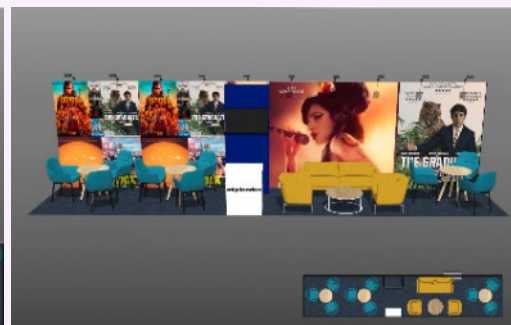
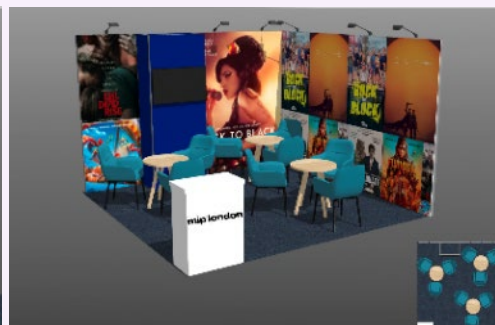
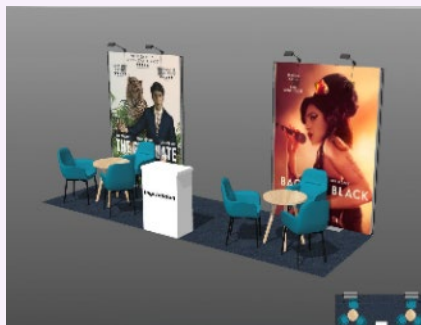
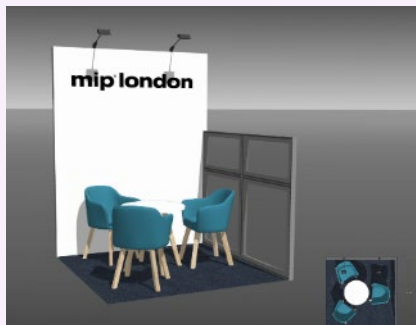
Prices start at £3,500 for a single meeting table.

From £10,000 to £28,000 for standard and premium turnkey lounge offers.

Pavilion lounges are also available upon request.



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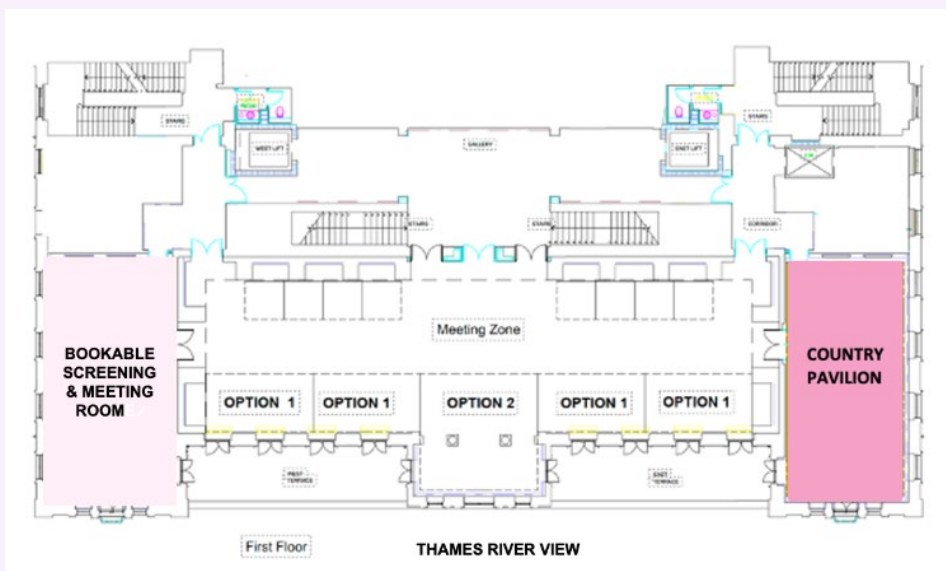
MARKETPLACE LEVEL 1, IET LONDON

