

mip[®] cancun

The #1 Content Market and Co-Production
Forum for the Latin American
and US Hispanic Television Industry

FAST & AVOD: AMERICAS SUMMIT

Tuesday 19 November

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Tuesday 19 November, 15.30 – 18.30

Cancun Theater

15.30 – 17.30 CONFERENCES

15.30 – 15.35 « **Introduction: New Friends in Town** »

>>> By **Nicolás Smirnoff**, Managing Director, **Prensario International**

15.35 - 15.50 « **Digital Platforms... Last Miles!** »

>>> Presented by **Gloria Saló**, Director of Content and Production Consultancy, **GECA**

15.50 - 16.20 « **Leading AVOD & FAST Platforms: From Red to Black Numbers** »

>>> **Alejandro Veciana**, Senior Manager of International Content Sales & Distribution, **FilmRise** ; **Jennifer Gonçalves**, Strategy and Innovation Analyst, **Globo** and **Janaina Tadeu**, Latam Content & Business Strategy Manager, **LG Channels**

16.20 – 16.30 « **MIP CANCUN Partner Presentation** »

16.30 - 17.00 « **Digital Advertising & Monetization** »

>>> **Ronaldo Dias**, Sales Director, Hispanic Americas, **Amagi** ; **Jack Ojalvo**, Founder & CEO, **Copyright Capital** ; **Maria Luz Zucchella**, Consultant, **Stardust Media** ; **Fernanda Tochi**, Director, Branded Entertainment & Distribution, **Vanquish Group**

17.00 - 17.30 « **Broadcasters' Digital Strategies to Optimize Revenue** »

>>> **Maria Zuleta**, Acquisitions Director, **Caracol Television** ; **Gabriela Rodriguez**, Executive Vice President of Content, **R Media** ; **Goyo Garcia**, Content Acquisitions & Sales Manager, **SBT** & more to be announced.

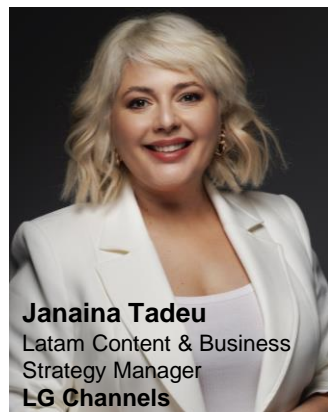
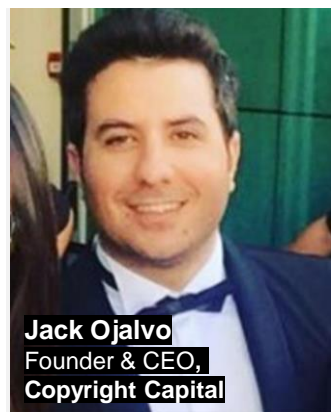
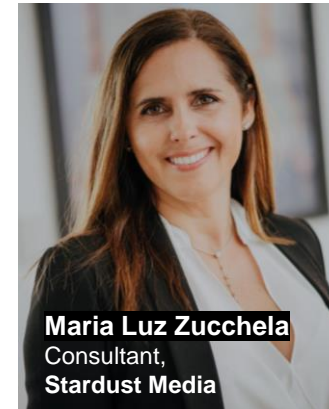
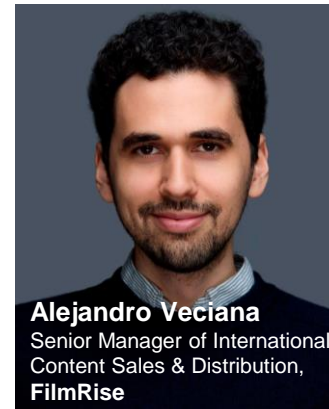
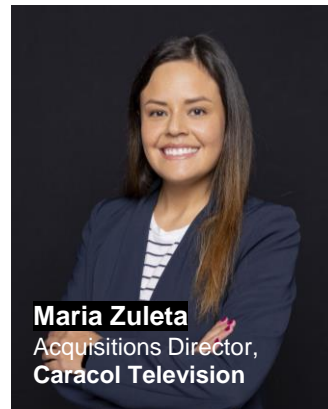
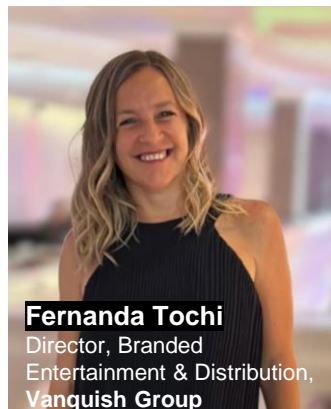
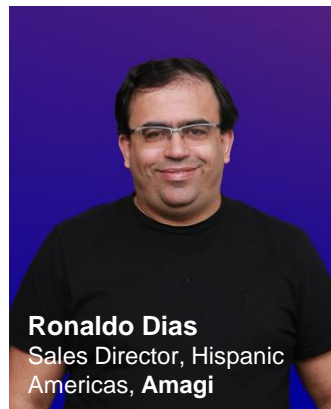
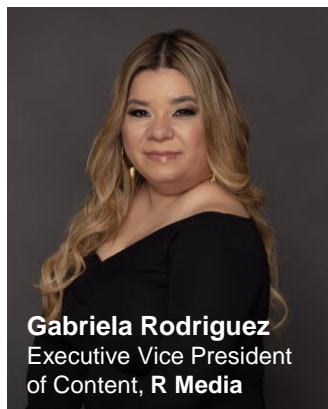
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17.30 – 18.30. ROUNDTABLES DISCUSSION

Hosted by



more to be announced