

mip®cancun

Program

Tuesday 19 Nov. 2024

Wednesday 20 Nov. 2024

Conferences & Events	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	12:00 Convention Center MIP CANCUN PRE-OPENING <ul style="list-style-type: none">Registration Desk pre-openingDistribution Room open for table holders
13:00	
14:00	
15:00	15.00 – 15:15 Cancun Theater WELCOME REMARKS , Maria Perez-Bellière, MIP CANCUN Director
16:00	15.30 - 18.30 Cancun Theater FAST & GLOBAL: AMERICA'S SUMMIT Summit Chair: Nicolás Smirnoff, Prensario International Summit Partner: OTTera
17:00	15.30 – 17.30 Part I - sessions 15:30 – 15:35 Introduction: New Friends in Town 15:35 – 15:50 Digital Platforms... Last Miles! 15:50 – 16:20 Leading AVOD/FAST Platforms: From Red to Black Numbers 16:20 – 16:30 Streaming Content Distribution Strategies presented by OTTera 16:30 – 17:00 Digital Advertising & Monetization 17:00 – 17:30 Broadcasters' Digital Strategies to Optimize Revenue
18:00	17.30 – 18.30 Part II Networking Roundtables
19:00	18:35 – 18:45 Cancun Theater MIP LONDON PRESENTATION
20:00	19:00 - 21:00 Networking Lounge – Ground Floor MIP CANCUN PRE-OPENING DRINKS
21:00	<i>Open to all</i>
22:00	

Content Market	Co-production Market	Conferences & Events	
Distribution room	Co-production room		
7:00		07:45 – 8:45 Cancun Theater SHOWCASE & BREAKFAST Presented by Global Agency	07:45 – 8:45 Pier 8 Restaurant WAWA BREAKFAST Facing the Challenge of Change Together Hosted by WAWA
8:00			
9:00		09:00 – 09:30 Cancun Theater OPENING KEYNOTE Pilar Blasco - CEO - Banijay Iberia Followed by: Meet the speaker	
10:00	09:30 - 10:00 Meeting #1 10:00 - 10:30 Meeting #2	10:00 - 10:30 Meeting #2	
11:00	11:00 - 11:30 Meeting #3 11:30 - 12:00 Meeting #4	11:00 - 11:30 Meeting #3 11:30 - 12:00 Meeting #4	10:30 – 11:00 COFFEE BREAK & OPEN MEETINGS
12:00		12:00 – 12:45 Cancun Theater SCREENING Presented by INTER MEDYA	12:00 – 14:00 Galactic Ballroom, Sunrise Lobby Upper Level MIP CANCUN NETWORKING LUNCH <i>Open to all</i>
13:00			
14:00	14:00 - 14:30 Meeting #5 14:30 - 15:00 Meeting #6 15:00 - 15:30 Meeting #7	14:20 - 16:40 CO-PRODUCTION BOOTCAMP <i>Pre-registration recommended</i> 14:20 - 14:50 : Welcome 14:50 - 15:30 How to Work with Streaming Platforms & Free TV Broadcasters 15:30- 16:00 : Welcome 16:00 - 16:40 Navigate Co-Production with Pay TV Broadcasters & Studios – 1st session	14:15 – 15:00 Cancun Theater IP’S EXPANSION: THINKING OUT OF THE BOX
15:00			15:30 – 16:00 COFFEE BREAK & OPEN MEETING
16:00	16:00 - 16:30 Meeting #8 16:30 - 17:00 Meeting #9 17:00 - 17:30 Meeting #10 17:30 - 18:00 Meeting #11		16:45 – 17:15 Cancun Theater KEYNOTE: From the Source Billy Rovzar, CEO, Lemon Studios Diego Ramirez Schrempp, Executive Producer & Partner, Dynamo & Natalia Echeverri, Executive Producer, Teletigre Followed by: Meet the speakers
17:00			
18:00			
19:00			19:00 – 20:00 Cancun Theater SCREENING Presented by Calinos Entertainment
20:00			20:00 – 00:00 Arena Foyer MIP CANCUN OPENING PARTY Co-hosted with Calinos Entertainment <i>Open to all</i>
21:00			
22:00			