Premium Branded Meeting Spaces on Level One at IET LONDON

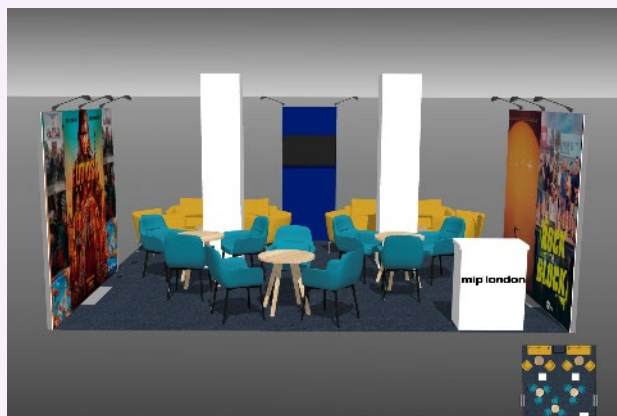


Premium Branded Meeting Spaces are positioned in a high value location within the market place with lots of natural daylight and access to a balcony.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided.**



Option One - 3 tables, 9 chairs, 1 TV screen, 2 branding boards and a lockable cupboard reception desk.
5 registrations included.
PRICE £14,000 + VAT



Option Two - 3 tables, 9 chairs, 2 sofas and 2 coffee tables, OR variations on this configuration plus 1 TV screen, 2 branding boards and a lockable cupboard reception desk.
5 registrations included.
PRICE £28,000 + VAT



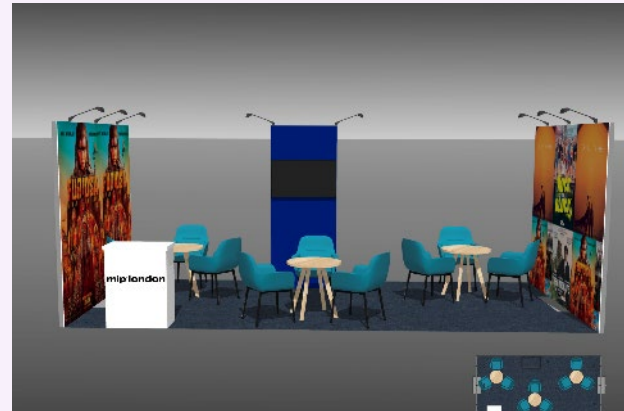
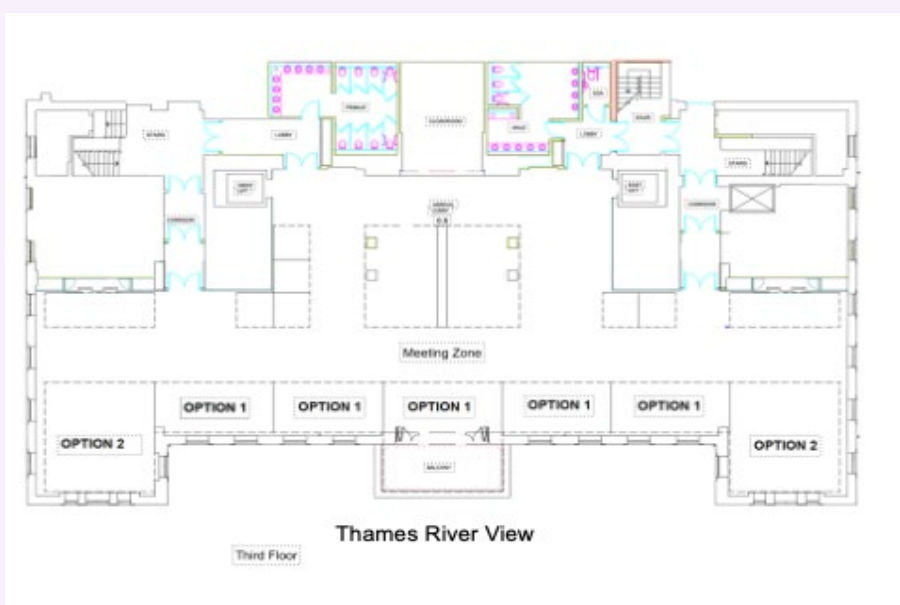
MARKETPLACE LEVEL 3, IET LONDON

