



**WARNER BROS. DISCOVERY's NICOLÁS MCCORMACK AND GRUPO XCARET's  
LUIS CARLOS VELÁZQUEZ TO KEYNOTE AT MIP CANCUN**

*Session to focus on insights on transformation and trends in branded  
entertainment*



**Paris, 29 September 2025** – MIP CANCUN today announced that **Nicolás McCormack, VP of Ad Sales for Mexico and Central America at WBD** will keynote at the forthcoming 12th edition of the #1 Content and Co-Production Market for the Latin American and US Hispanic Television Industry taking place 18–21 November 2025 at Moon Palace, Cancun.

McCormack has held leadership positions in sales, strategic planning and innovation. He will be joined on stage by fellow key player in the sector, **Luis Carlos Velázquez, Chief Marketing Officer, Grupo Xcaret**, to discuss the transformation of the branded entertainment landscape in Latin America.

During the session, held on 20 November at 09.00 in the Moon Palace Cancun Theater, the speakers will address:

- The increasing role of brands within the audiovisual ecosystem.
- The evolution of branded content strategies in the region.
- Fresh models of collaboration emerging in the market.

Currently, as Vice President of Advertising Sales at Warner Bros. Discovery for Mexico and Central America, McCormack leads the development of commercial growth strategies and innovative multiplatform solutions that efficiently connect brands with consumers.

The keynote forms part of the newly extended Branded Content programme at this year's MIP CANCUN, developed in partnership with PRODU, strategic allies Publicis Rebellion and Agens, and in collaboration with the Branded Content Marketing Association (BCMA) in Spain and Mexico.

Nicolás McCormack said: *"At Warner Bros. Discovery, we strongly believe in the power of brands to enrich the audience experience. The transformation of branded entertainment in Latin America is driving new, more creative and effective forms of collaboration, allowing advertisers to connect with consumers in authentic ways. MIP CANCUN is the ideal space to share learnings, explore innovative models and continue driving the evolution of our industry."*

María Perez-Bellièrre, Director of MIP CANCUN, said: *"At MIP CANCUN, our goal is to spotlight the forces shaping the future of content and entertainment in the Americas. Bringing together leaders like Nicolás McCormack of Warner Bros. Discovery and Luis Carlos Velázquez of Grupo Xcaret is a unique opportunity to explore how brands and media are redefining the creative landscape. Their perspectives on branded entertainment will provide invaluable insights for all our delegates, at a time when collaboration between content creators, distributors and brands has never been more critical."*

The 12th edition of MIP CANCUN is set to welcome back a community of up to 1,000 delegates from over 40 countries, spanning buyers, producers and distributors from global studios and major players from across the Americas and globally to the world's largest production hub for Spanish-language content.

---

Further information:

MIP CANCUN - Patrick Keegan [patrick@pk-consults.com](mailto:patrick@pk-consults.com)

---

**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](http://www.mipcancun.com)

**About RX**

[RX](#) is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).

[RX France](#) creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit [www.rxglobal.fr](http://www.rxglobal.fr)

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