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FULL MIP CANCUN FAST & GLOBAL: AMERICAS SUMMIT LINE UP ANNOUNCED

Amazon Studios, TV Azteca, Ole Broadcasting, OTTera, Pluto TV, Samsung TV Plus and VA Media amongst Key Players Confirmed for First Dedicated FAST Summit for the Americas

Summit Follows Packed International Edition and Significant FAST Revenue Projections



Paris, 25 October – MIP CANCUN today confirmed a power line-up for the inaugural FAST&GLOBAL: AMERICAS SUMMIT, the first to focus exclusively on the explosion in FAST channels and programming opportunities across Latin America, the US Hispanic and Canada.

The dedicated summit, the latest in the Fast channel series at MIP Markets, will be staged across a special pre-market afternoon on **Tuesday 14 November from 15.30** at the Moon Palace Hotel in Cancun, Mexico ahead of content and co-production markets and matchmaking activity from 15-17 November.

It follows a packed and positively-received international FAST&GLOBAL summit held at last week's MIPCOM CANNES (17-19 October), where a slew of FAST-related industry deals were announced, and new research unveiled which projected significant revenue growth for the Americas, with FAST-related revenues forecast to rise by 275% in Brazil, over 300% in Canada and by more than 400% in Mexico by 2028, when overall revenues in the U.S are estimated to reach \$11 billion.¹

FAST & GLOBAL: AMERICAS SUMMIT will feature insights from players and specialists from the region's free advertising-supported streaming world in back-to-back presentations, focusing on the

considerable opportunities for content producers, IP rightsholders, buyers and commissioners. Speakers and contributors confirmed include Pablo Iacoviello (**Amazon Studios**), Fernandez Muniz (**TV Azteca**), Marie de Rosario Buil (**BB Media**), Felipe Osorio (**Canela Media**), Abel Tamayo (**Ole Broadcasting and Distribution**), Daniel Padilla (**One Play**), Stephen Hodge and Adrian Frias (**OTTer**), Eddie Arias (**Pluto TV**), JP Gracia (**Runtime Media**), Aline Jabbour (**Samsung Electronics**) and Kristen Bedno (**VA Media**) amongst others, with the summit chaired by Prensario's Nicolas Smirnoff. A full agenda for the summit can be found [here](#).

"FAST&GLOBAL: AMERICAS SUMMIT could not be more timely or opportune," said MIP CANCUN Director Maria Perez-Bellière, "...an unrivalled line up of FAST experts taking a deep dive against the backdrop of accelerated deal-making and projected growth for the region means the sessions are ideally poised to help companies truly realise their potential in this area."

The summit forms part of a comprehensive Conference Programme at MIP CANCUN comprising major keynotes, screenings and awards, a detailed line-up can be found [here](#).

Established across the last decade, and famed for its signature pre-scheduled matchmaking programme, November's MIP CANCUN is set to welcome back a community of up to 1000 delegates from over 40 countries. These span buyers, producers and distributors from global studios and major players internationally and from across the Americas, convening for a comprehensive four-day conference programme in the world's largest production hub for Spanish-language content.

FAST&GLOBAL: AMERICAS SUMMIT is presented in association with Presenting Partner OTTer, Conference Partner Samsung TV Plus and in partnership with **Prensario International**.

Source: 'What's Next In FAST' presentation, MIPCOM CANNES 18 Oct 2023 (ESHAP/OMDIA)

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Notes to Editors:

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. www.mipcancun.com

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