Premium Branded Meeting Spaces on Level Three at IET LONDON

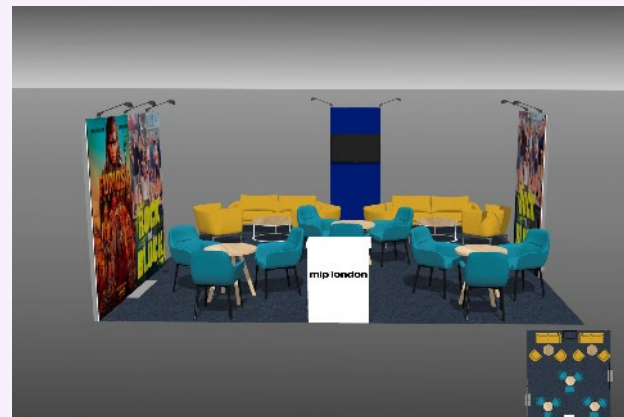


Premium Branded Meeting Spaces are positioned in a high value location within the market place with lots of natural daylight and access to a balcony.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided.**



Option One - 3 tables, 9 chairs, 1 TV screen, 2 branding boards and a lockable cupboard reception desk. 5 registrations included
PRICE £14,000 to £15,500 + VAT



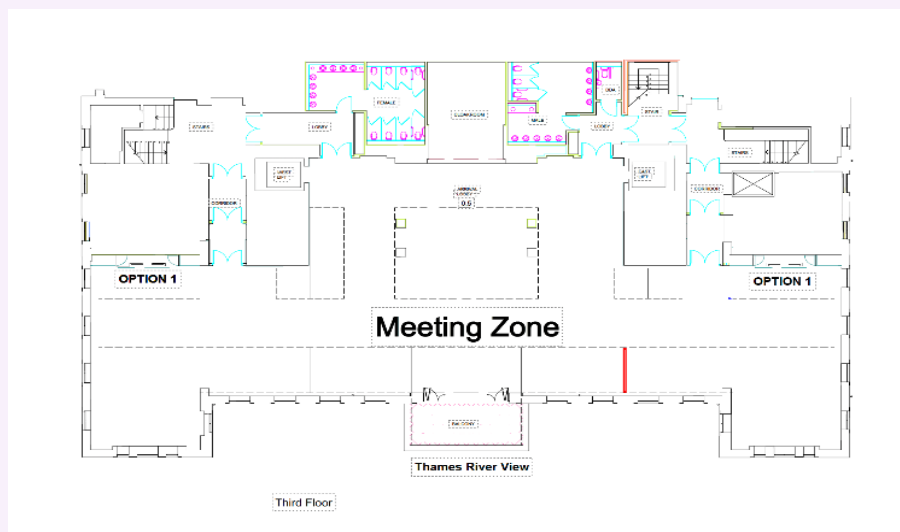
Option Two - 3 tables, 9 chairs, 2 sofas and 2 coffee tables, OR a variation on this configuration, plus 1 TV screen, 2 branding boards and a lockable cupboard reception desk. 5 registrations included.
PRICE £27,000 + VAT

Standard Branded Meeting Spaces on Level Three at IET LONDON



Standard Branded Meeting Spaces are positioned in the bustle of the marketplace.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided.**



Option One -
2 tables, 6 chairs, plus 1 TV screen, 2 branding boards and a lockable cupboard reception desk.
2 registrations included.
PRICE £10,000 + VAT



