

A man in a white shirt and dark vest is seated on a wooden stool, playing an acoustic guitar on a stage. Behind him is a large blue backdrop with the FIPP Madrid logo and various sponsor logos including airbus, atlas, FATTAL, Thinkin, elliot, lineup, miso, and ZINIO. The backdrop also mentions 'Círculo de Bellas Artes' and 'Sneakers Innovation Workshops'.

FIPP 101

A large, ornate statue of a woman in a red dress with a long, flowing skirt is positioned on a stage. The statue is set against a backdrop that features the FIPP Madrid logo and the text 'FIPP WORLD MEDIA CONGRESS 2025'. The statue's right arm is raised, and it appears to be holding a small object.

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 EXECS

285

VP / DIRECTOR LEVEL

170

COUNTRIES

47

EXPERT SPEAKERS

76



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



What to expect

TWO FULL 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.

NUMEROUS NETWORKING OPPORTUNITIES

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.

THE TRUST ECONOMY

Trust as a strategic asset, not just a brand value.
Misinformation, AI content, platform algorithms, government regulation all converging. Specialist publishers in a strong position.

AI - INFRASTRUCTURE, PRODUCT & IMPLICATION

AI reshaping workflows, distribution, content and monetisation.
Not going away.

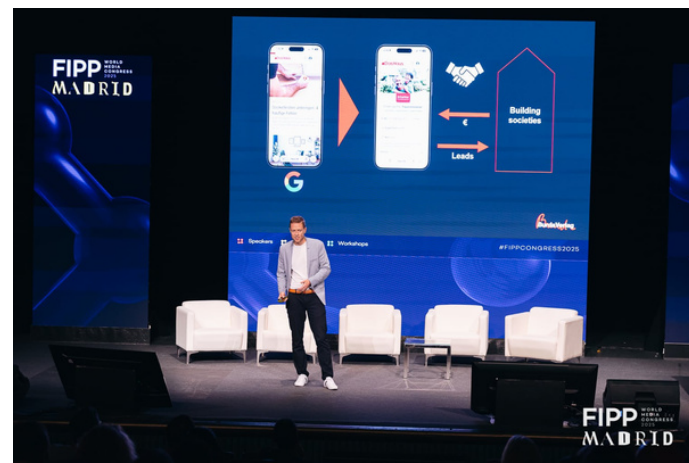
GEOPOLITICS AND THE BIGGER PICTURE

The world context publishers can't ignore. Washington, Middle East, trade. Media strategy can't be separated from this.

THE FUNDAMENTALS OF DURABILITY

audience ownership, identity, efficiency, monetisation. The things that determine whether a media business actually survives.

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

Día de la Hispanidad - no formal Congress activities but the city will be buzzing!

TUESDAY, OCTOBER 13

Choice of morning cultural experience
Evening welcome reception

WEDNESDAY, OCTOBER 14

Full Congress day with keynotes, sessions, and networking
conculding with a "Taste of Madrid" evening

THURSDAY, OCTOBER 15

Full Congress day
Closing

FRIDAY, OCTOBER 16

Optional post-Congress cultural experiences

FIPP 101

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.HUNT@WAN-IFRA.ORG

Groups and special discounts

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

FIPPEVENTS@WAN-IFRA.ORG



We'll see you in Madrid!