

A man in a white shirt and dark vest is seated on a wooden chair, playing an acoustic guitar. He is positioned on a stage in front of a large, illuminated backdrop for the FIPP Madrid 2025 World Media Congress. The backdrop is blue and white, featuring the event's name and various sponsor logos. The scene is dimly lit, with the stage lights providing the primary illumination.

**FIPP** 101

A woman in a long, flowing red dress with a white floral pattern is performing on stage. She has her right arm raised in a gesture. The background is a large, illuminated backdrop for the FIPP Madrid 2025 World Media Congress, featuring the event's name and dates. The scene is dimly lit, with the stage lights providing the primary illumination.

**FIPP**  
**World Media**  
**Congress**

**Returning to Madrid**

**13 - 15 OCTOBER 2026**

**RIU PLAZA ESPAÑA**

“The most intimate global conference of its kind.”

WHO ATTENDS?

**Publishers & Media Companies** CEOs, Managing Directors, Editors-in-Chief from leading global publishers including Condé Nast, The Economist, Hearst, National Geographic, Forbes, The New York Times, Mondadori, RBA, Schibsted, and 300+ more.

**Technology & Innovation Leaders** Representatives from Google, tech platforms, and innovative media technology companies driving digital transformation.

**Content Creators & Strategists** Editorial leaders, content strategists, and creative directors defining how stories are told and audiences are engaged.

**Business Leaders** Revenue, marketing, and operations executives building sustainable business models for the future.



# By the numbers... (2025 data)



TOTAL ATTENDEES

543

COMPANIES REPRESENTED

308



C-LEVEL EXECES

285

VP / DIRECTOR LEVEL

170



COUNTRIES

47

EXPERT SPEAKERS

76

84% of FIPP Congress attendees are C-Level and Senior execs.



# What to expect

## THREE DAYS OF ESSENTIAL LEARNING

Cutting-edge sessions from global media leaders tackling AI strategy, revenue innovation, audience engagement, content evolution, and the biggest challenges facing our industry.

## UNPARALLELED NETWORKING

500+ senior executives, intimate workshops, curated networking breaks, and evening receptions designed for meaningful conversations and lasting connections.

## THE CONVERSATION STARTER APP

Our dedicated meeting app makes it easy to connect with the right people. In 2025, over 800 formal meetings took place through the platform in just two days.

## HANDS ON WORKSHOPS

Deep-dive sessions on the topics that matter most, with practical takeaways you can apply immediately.

## CULTURAL EXPERIENCES

Optional excursions showcasing the best of Madrid—from museums and historic sites to wine country and culinary experiences.

## MADRID IN OCTOBER

Perfect weather, vibrant culture, world-class cuisine. Come for Congress, stay for the week.

# The 2026 Agenda

The programme is built around the 4 realities shaping our industry today.

## POWER IS SHIFTING

Politics, regulation, platform dynamics, AI, and distribution are rewriting the rules. We'll look at who's navigating it well - and how.

## FOCUSED AUDIENCES ARE VALUABLE AUDIENCES

How media businesses (from global publishers to niche brands) are building products and revenue around special interest communities.

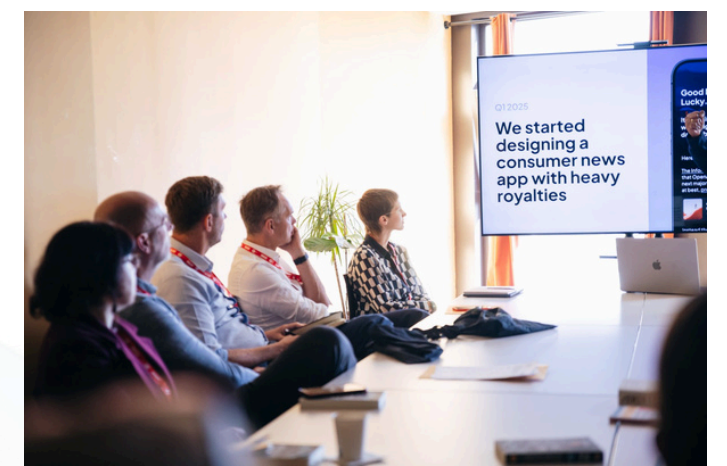
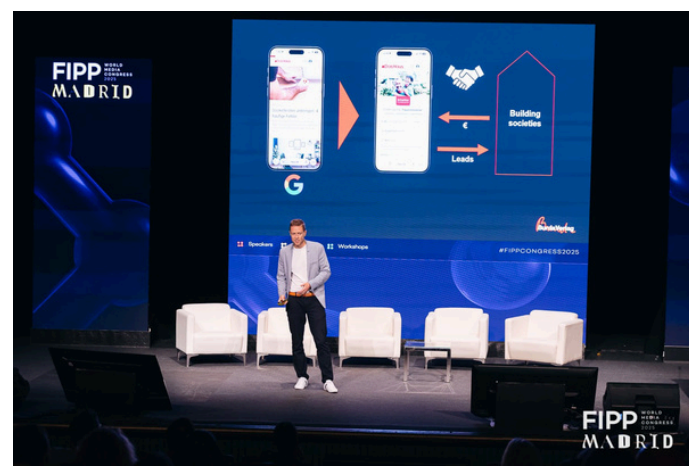
## AI AS INFRASTRUCTURE AND AS PRODUCT