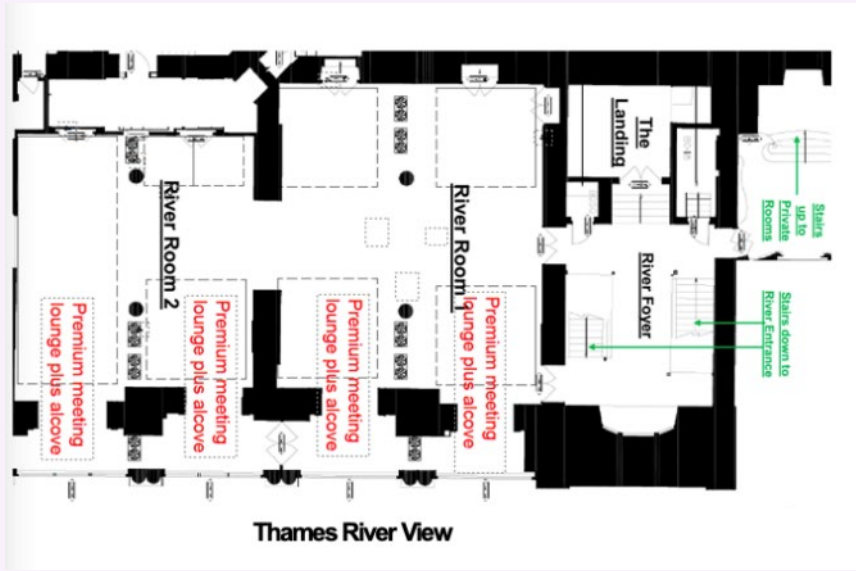
MARKETPLACE RIVER ROOM, THE SAVOY HOTEL

Premium Branded Meeting Spaces in The River Room, The Savoy Hotel



In the River Room there are 4 premium meeting settings, all with river rooms and lots of natural daylight.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided.**



Each has its own private alcove furnished with a lounge setting with lots of natural daylight, perfect for those meetings which require more privacy.

In addition there is an adjoining fully furnished branded meeting space with 3 tables, 9 chairs, 1 TV screen, 1 branding board and a lockable cupboard reception desk.

5 registrations included.

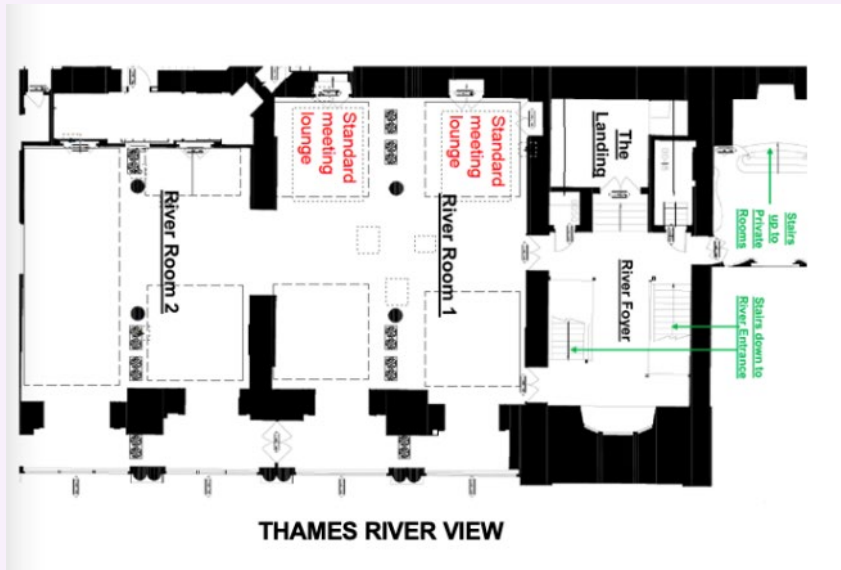
PRICE £25,000 + VAT

Standard Branded Meeting Spaces in The River Room, The Savoy Hotel



In the River Room there are 2 standard meeting spaces with lots of natural daylight available.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided**



These branded meeting spaces come fully furnished with 3 tables, 9 chairs, 1 TV screen, 2 branding boards and a lockable cupboard reception desk.

5 registrations included
PRICE £14,000 + VAT

A wide-angle photograph of the Marketplace Lancaster Room at The Savoy Hotel. The room is a grand, ornate ballroom with light blue walls, gold accents, and a high ceiling with intricate plasterwork and several large, multi-tiered chandeliers. The floor is covered in a large, patterned carpet with a central circular design. Numerous long white tables are arranged in rows, each with white chairs and glassware. A small white stage with a podium is visible on the right side of the room. A red banner with white text is overlaid across the middle of the image.

