

Announcement

Glance brings global audience intelligence to MIPJUNIOR and MIPCOM 2026

Today, the leader in TV and video market intelligence, Glance, revealed details about its upcoming keynote sessions at MIPJUNIOR 2026 and MIPCOM 2026 in Cannes this October.



Drawing on its unparalleled access to global audience data, Glance will deliver two keynote presentations, the first exploring **'Next-Gen Viewing: Trends Shaping Children's Content'** and the second on **'Unlocking Audience & Content Dynamics: Who's Watching, What, How and Why?'**. The team will be examining the latest viewing patterns and content trends to help industry professionals navigate today's fast-moving TV market.

"The media landscape has never been more fragmented, yet the fundamentals of what makes content succeed remain consistent: understanding who your audience is, where they are and what they want. With unique visibility across more than 100 territories, Glance helps make sense of the abundance of data shaping the global entertainment landscape. Our sessions at MIPJUNIOR and MIPCOM will give attendees the clarity they need to cut through the noise and make informed strategic decisions."

said **Frédéric Vaulpré**, **Senior Vice-President at Glance**

MIPJUNIOR

Glance will kick off its participation in the conference circuit at [MIPJUNIOR 2026](#), the world's leading kids' conference and networking market, with a 20-minute keynote on Saturday 10 October from 09:50 to 10:10am at the Palais des Festivals, Cannes. The session on **'Next-Gen Viewing: Trends Shaping Children's Content'** will explore why young people are passionate about stories and the way they engage with content continues to evolve.

In this exclusive session, Glance's International Research Manager, Romy Nicolas will use audience data to unpack the success of standout children's series and multiplatform strategies. She will spotlight programmes from around the world that have struck a chord with young audiences, alongside compelling upcoming projects that hint at the next big trends. Blending insight and inspiration, this session reveals the numbers behind the hits and the creative shifts shaping the future of kids' content.



MIPCOM 2026

Senior-Vice-President, Frédéric Vulpré, and Head of Research and Client Experience, Candice Alessandra will then take to the Grand Auditorium stage at [MIPCOM 2026](#) with a 45-minute keynote on Monday 12 October from 09:00 to 09:45am, also at the Palais des Festivals, Cannes.

The session **[‘Unlocking Audience & Content Dynamics: Who is Watching, What, How and Why?’](#)** will examine whether years of explosive content expansion have given way to a maturity phase, how long-tail viewing is reshaping the value of a broadcast and whether streamers are taking advantage of broadcasters' challenges.

The session will tackle one of the industry's most urgent questions: in an era of maturity and a great TV and streaming reset, who is really winning the attention war? Vulpré will explore what is driving Netflix consumption, how YouTube differs fundamentally from premium services and whether sports rights are becoming the ultimate battleground for audience attention.

He will look to answer key questions including: what are the biggest market-moving events between now and the end of the year? And, which upcoming titles have the greatest potential to reshape audience behaviour over the next few months?

Alessandra will share a complementary content perspective, and delve into the key trends shaping Scripted and Unscripted content, opening with the series that have travelled the furthest over the past year. These trends reflect today's social and political landscape, while showing how TV programmes continue to reinvent themselves through the creator economy and the growing hybridisation of genres.

Both sessions will focus on the most pressing questions facing the industry today: who is watching, what they are watching, how they are watching it and why certain content continues to resonate. Attendees will leave with actionable insights rooted in the very latest viewing data, updated to reflect current market realities.

Glance delivers official ratings for more than 7,000 channels, working with more than 70 data providers and 170 major clients, streaming services and production studios worldwide to turn complex audience data into actionable insights. Its team of experts analyse audience viewing data, for a variety of clients across the globe, using robust methodologies.

Notes to editors

MIPJUNIOR 2026 - [‘Next-Gen Viewing: Trends Shaping Children’s Content’](#)

Date: Saturday 10 October, 09:50 - 10:10am

Venue: Palais 1 - Debussy Theatre, Palais des Festivals, Cannes, France

MIPCOM 2026 - [‘Unlocking Audience & Content Dynamics: Who is Watching, What, How and Why?’](#)

Date: Monday 12 October, 09:00 - 09:45am

Venue: Grand Auditorium, Palais des Festivals, Cannes, France



About Glance

Business unit of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 50 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 100 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 170 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: www.glance-mediаметrie.com



Glance

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €102.2 million in 2025.

Further information : www.mediаметrie.fr



@Mediametrie



Mediametrie.official



Médiamétrie

Press Contacts:

Stéphanie Haoun

rex@mediаметrie.fr



Media Glossary

Check out over 500 definitions