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Program

Thursday 21 Nov. 2024

Friday 22 Nov. 2024

	Content Market	Co-production Market	Conferences & Events
	Distribution room	Co-production room	
7:00			
8:00			7:45 – 8:45 Cancun Theater SHOWCASE & BREAKFAST Presented by Globo
9:00	9:00 - 9:30 Meeting #12		9:00 – 09:30 Cancun Theater KEYNOTE Paulo Koelle, Head, Prime Video Latin America, Premio Icono TV Latina 2024 <i>Followed by: Meet the speaker</i>
10:00	9:30 - 10:00 Meeting #13 10:00 - 10:30 Meeting #14	9:30 - 10:00 Meeting #5 10:00 – 10:30 Meeting #6	9:45 – 10:30 Tulum Theater WHAT DO UNSCRIPTED BUYERS WANT?
11:00	11:00 - 11:30 Meeting #15 11:30 - 12:00 Meeting #16	11:00 – 11:30 Meeting #7 11:30 – 12:00 Meeting #8	10:30 – 11:00 COFFEE BREAK & OPEN MEETINGS 11:00 – 11:30 Tulum Theater BRANDS AS NEW AUDIOVISUAL ALLIES - In partnership with PRODU
12:00			12:15 – 13:30 Cancun Theater SCREENING + LUNCH Presented by VIP 2000 TV & ZEE
13:00			12:00 – 14:00 Galactic Ballroom, Sunrise Lobby Upper Level MIP CANCUN NETWORKING LUNCH <i>Open to all</i>
14:00	14:00 - 14:30 Meeting #17 14:30 - 15:00 Meeting #18 15:00 - 15:30 Meeting #19	14:20 - 16:40 CO-PRODUCTION BOOTCAMP <i>Pre-registration recommended</i> 14:20 - 14:50, Welcome 14:50 - 15:30 Maximizing Production Value: Insights from Film Commissions, Service Providers, and Experts 15:30 - 16:00, Welcome 16:00 - 16:40 Navigate Co-Production with Pay TV Broadcasters & Studios – 2nd session	14:00 – 15:30 Tulum Theater CO-PRODUCTION SUMMIT <i>By Invitation only</i>
15:00			15:45 – 16:30 Cancun Theater TV TRENDS AROUND THE WORLD: WHAT'S NEXT Presented by The WIT
16:00	16:00 - 16:30 Meeting #20 16:30 - 17:00 Meeting #21 17:00 - 17:30 Meeting #22 17:30 - 18:00 Meeting #23		16:45 – 17:30 Tulum Theater STREAMING: THE RACE FOR THE ATTENTION OF YOUNG AUDIENCES
17:00			
18:00			18:30 – 20:30 Cancun Theater PRODU AWARDS
19:00			
20:00			
21:00			20:30 – 00:00 Galactic Ballroom, Sunrise Lobby Upper Level MIP CANCUN CLOSING PARTY PRODU 35 Anniversary Powered by Inter Medya <i>Open to all</i>
22:00			

	Content Market	Co-production Market	Conferences & Events
	Distribution room	Co-production room	
7:00			
8:00			
9:00			
10:00	9:30 - 10:00 Meeting #24 10:00 - 10:30 Meeting #25 10:30 - 11:00 Meeting #26	9:30 - 10:00 Meeting #9 10:00 - 10:30 Meeting #10 10:30 - 11:00 Meeting #11	10:30 - 11:00 Tulum Theater NATIONAL ORGANISATIONS: KEY PLAYERS FOR INDUSTRY DEVELOPMENT
11:00			11:00 - 11:30 COFFEE BREAK & OPEN MEETINGS
12:00	11:30 - 12:00 Meeting #27 12:00 - 12:30 Meeting #28 12:30 - 13:00 Meeting #29	11:30 - 12:00 Meeting #12 12:00 - 12:30 Meeting #13	
13:00	13:00 MIP CANCUN 2024 CLOSES ITS DOORS		
14:00			

MIP CANCUN thanks its 2024 Sponsors and Partners