MARKETPLACE LANCASTER ROOM, THE SAVOY HOTEL

Standard Branded Meeting Spaces in The Lancaster, The Savoy Hotel



Located in the heart of the Savoy Hotel is the Lancaster room. This meeting space is designed with a networking lounge in the middle, ensuring a vibrant marketplace.

- ✓ **A turnkey solution** – all furniture and branding are included in the price of the individual meeting spaces.
- ✓ **Refreshments and a clearing service provided.**

There are multiple options ranging from single tables to country pavilions.

Individual tables with 3 chairs, 1 company logo board. Plus 1 registration included. **PRICE £3,500 + VAT**

3 tables, 9 chairs, 1 sofa and 1 coffee table, OR variations on this configuration plus 1 TV screen, 2 branding boards and a lockable cupboard reception desk. Plus 4 registrations included. **PRICE £16,000 + VAT**

Country Pavilions of 10 tables. **PRICE £40,000 + VAT**



Country Pavilion Offer

Pavillions enable TV communities to come together and expose their content under one branded umbrella.

Designed to be easy-to navigate, and strategically placed at the heart of foot traffic in the market venue with major visibility.

The Pavilions at MIP LONDON are based on a turnkey offer. They will be delivered fully furnished and decorated and are designed to enable meetings with new or existing business partners to happen in a vibrant, content-orientated environment.

Fully serviced refreshment stations will be located in or in close proximity.

The principal aim of this offer is to provide a solution that is user-friendly, cost-conscious and time efficient.

PRICE range £40,000 to £56,000 + VAT

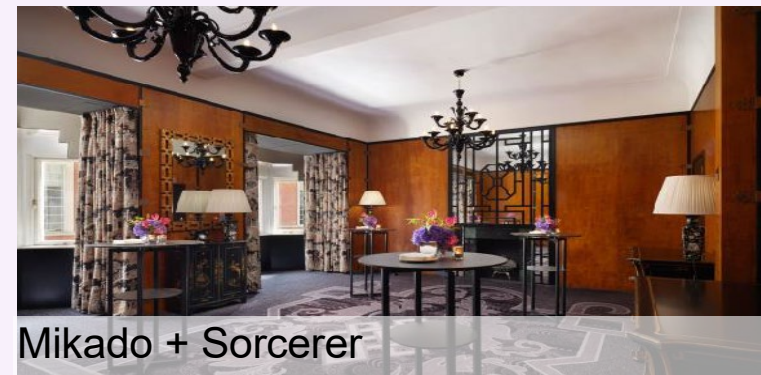
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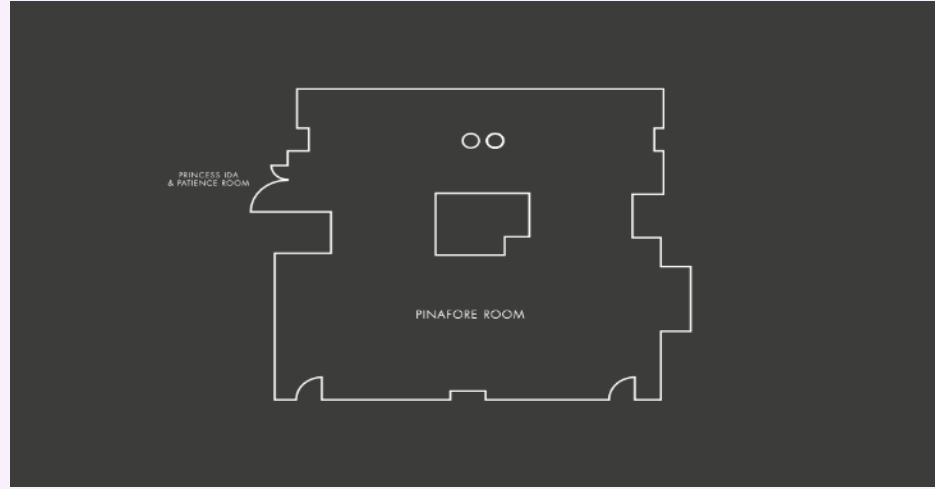
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Savoy Hotel – 5 Club Suites with British flair

