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Moon Palace
Cancun, Mexico

19 → 22
Nov. 2024

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FULL MIP CANCUN *FAST&AVOD*: AMERICAS LINE UP CONFIRMED

FilmRise, Globoplay, LG Channels and OTTera Amongst Key Players Confirmed

Paris 31 October - MIP CANCUN today confirmed a power line-up for its *FAST&AVOD*: AMERICAS SUMMIT to be staged on a dedicated pre-market afternoon at the industry's #1 international content and co-production market for Latin America and US Hispanic television (**19-22 November**) and focusing on monetization and opportunities within the broader advertising-led streaming sector.

This latest edition in the MIP Markets' popular and definitive *FAST&AVOD* series, now in its second year at MIP CANCUN, will feature thought-leading talks from established and emerging players from broadcasters, platforms, branded content, digital advertising and solution providers, several of whom are making their debut. Held on **Tuesday 19 November from 15.30**, presentations will spotlight both proven and progressive methods of monetisation and be complemented by roundtable discussions and matchmaking opportunities at the Moon Palace Hotel.

Speakers and contributors confirmed include Adriana Frias (**OTTera**), Alejandro Veciana (**FilmRise**), Fernanda Tochi (**Vanquish Group**), Gabriela Rodriguez (**R Media**), Goyo Garcia (**SBT**), Jack Ojalvo (**Copyright Capital**), Janaina Tadeu (**LG Channels**), Jennifer Gonçalves (**Globo**), Maria Luz Zucchela (**MyCodeMedia**), Maria Zuleta (**Caracol Television**), Ronaldo Dias (**Amagi**) and Stephen L Hodge, (**OTTera**).

Additionally, a scene-setting presentation will be given by Gloria Salo Benito (**GECA**), analysing the 'last mile' of the evolution of digital platforms both globally and in Latin America, and highlighting relative performances and trends.

OTtera is the Presenting Partner for the FAST&AVOD: AMERICAS SUMMIT and the full agenda can be found [here](#).

“Growth of the FAST and AVOD sector in LATAM continues to evolve at pace” said MIP CANCUN Director Maria Perez-Bellière. “This year, we’ve extended this definitive, must-attend summit, are welcoming several new players and have applied a commercial focus to help companies gain the insights and connections to really capture the full potential and range of opportunities.”

The FAST&AVOD: AMERICAS SUMMIT is presented in partnership with **Prensario International**, and chaired by Nicolás Smirnoff, Managing Director, who added, *“What matters most in this new digital era is monetization, to generate profitability with new projects. Otherwise, everything is anecdotal. This year's summit is specifically aimed at showing how large AVOD and FAST platforms, innovative digital players and broadcasters launching their own OTTs, manage to generate revenues that exceed their costs. As simple and as difficult as that.”*

The summit comes as research shows Latin America boasting one of the world’s highest shares of premium video advertising across FAST and AVOD, and predicting that Brazil will become the third largest FAST market globally (after only the USA and UK) by 2029.¹

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

Further information: patrick@pk-consults.com

¹ Source: OMDIA, MIPCOM CANNES PRESENTATION 22.10. ([here](#))

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

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