

# mip<sup>®</sup> cancun Program

Tuesday 19 Nov. 2024

Wednesday 20 Nov. 2024

Conferences & Events	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	
13:00	12:00 Convention Center <b>MIP CANCUN PRE-OPENING</b> - Registration open for badge collection - Content Market Hall open for table holders
14:00	
15:00	15:00 – 15:15 Cancun Theater <b>WELCOME REMARKS</b> , Maria Perez-Bellière, MIP CANCUN Director
16:00	15:30 - 18:30 Cancun Theater <b>FAST &amp; GLOBAL: AMERICA'S SUMMIT</b> <b>15:30 – 17:30 Part I - sessions</b> 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 "MIP CANCUN America's Summit Partner Presentation" 16:30 – 17:00 "Digital Advertising & Monetization" 17:00 – 17:30 "Broadcasters' Digital Strategies to Optimize Revenue" <b>17:30 – 18:30 Part II.</b> Networking Roundtables
19:00	19:00 - 20:00 Cancun Theater <b>SCREENING</b>
20:00	20:00 - 22:00 Networking Lounge – Ground Floor <b>MIP CANCUN PRE-OPENING DRINKS</b>
21:00	Open to all
22:00	

Content Market	Co-production Market	Conferences & Events	
7:00		07:45 – 8:45 Cancun Theater <b>SHOWCASE &amp; BREAKFAST</b> Presented by Global Agency	07:45 – 8:45 Pier 8 Restaurant <b>WAWA BREAKFAST</b> Facing the Challenge of Change Together Hosted by WAWA <i>By Invitation</i>
9:00	09:30 - 10:00 <b>Meeting #1</b>	09:30 - 10:00 <b>Meeting #1</b>	09:00 – 09:30 Cancun Theater <b>OPENING KEYNOTE</b> Pilar Blasco - CEO - Banijay Iberia followed by meet the speakers
10:00	10:00 - 10:30 <b>Meeting #2</b>	10:00 - 10:30 <b>Meeting #2</b>	10:30 – 11:00 <b>COFFEE BREAK &amp; OPEN MEETINGS</b>
11:00	11:00 - 11:30 <b>Meeting #3</b>	11:00 - 11:30 <b>Meeting #3</b>	
12:00	11:30 - 12:00 <b>Meeting #4</b>	11:30 - 12:00 <b>Meeting #4</b>	
13:00		<b>CO-PRODUCTION BOOTCAMP</b> <i>Pre-registration recommended</i> 13:30 - 14:00 - Welcome 14:00 - 14:40 <b>How to work with Streaming Platforms?</b> 14:40- 15:00 - Welcome 15:00 - 15:40 <b>Unlocking Co-Pro Opportunities with Free TV Broadcasters</b> 15:40- 16:00 - Welcome 16:00 - 16:40 <b>Navigate Co-Production with Pay TV Broadcasters and Studios – 1st session</b>	12:00 – 12:45 Cancun Theater <b>SCREENING</b> Presented by INTERMEDYA
14:00	14:00 - 14:30 <b>Meeting #5</b>		12:00 – 14:00 Galactic Ballroom, 2 <sup>nd</sup> Floor, Sunrise Lobby <b>MIP CANCUN NETWORKING LUNCH</b> <i>Open to all</i>
15:00	14:30 - 15:00 <b>Meeting #6</b>		14:15 – 15:00 Cancun Theater <b>IP'S EXPANSION: THINKING OUT OF THE BOX</b>
16:00	15:00 - 15:30 <b>Meeting #7</b>		15:30 – 16:00 <b>COFFEE BREAK &amp; OPEN MEETING</b>
17:00	16:00 - 16:30 <b>Meeting #8</b>		16:45 – 17:15 Cancun Theater <b>KEYNOTE</b>
18:00	16:30 - 17:00 <b>Meeting #9</b>		17:15 – 17:45 Tulum Theater <b>REGIONAL FOCUS</b>
19:00	17:00 - 17:30 <b>Meeting #10</b>		
20:00	17:30 - 18:00 <b>Meeting #11</b>		19:00 – 20:00 Cancun Theater <b>SCREENING</b> Presented by Calinos
21:00	18:00 - 18:30 <b>Meeting #12</b>		20:00 – 00:00 Arena Foyer <b>MIP CANCUN OPENING PARTY</b> Co-hosted with Calinos <i>Open to all</i>
22:00			