- Each Club suite has its own identity steeped in the history of the Savoy Hotel
- Located in close proximity to the heart of the market place
- A private premium space to host clients both day and night

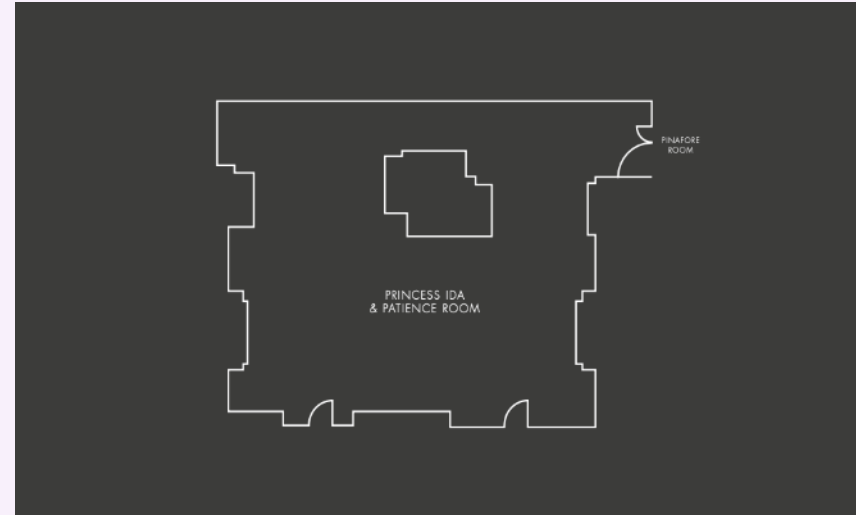


Savoy Hotel – Pinafore Club Suite



- Room Size 110 sqm/1180 sqft
- Capacity 18-60
- Natural daylight and beautiful views over the River Thames
- Connects to Princess Ida & Patience
- 8 registrations included

Savoy Hotel – Princess Ida & Patience Club Suite



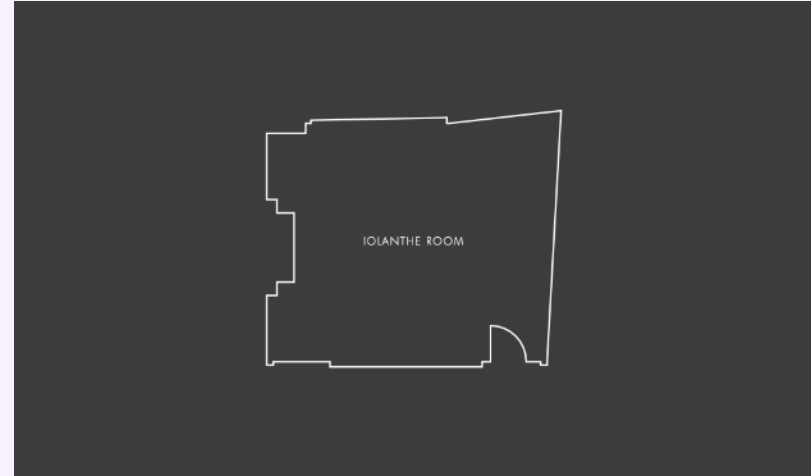
- Room Size 76 sqm/822 sqft
- Capacity 14-50
- Natural daylight and beautiful views over the River Thames
- Connects to Pinafore
- 8 registrations included

