



16-19 November 2021

**PRESS RELEASE**

**MIP CANCUN 2021 ANNOUNCES WARNERMEDIA'S  
MARCELO TAMBURRI AS FIRST CONFIRMED KEYNOTE**

CARACOL, GAUMONT AND FTI CONSULTING JOIN WORLD CLASS  
CONFERENCE LINE-UP



**Paris, 16 September 2021 – [MIP Cancun](#)**, the leading international content market and conference for Latin American and US Hispanic television, has unveiled some of the first key players taking their place in the conference programme of this year's much anticipated in person market taking place in November.

The 8<sup>th</sup> edition of the signature one-to-one matchmaking market will take place at the **Moon Palace Resort in Cancun** from **16-19 November**, welcoming international and Latin American distributors, programme buyers, streamers, producers and commissioners to reconnect face-to-face to drive sales and co-productions.

**Marcelo Tamburri, Head of Scripted Content Development at WarnerMedia Latin America**, will deliver a keynote address titled "*HBO Max: The New Path For Mexican Fiction.*" He will discuss the pivotal role Mexican stories and talent are playing in HBO Max's content strategy. Mexican fiction, through drama and comedy, has the power to reach a

massive audience with a fresh and innovative approach and in his keynote Tamburri will outline the vision and the creative process behind the local content development for HBO Max in Latin America.

In his position heading up one of the most exciting and dynamic markets in television, Tamburri leads the creation of concepts and the development of scripted original series for the streaming platform HBO Max and also for the general entertainment Pay TV brands of WarnerMedia in the region. Previously, he was VP and General Manager of Space, WarnerChannel, I.SAT and TCM, with the responsibility of developing the strategy of the networks for the region.

Marcelo Tamburri commented: "We are looking forward to being back in MIP Cancún with our WarnerMedia team. It will be a great opportunity to gather again with our colleagues in the industry to think together about our future and also about the trends that are re-shaping the world of entertainment. We are very pleased to have the chance to share with all the visitors our vision behind the creation of original stories from Latin America for the wide and diverse audience of our new streaming platform, HBO Max."

Alongside keynotes featuring industry leaders sharing their vision and strategies for staying competitive in a rapidly evolving market, this year's conference programme will include **In Conversation with Sessions** looking at recent and upcoming developments for the industry, and a **Market Intelligence Session** with cutting-edge market analysis and insights on content consumption, production, and platform proliferation trends.

Already confirmed in the line-up are:

- **In conversation with: Caracol & Gaumont:** in this high-level panel session, production strategies in Latin America and in Mexico will be discussed by:
  - **Catalina Porto Urdaneta**, Executive Production Manager, **Caracol Televisión** (Colombia & Mexico)
  - **Arlen Torres**, Executive Producer, **Caracol Televisión** (Colombia)
  - **Christian Gabela**, SVP, Head of Latin America & Spain, **Gaumont** (USA)
- **Market intelligence: Valuations and the Media Company:** a presentation from **Daniel Punt**, Senior Managing Director, **FTI Consulting** (USA)

**Bénédicte Touchard de Morant, MIP Cancun Director**, added: "Our community told us loud and clear that nothing can replace the face-to face experience and we are very excited to be welcoming everyone back to the uniquely laid back yet efficient environment of MIP Cancun to reconnect, build relationships and get back to business in person. We want to thank everyone who has helped to bring to life this much-needed market in such exceptional circumstances. A special thanks to all those who have made sure this year has a first-class line up of speakers like WarnerMedia, Caracol, Gaumont and FTI whose insights will be invaluable as we gauge where the industry is and where it is heading."

## **Notes to Editors:**

## ***Safety Protocols***

Event organisers, RX France, are working closely with local, national and international authorities and the Cancun venue, to follow and implement necessary health and safety measures, prioritizing the safety and wellbeing of delegates. All detail information available on our webpage <https://www.mipcancun.com/en-gb/key-safety-measures.html>

**About MIP Cancun** - MIP Cancun, the leading international content market and conference for Latin American and US Hispanic television, brings together the acquisition, distribution and production communities to develop content deals for the fast growing Latin American and US Hispanic TV markets. The 8th edition of RX France's signature one-to-one matchmaking market will take place in Cancun, Mexico, November 16-19, 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 conference programme focused on LatAm and US Hispanic topics. [www.mipcancun.com](http://www.mipcancun.com)

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