

Event overview



FIPP WORLD MEDIA CONGRESS

21 - 23 OCT 2025

CÍRCULO DE
BELLAS ARTES
MADRID

ABOUT

FIPP Congress has long been a cornerstone for media, technology, and advisory leaders, bringing together visionaries from over 40 countries to share insights, validate ideas, and build strategic partnerships.

The 2025 Madrid edition will feature top speakers from globally renowned companies, exploring the evolving media landscape while offering exceptional networking opportunities for senior professionals to forge connections, engage in discussions, and drive sustainable success in a rapidly changing industry.

New in 2025 - Expert-led workshops

As part of the FIPP World Media Congress 2025, we're introducing a curated selection of workshops led by industry experts. Designed with smaller groups of delegates in mind, these focused sessions will offer practical insights, deep dives into key topics and emerging trends, and space for meaningful interaction with global colleagues.

More details of the lineup will be announced soon - stay tuned.



“ *FIPP has consistently put together the most stimulating of events. A reliable source of new insights. I always come back with a new framing of key issues.* ”

- Lucy Küng, international expert on mastering digital transformation



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2025 TOPICS



- REINVENTING MEDIA FOR THE FUTURE
- BALANCING AI & EDITORIAL INTEGRITY
- NEW REVENUE PLAYBOOKS
- WINNING THE ATTENTION ECONOMY
- AI-NATIVE DISRUPTORS & PARTNERSHIPS
- OPTIMISING TECH STACKS FOR GROWTH
- TRUST, ETHICS & REGULATION

DEMOGRAPHICS

FIPP Congress brings together 500 senior media, advisory, and tech executives from 40+ countries, including industry leaders, independent publishers, and disruptors. They gather for knowledge-sharing, networking, and strategic business meetings, making it a vital hub for collaboration and innovation.

REGIONAL REPRESENTATION

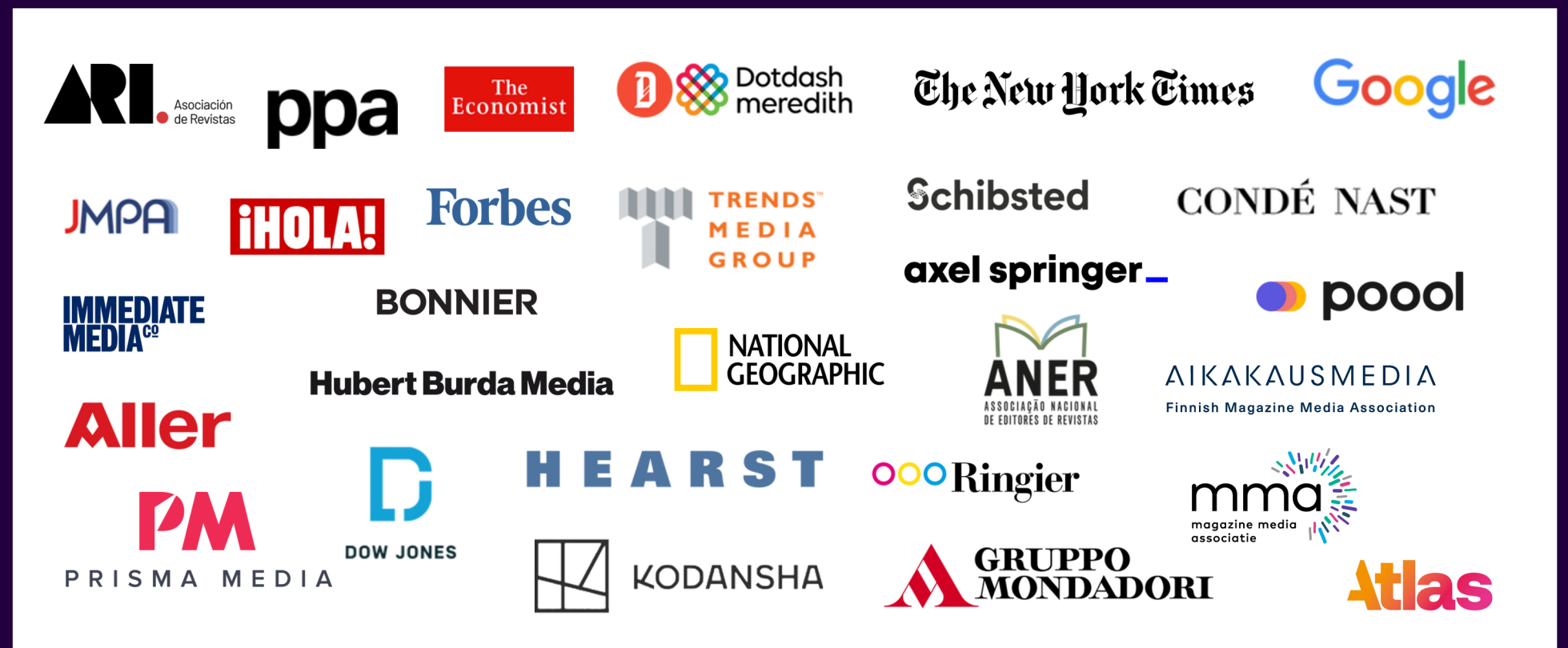
- Europe – ~70% (UK, Portugal, Germany, Finland, Italy, Netherlands, Spain, Belgium, Norway, France, Switzerland, Denmark, and others)
- Americas – ~20% (USA, Canada, Brazil, Argentina, etc.)
- Asia-Pacific – ~10% (China, Japan, India, Singapore, etc.)

BESIDES A VAST NUMBER OF INFORMAL INTERACTIONS, DELEGATES IN 2024 BOOKED 378 FORMAL MEETINGS OVER TWO DAYS IN OUR MEETING LOUNGE THROUGH OUR DEDICATED MEETING APP, CONVERSATION STARTER.

75% ATTENDEES ARE SENIOR DECISION MAKERS

PARTICIPANTS

FIPP Congress brings together over 100 leading media, tech, and publishing companies from around the world. From industry giants, to innovative independents and rising disruptors, Congress is a dynamic mix of established leaders and emerging voices shaping the future of media.



LOCATION

MADRID is Spain's cultural and media hub, home to top news organisations, publishers, and a thriving creative industry. Its blend of tradition and innovation makes it the perfect destination for the FIPP World Media Congress, in partnership with ARI, the Spanish Association of Magazines. Together, we aim to celebrate media's evolution and engage with the city's dynamic landscape.

The Círculo de Bellas Artes, our venue, is a historic center for arts and ideas, designed by renowned architect Antonio Palacios. For over 90 years, it has hosted exhibitions, conferences, and cultural events, making it the ideal setting for global media leaders to connect and innovate.



Past & present partners + sponsors



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[FIPPCONGRESS.COM](https://fippcongress.com)

We'll see you in Madrid!