Savoy Hotel – Gondoliers Club Suite



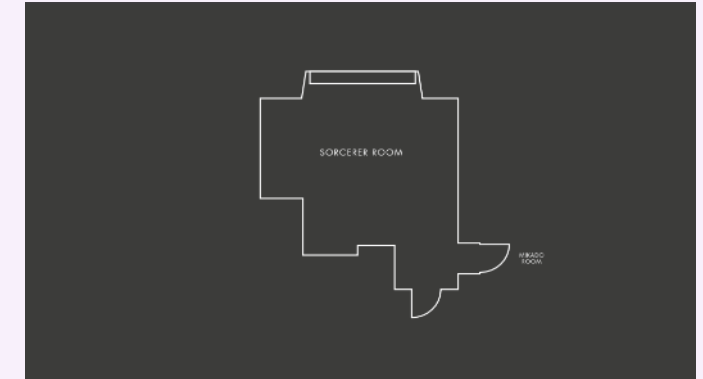
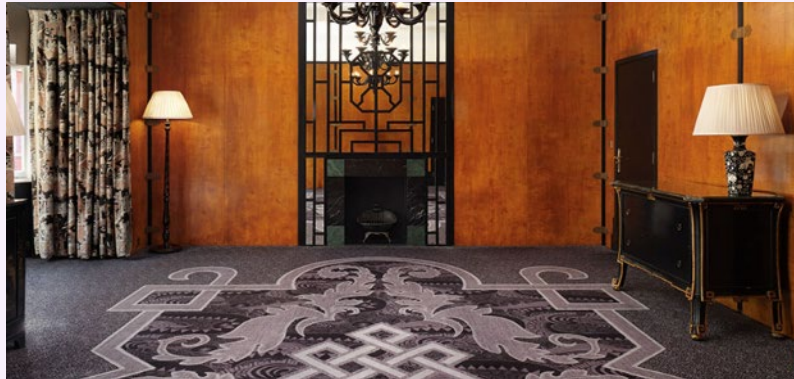
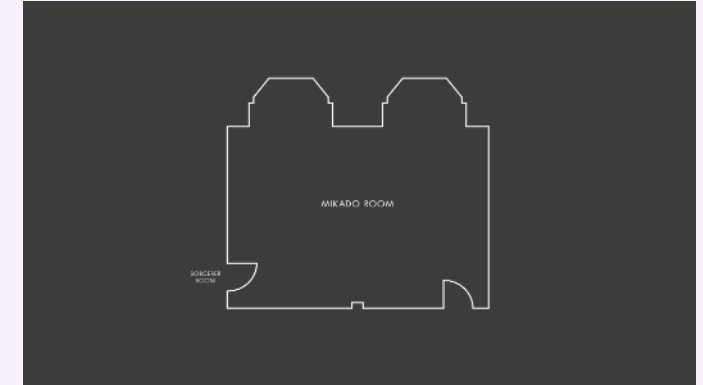
- Room Size 59 sqm/639 sqft
- Capacity 12-20
- Table cannot be removed but can be move to the back of the room
- 5 registrations included

Savoy Hotel – Iolanthe Club Suite



- Room Size 33 sqm/364 sqft
- Capacity 6-12
- Table cannot be removed
- 5 registrations included

Savoy Hotel – Sorcerer & Mikado Club Suite



- Room Size 68 sqm/728 sqft
- Capacity 16-35
- Table cannot be removed in Sorcerer
- 5 registrations included

Social Events at IET LONDON

The Faraday Club on the 2nd Floor is available to host pre and post screening and showcase events as well as informal meetings, networking events or tailored cocktail parties, day or night.

Scheduling and Pricing information is available on request.



Social Events at The Savoy Hotel

The Beaufort Bar is a sumptuous, glamorous space in keeping with the reputation of the Savoy Hotel.

It is available to host informal daytime or evening meetings, networking events or tailored evening cocktail parties.

Scheduling and Pricing information is available on request.



The MIP LONDON EXPERIENCE

Whatever your objectives, get access to connect with this vibrant and dynamic global TV community.

One central hub for buyers and distributors with or without London base

Premium location in walking distance from other key screenings events

Versatile and scalable meeting spaces

Multi genre: Scripted, Unscripted and Kids

Two Screening theatres with premium facilities

On-line Screening library for catch-up and fresh new content

MIP platform: connect before, during and after the market

Connect through events and social gatherings

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