

mip[®] Latin America TV market | **cancun**

Online Meetings November 17-20 2020

PRESS RELEASE

MIP CANCUN TRANSFORMS TO 100% DIGITAL EXPERIENCE "MIP CANCUN ONLINE+" FOR NOVEMBER 2020 EDITION

all3media international returns as MIP Cancun Formats Pitch competition partner



Paris, 18 August 2020 – MIP Cancun, the leading international content market and conference for Latin American and US Hispanic television, is going 100% digital with the launch of **MIP Cancun Online+**.

The 7th edition of Reed MIDEM's signature one-to-one matchmaking market will take place entirely online from November 17-20, and will offer agendas of targeted, pre-scheduled meetings between international distributors and Latin American programme buyers, as well as between producers and commissioners from the Americas seeking co-production opportunities. This in addition to a full online conference programme.

All3media international returns as sponsor of the 2nd MIP Cancun Formats Pitch competition, that will also take place online, and will award a winning producer with development funding for a new and original, non-scripted entertainment format.

Originally programmed to take place at the Moon Palace Hotel in Cancun, Mexico, the next edition of the physical MIP Cancun is scheduled for November 2021.

The four main components of MIP Cancun Online+ are:

- **Distribution Market** – A curated programme of one-to-one pre-scheduled online meetings over 4 days between international distributors and buyers operating in the Latin America and US Hispanic markets.
- **Co-Production Forum** – A curated programme of one-to-one pre-scheduled online meetings over 4 days between regional producers and commissioners seeking to develop co-production opportunities across the Americas.
- **Conference Programme** – a digital conference programme featuring sessions and keynotes focussed on LATAM and US Hispanic topics. Available to watch live or in catch-up mode.
- **MIP Cancun Formats Pitch** - In association with all3media international, format producers pitch their projects online to fellow producers, broadcasters and commissioning editors. At stake...\$5,000 in development funding and mentoring sessions with a leading format specialist.

MIP Cancun Online+ is designed to accommodate one-to-one meetings online in real time between participants from time zones in Latin America, North America, Europe and Asia.

“MIP Cancun is the leading international Latin America content market each November. Continued concerns over the Covid-19 pandemic and related travel restrictions, mean that the responsible move is to provide a digital solution,” says Jerome Delhaye, Director of Reed MIDEM’s Entertainment Division. “Our experience with MIPTV ONLINE+ and MIP China Online shows that the international television community has embraced digital formats of MIP markets while everyone waits for a return to face-to-face gatherings.”

“Our winning formula has always been to connect the Latin American television community with international partners through highly-curated and professionally organised matchmaking,” comments MIP Cancun Director Benedicte Touchard de Morant. “MIP Cancun Online+ allows us to replicate the matchmaking format digitally, providing our partners with the same high-level of personalised and efficient meeting experience online, from the safety and comfort of their home or office, during these unprecedented times.”

Brazilian Content, the industry organisation representing Brazilian independent producers, has confirmed its support of MIPCancun Online+. According to Mary Morita, Executive Manager of Brazilian Content: “We are expecting to take part in MIP Cancun once again, this time with an online presence. The core to MIP Cancun is access to local buyers and producers we can reach out to through pre-arranged meetings organised by the event. I strongly believe that the virtual setting will not only deliver the business aspects, but also boost more opportunities for the Brazilian independent producers.”

Janel Downing, VP of Sales Latin America all3media international notes: “we are delighted to be running the MIP Cancun Formats Pitch again with Reed MIDEM. Our inaugural event proved that there’s a huge amount of creative talent in the region – and we are sure that this year will bring forth more format ideas that will suit the region perfectly. We are pleased to be able to run the competition virtually allowing everyone to participate.”

Note to Editors

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors

are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

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MIP CANCUN PRESS CONTACTS:

Mike WILLIAMS, Director of Communications: +33 (0)6 24 19 36 57

Ruth SETTLE, PR, +44 7946 346698 > ruth@ruthsettle.com