# Inside Paramount’s 2026 Upfront Dinners

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Paramount’s upfront dinners are underway, and ADWEEK has a sneak peek at what’s new on the menu.

This year marks a change for Paramount’s annual client dinners. Though the company has been conducting the more intimate events since dropping out of upfront week in 2023, these are the first dinners following the close of Skydance’s $8 billion merger with Paramount last year.

Also, these are the first events under new ad sales leader Jay Askinasi, who, while previously serving as CEO of Publicis Media’s PMX US, had attended Paramount’s dinners in the past.

## Dinner and a show

The dinners kicked off last week in Chicago and L.A.,

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