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## **ANOUK AARÓN, HEAD OF CONTENT PRODUCTION WARNER BROS. DISCOVERY LATAM TO GIVE KEYNOTE AT MIP CANCUN**

Leading Executive Outlines Production Strategy for WBD Brands and Partners in Region



**Paris, 5 October 2023** – MIP CANCUN announced today that Anouk Aarón, Head of Content Production for General Entertainment at Warner Bros. Discovery, Latin America & US Hispanic is to give a keynote at the forthcoming 10th edition of the industry's #1 international distribution and co-production market for Latin America and US Hispanic television (14-17 November).

One of the region's key players in her field, Aarón is responsible for directing the production of all scripted and non-scripted content for all of the company's brands, such as the Brazilian series "Teenage Kiss: The Future is Dead", the Mexican series "Cand Cruz" and "Sierra Madre: Prohibido Pasar" or the Argentinian documentary "The Daughter of God: Dalma Maradona", among many others, as well as third party productions undertaken in the region for all platforms. The session represents her first major keynote since taking on an expanded role earlier this year.

Taking place on the market's first full day (Wednesday 15 November) at the Moon Palace Hotel's Cancun Theater at 16.30, Aarón will provide insights into the production on Warner Bros. Discovery's broad family of owned shows and third party collaborations across Latin America and US Hispanic – delving into the similarities, differences and nuances across genres and territories, and outlining the many opportunities presented by producing with the region's rich diversity of talent.

The keynote forms part of the increased focus for Co-Production and Financing within the 2023 MIP CANCUN programme, reflecting the proliferation of new buyers and appetite for new projects emerging from the Americas and featuring key players in the sector including production and development executives, commissioners, investors and producers.

*“Anouk is one of the most experienced and influential production executives in the Americas”* said MIP CANCUN Director Maria Perez-Bellière. *“With Co-Production taking center stage in this year’s programme, her timely take on working with the exceptional production talent and crews active within the Americas will be invaluable.”*

*“It is an honor for me to be part of this keynote at MIP CANCÚN and reflect together with our talented community of creators and producers from different parts of the world on the challenges and opportunities we have ahead as storytellers, in this new era for content production. At Warner Bros. Discovery we are committed to investing in the development of impactful stories that can create a special connection with our diverse and extensive audience in Latin America, thanks to their relevance, authenticity and unique local accent”*, commented Anouk Aarón.

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. The closing date for matchmaking programmes is Friday October 13.

Anouk Aarón has 20 years of experience in the field of production; starting in a 5 year stint in Spain, working for independent production companies including Eyeworks, for whom she later became General Manager of Production in Argentina, before being appointed General Manager of Production and Content for Warner Bros. International Television Production in Buenos Aires. In 2017, she became Production Director for Latin America for the company, leading the production processes of scripted and non scripted content and was appointed to her current role in May 2023.

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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](http://www.mipcancun.com)

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