

2025 MIPCOM CANNES Report

Overview

Date: October 13-16, 2025

Location: Palais des Festivals, Cannes, France

Description: MIPCOM is the world's largest market for television and streaming content. This year, it hosted over 10,600 delegates from 107 countries, including 3,340 buyers, primarily from the U.S., followed by the UK, Germany, France, and Spain. The event itself remains international, with participants from every continent. This year also spotlighted the 'Creator Economy,' marking the first time the event focused on UGC and YouTube creators, supported by YouTube and BrandStoryTelling.

TaiwanPlus participated in the exhibition as part of the Taiwan Pavilion, established by TAICCA. Key programs showcased for international licensing included:

- Finding Formosa S2&3
- Frontline Taiwan
- Namaste Taiwan S2
- Happy Fisherman S4
- Rebel Artist S2
- Veggie Island S2



Purpose: TaiwanPlus' mission is to bring Taiwan to the world. Through these efforts, we have expanded the brand across the SEA region, India, and the U.S.; however, our exposure in Europe remains limited. This year, TaiwanPlus welcomed several guests from Europe, such as the German Trade Office, Bureau Français de Taipei, The European Democracy Shield, French-African Foundation, and TV5Monde. With growing international interest in Taiwan, TaiwanPlus attended MIPCOM not only to distribute content to new regions but also to learn about the market and identify opportunities for growth in the coming year.

Objective: Distribute content, meet potential sales agents, understand market trends in Europe and the Middle East, explore co-production opportunities, and engage with new partners to further enhance marketing efforts.



Key Takeaways

Content Strategy and Production

Focus on International Appeal – Produce content that resonates with global audiences while highlighting unique aspects of Taiwanese culture or stories.

Rethink Content Formats – Adjust program lengths to meet international standards (e.g., 45–52 minutes for documentaries, 30 minutes for lighter content) and consider simplifying presentation, such as reducing host-led segments, to make shows more appealing to international buyers.

Expand Documentary and Cultural Content – Prioritize high-quality documentaries, factual series, and cultural programming, including history, wildlife, and technology, which are in strong demand from distributors.

Highlight Taiwan's Distinctive Features – Focus on content that showcases the country's culture, society, and natural environment in ways that will engage international audiences.

Incorporate Interactive and Immersive Elements – Explore audience participation, games, voting, or other interactive features, following successful trends on platforms like YouTube and in Europe.

Leverage Celebrities and Influencers – Include well-known personalities in programs, particularly for lifestyle and entertainment content, to increase marketability and audience appeal.

Distribution and Monetization

Use FAST and AVOD Platforms – Get our content on free ad-supported streaming TV and online channels to reach more viewers and earn more revenue.

Try Different Ways to Make Money – Look at subscriptions, ad placements, or revenue-sharing deals on FAST channels, OTT platforms, and traditional TV. This is how fees can easily be covered in the future of AVOD and FAST.

Focus on Key Regions – Concentrate on Southeast Asia, Europe, and North America, and adjust content packages to fit what each audience likes.

Partnerships and Co-Production

Build Strong Co-Production Partnerships – Team up with international producers, broadcasters, and platforms, especially for documentaries, drama, and factual series.

Work Closely with Vendors – Partner with vendors to reach more platforms and expand where our content is available.

Connect with Distributors Early – Share trailers, pilots, and licensing ideas early on to get feedback and generate interest from international buyers.

Localization and Accessibility

Prioritize Subtitles, Dubbing, and Localization – Ensure content is localized into Germany, Chinese, Arabic, etc., and other key languages to broaden international accessibility.

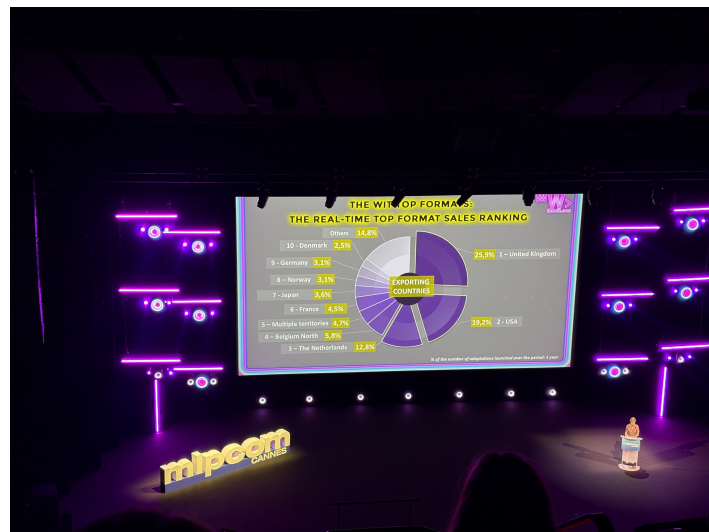
Create Market-Specific Packages – Offer curated bundles for specific regions, including geoblocking where necessary, to meet platform and audience requirements.

Data and Audience Insights

Leverage Data to Optimize Content and Format – Use audience analytics to guide programming, content refresh cycles, and presentation choices, ensuring shows meet international viewing habits and expectations.

Seminars

Fresh TV Formats Seminar



- The forum highlighted new content from across Europe that has achieved significant success or shows high potential for buyers in various markets.
- Topics included TV trends, new content, popular format sales, buyer data, and trailer showcases.
- A strong emphasis was placed on content that performs well on YouTube, particularly formats featuring celebrities who undertake challenges or share engaging stories.
- Immersive and interactive elements were a notable trend, allowing audiences to actively participate through voting, gameplay, or involvement in production and reviews.

Main genres showcased included:

- **Human connection with immersion:** Formats designed to create deep audience engagement.
- **Dating shows:** Content that explores relationships and interactions between participants.
- **Game shows:** Innovative competitive formats with audience participation.
- **Unique historical presentations:** New ways to explore history and current events.
- **Celebrity-driven content:** Shows leveraging popular personalities to attract viewers.

Fast & AVOD: Strategies, Partnerships, and Global Growth Panel



- Hosted by industry leaders from Roku TV, Freemantle, and Z Entertainment.
- Focused on the evolution of partnerships, programming strategies, and global expansion for FAST (Free Ad-supported Streaming TV) and AVOD platforms.

Key points discussed:

- **Partnerships and programming evolution:** How collaborations are shaping the development of FAST channels.
- **Global market growth:** Identifying regions with the strongest growth potential for ad-supported channels and new types of content.
- **YouTube content creators:** Examining how independent creators influence market trends.
- **Ad support and monetization:** Strategies to fund content creation for FAST channels.

Main trends highlighted:

- Ads and monetization are critical for sustaining content on FAST channels.
- Economy of scale plays an important role in launching and operating both new and existing FAST channels.
- Free TV is well-established in Europe but less common in the U.S.; the shift toward online platforms is expected to accelerate as traditional TV declines.
- **Localization and dubbing** are essential for reaching diverse markets, even if content is already suitable for the target audience.
- Data-driven decision-making is increasingly central; understanding audience behavior is both the greatest challenge and the key competitive advantage.
- Paid TV and free TV audiences differ significantly, reducing the risk of market cannibalization.
- Each platform has unique requirements and datasets; partners must be transparent and responsive to make timely strategic decisions.

Note: The panel ran out of time before covering all planned conversation topics