Publishers are using AI to create efficiencies and sharpen strategy, while also building AI-native products and services. We're going to cover both.

## DTC AS A STRUCTURAL PHILOSOPHY

Subscriptions, newsletters, events, podcasts, commerce, community. The publishers owning their audiences and building multiple revenue lines are the ones pulling ahead.

Keynotes, panels, deep-dive interactive workshops and case studies. Real strategies from people doing the work - no nostalgia, no platform grievances, no pie-in-the-sky predictions.





# Schedule

Detailed agenda and speaker announcements coming soon

## MONDAY, OCTOBER 12

Optional excursions for early arrivals

## TUESDAY, OCTOBER 13

Morning cultural experience  
Evening welcome reception

## WEDNESDAY, OCTOBER 14

Full Congress day with keynotes, sessions, and networking  
Evening reception

## THURSDAY, OCTOBER 15

Full Congress day  
Closing reception

## FRIDAY, OCTOBER 16

Optional post-Congress cultural experiences

# From the delegates...

"I left FIPP Congress buzzing with ideas and opportunities for our publishing business, and with new connections we could well work with in the future.."

*Archmedia, Australia*

"A wonderful experience from the walking tour, the rooftop terrace and super networking opportunities, what more could you want."

*The Manson Group, UK*

"As an intermediary between publishers and demand, FIPP did a great job of bringing together some of the largest publishers in the world.."

*Mantis Group, Canada*

A useful and inspiring conference that gave me insight into trends and what media companies around the world are working on. The guided tour and visit to the Prado Museum were great opportunities to meet other participants ahead of the conference. A wonderful setting for making new connections in the media industry"

*Utdanningsnytt, Denmark*

The FIPP Congress delivered a packed programme of standout sessions, truly insightful and engaging workshops, and superb networking. I met incredible professionals from all over the world, closed deals for exciting new tools, and sparked friendships that will last well beyond the event.

*Telegram media group, Croatia*

"FIPP is where the magic of our industry becomes real. Year after year, it brings together different generations of editors under one roof.

I learn a lot in the official sessions, of course, but also in the small, everyday conversations over coffee, listening in awe to the publishing "totems" and to the new wave of editors, who patiently and enthusiastically walk me through the ins and outs of new technologies that can sometimes feel distant or abstract. All of it is tied together by an invisible thread: the excitement of creating content, sharing it, and reaching our readers, year after year.

FIPP, to me, is about celebrating culture in all its forms and keeping alive that bit of publishing romanticism that holds us together."

*RBA, Spain*

# Venue

Riu Plaza España - Madrid's  
modern landmark venue in the  
heart of the city



## Sponsorship opportunities

TO TALK THROUGH WHAT'S STILL AVAILABLE, AND DISCUSS YOUR OPTIONS TO BRING YOUR BRAND TO FIPP CONGRESS, GET IN TOUCH WITH NEIL HUNT:

[NEIL@FIPP.COM](mailto:NEIL@FIPP.COM)

## Groups and special discounts

FOR QUESTIONS ABOUT TICKETS, GROUP OR DELEGATION DISCOUNTS, STUDENT AND NFP RATES, CONTACT US AT:

[FIPPEVENTS@WAN-IFRA.ORG](mailto:FIPPEVENTS@WAN-IFRA.ORG)



*We'll see you in Madrid!*