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Thursday 21 Nov. 2024

Friday 22 Nov. 2024

	Content Market	Co-production Market	Conferences & Events
7:00			
8:00			7:45 – 8:45 Cancun Theater <b>SHOWCASE &amp; BREAKFAST</b> Presented by Globo
9:00	9:00 - 9:30 <b>Meeting #13</b>		9:00 – 09:30 Cancun Theater <b>KEYNOTE</b> Paulo Koelle, Director, Prime Video Latin America <i>followed by meet the speakers</i>
10:00	9:30 - 10:00 <b>Meeting #14</b> 10:00 - 10:30 <b>Meeting #15</b>	9:30 - 10:00 <b>Meeting #5</b> 10:00 - 10:30 <b>Meeting #6</b>	9:45 – 10:30 Tulum Theater <b>WHAT DO UNSCRIPTED BUYERS WANT?</b>
11:00	11:00 - 11:30 <b>Meeting #16</b> 11:30 - 12:00 <b>Meeting #17</b>	11:00 - 11:30 <b>Meeting #7</b> 11:30 - 12:00 <b>Meeting #8</b>	10:30 - 11:00 <b>COFFEE BREAK &amp; OPEN MEETINGS</b> 11:00 - 11:30 Tulum Theater <b>BRANDS AS NEW AUDIOVISUAL ALLIES</b> - In partnership with Produ
12:00			12:15 – 13:30 Cancun Theater <b>SCREENING</b> Presented by VIP 2000
13:00		<b>CO-PRODUCTION BOOTCAMP</b> <i>Pre-registration recommended</i> 13:30 - 14:00, Welcome 14:00 - 14:40 <b>Unveiling New Co-Production Opportunities with Film Commissions and National Organizations</b> 14:40 - 15:00, Welcome 15:00 - 15:40 <b>Get Ready to Co-Produce! Essential Tools and Technologies for Producers</b> 15:40 - 16:00, Welcome 16:00 - 16:40 <b>Navigate Co-Production with Pay TV Broadcasters and Studios – 2nd session</b>	12:00 – 14:00 Galactic Ballroom, 2 <sup>nd</sup> Floor, Sunrise Lobby <b>MIP CANCUN NETWORKING LUNCH</b> <i>Open to all</i>
14:00	14:00 - 14:30 <b>Meeting #18</b> 14:30 - 15:00 <b>Meeting #19</b> 15:00 - 15:30 <b>Meeting #20</b>		14:00 – 15:30 Tulum Theater <b>CO-PRODUCTION SUMMIT</b> <i>By Invitation only</i>
15:00			15:45 – 16:30 Tulum Theater <b>TV TRENDS AROUND THE WORLD: WHAT'S NEXT</b> Presented by The WIT
16:00	16:00 - 16:30 <b>Meeting #21</b> 16:30 - 17:00 <b>Meeting #22</b> 17:00 - 17:30 <b>Meeting #23</b> 17:30 - 18:00 <b>Meeting #24</b>		15:30 – 16:00 <b>COFFEE BREAK &amp; OPEN MEETINGS</b>
17:00			16:45 – 17:30 Tulum Theater <b>STREAMING: THE RACE FOR THE ATTENTION OF YOUNG AUDIENCES</b>
18:00			
19:00			18:30 – 20:30 Cancun Theater <b>PRODU AWARDS</b>
20:00			
21:00			20:30 – 00:00 Galactic Ballroom, 2 <sup>nd</sup> Floor, Sunrise Lobby <b>MIP CANCUN CLOSING PARTY</b> <i>Open to all</i>
22:00			

	Content Market	Co-production Market	Conferences & Events
7:00			
8:00			
9:00			
10:00	9:30 - 10:00 <b>Meeting #24</b> 10:00 - 10:30 <b>Meeting #25</b> 10:30 - 11:00 <b>Meeting #26</b>	9:30 - 10:00 <b>Meeting #9</b> 10:00 - 10:30 <b>Meeting #10</b> 10:30 - 11:00 <b>Meeting #11</b>	10:30 - 11:00 Tulum Theater <b>MEETING WITH FILM COMMISSIONS: KEY PLAYERS FOR INDUSTRY FORMATION FROM ARGENTINA, URUGUAY, MEXICO &amp; SPAIN</b>
11:00			11:00 - 11:30 <b>COFFEE BREAK &amp; OPEN MEETINGS</b>
12:00	11:30 - 12:00 <b>Meeting #27</b> 12:00 - 12:30 <b>Meeting #28</b> 12:30 - 13:00 <b>Meeting #29</b>	11:30 - 12:00 <b>Meeting #12</b> 12:00 - 12:30 <b>Meeting #13</b>	
13:00			13:00 <b>MIP CANCUN 2024 CLOSES ITS DOORS</b>
14:00			

MIP CANCUN thanks its 2024 Sponsors and Partners

