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Pilar Blasco CEO Banijay Iberia to Give Opening Keynote at MIP CANCUN 2024



Paris 23 July – MIP CANCUN announced today that Pilar Blasco, CEO of Banijay Iberia, (Banijay Entertainment) will give the opening keynote at the industry’s #1 international content market and co-production forum for Latin America and US Hispanic television (19-22 November 2024). The session forms part of a keynote programme presented at this year’s MIP CANCUN in partnership with TV Latina.

The forthcoming 11th edition of MIP CANCUN is set to welcome back up a community of up to 1,000 delegates from over 40 countries, spanning buyers, producers and distributors from global studios and major players internationally and from across the Americas to the world’s largest production hub for Spanish-language content.

The opening keynote takes place at 09.00 on the market’s first full day (Wednesday 20 November) at the Moon Palace Hotel’s Cancun Theater.

As CEO of Banijay Iberia, Blasco oversees production labels and creative talent spanning Madrid, Barcelona, Galicia, and Lisbon including Cuarzo Producciones, Diagonal TV, Endemol Portugal, Gestmusic, Shine Iberia, Tuiwok Estudios and Zeppelin Television.

The Banijay Iberia portfolio includes major global entertainment brands (*Survivor, Operación Triunfo, Big Brother, MasterChef, Temptation Island*), original formats (*Your Face Sounds Familiar, The Bridge, Deep Fake Love*), fiction (*Hierro, Dreams of Freedom, The Gypsy Bride, Bosé, Rapa*) and true crime documentaries (*The Sancho Case, Baraja: The Assassin's Signature, Where is Marta?*) among many others.

Banijay Iberia also collaborates with DLO Producciones, creator of scripted titles such as *Ni una más* and *Las largas sombras*; and has entered partnerships with high profile talent with strong global reputations including Pokeepsie Films, the company founded by Álex de la Iglesia and Carolina Bang, and Galician production company Portocabo. Recently, Blasco reached an agreement with LALIGA to create LALIGA Studios, leading to the creation of Banijay Sports; and is responsible for the creation of a Young Adult division, behind both anime series and executive production of the Spanish version of SKAM.

An advocate of responsible audiovisual content, Banijay Iberia's strong welfare policies, social and sustainability commitments include pioneering agreements with associations such as ODA (Observatory of Diversity in Audiovisual Media) and Mrs. Greenfilm, the leading sustainability consultancy in Spain.

Graduated in Information Sciences from the Complutense University of Madrid, Pilar began her career in public television before becoming Creative Director and CEO of Zeppelin, where she developed and produced both entertainment programmes - including prime time non-scripted hits and continuing drama. Pilar has often been cited in specialist industry reports as the most influential woman in the Spanish television industry.

"We are excited to continue expanding our collaboration with RX France, which go beyond MIP CANCUN," said Elizabeth Bowen-Tombari, editor of TV Latina. *"Together, we are strengthening the footprint of MIP CANCUN with the presence of top-tier executives who will share their insights and experiences with all attendees".*

"Pilar is a trailblazing executive..." said MIP CANCUN Director Maria Perez-Bellière *"responsible for originating universally popular well-travelled Spanish language IP across multiple genres. Hearing her insights will be an inspiring scene-setter for our MIP CANCUN community."*

"We look forward to welcoming Pilar in November and to announcing further keynotes for the 2024 programme with our partners at TV Latina in the coming months." Perez-Bellière added.

Having grown ten-fold in ten years, the MIP CANCUN programme in 2024 is set to be its most comprehensive to date, further accelerating content discovery and deal-making through pre-scheduled meetings, summits, screenings and networking events.

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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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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

About RELX

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