



**MICRODRAMAS TAKE CENTER STAGE
AT MIP CANCUN**

*FlareFlow, Inter Medya, and The Mediapro Studio
to Explore Fast Growing Sector in Session*



Paris, 6 November 2025 – MIP CANCUN today confirmed that a power panel of key players will explore the rapidly-growing microdrama sector on the first morning of its upcoming 12th edition (18-21 November 2025).

According to a recent report from [Omdia](#), microdramas are projected to generate US \$11 billion in global revenue by 2025(1); while [Fabric Data](#) highlights that, in Latin America, the format already accounts for 47% of drama consumption on smartphones, led by audiences aged 16 to 24.(2)

The sector's reach, synergies, business models and opportunities will be explored by Shawn Wu, VP of Globalization at FlareFlow, COL Group; Can Okan, Founder and CEO of Inter Medya; and JC Acosta, Head of The Mediapro Studio US & Canada in a special session '*Micro Drama, Mega Audience*' on **Wednesday, November 19 at 09.45** in the Moon Palace's Cancun Theater, moderated by Elizabeth Bowen-Tombari, Editor of TV Latina.

The session forms part of a future facing conference programme at MIP CANCUN coproduced with UNTREF Media bridging the mainstream and creator economies, and which also includes a new Brand Funded Programming track and Leadership Summit. A strong and diverse uptake for the 12th edition includes increases in distributors, buyers and countries set to attend the market, many for the first time.

"The rise of microdramas reflects how creativity and technology are redefining audience engagement." said María Pérez-Bellière, Director of MIP CANCUN. *"We're proud to provide the platform where leading players can bring invaluable insights, connect with the global market and help companies define their approach to the sector."*

"As the media industry continues to evolve, we have a fantastic opportunity to take the lead in bringing the conversation to microdramas, a format driving both economic performance and audience attention," said Elizabeth Bowen-Tombari. *"It's an honor to moderate this panel with Shawn, Can, and JC Acosta — industry leaders who are shaping this space and will share their insights with our audience."*

Founded in 2000, COL Group is a global digital content company at the forefront of technological and creative innovation. The company offers more than 1,000 internationally distributed titles across the United States, Japan, Southeast Asia, and other markets. At the core of COL's international expansion is **FlareFlow**, the group's flagship global microdrama platform, which has reached millions of viewers in 177 regions. Alongside FlareFlow, COL also owns and operates other leading microdrama platforms, including Sereal+ and UniReel. As VP of Globalization for FlareFlow, **Shawn Wu** leads

COL's international strategy to continue expanding its business worldwide. He also serves as Head of Human Resources for COL Group's international division. Wu was part of the founding team and the first HR lead at TikTok.

Can Okan is the Founder and CEO of **Inter Medya**, established in 1992 as a film distribution company. After expanding internationally in the early 2000s, the company shifted its focus to "Made in Turkey" dramas and series, now reaching audiences in over 160 countries.

Over the years, Inter Medya has broadened its catalog with feature films, mini-series, entertainment formats, and reality shows. The company has also created its own production arm and has co-produced with NBCU, Caracol TV, MGE and others. Today, Inter Medya distributes more than 15,000 hours of content worldwide and recently launched its own vertical drama production team and catalog, dedicated to short-format storytelling for global platforms. Today, Inter Medya stands as one of Turkey's leading independent distribution companies. More than a distributor, it is a true media powerhouse—continuously contributing to the growth of the Turkish media industry while strengthening its position as a global leader.

Since May 2024, **Juan 'JC' Acosta** has led **The Mediapro Studio's** US & Canada operations, focusing on English-language content. Among the productions currently underway in the US, highlights include the feature film 'The End of It' with Rebecca Hall and Gael García Bernal, a documentary film on Joan Rivers, and 'The Jet', about martial arts legend Benny 'The Jet' Urquidez. The studio also partnered with Telemundo to create content for the US Hispanic market that includes the film 'Atrápalo quien pueda', and among its upcoming titles include 'Witness 36', a spy thriller by Evan Katz.

Previously, Acosta was President of International Networks & Streaming at Paramount, overseeing operations across Europe, Latin America, the Middle East, and Africa, as well as President of the Global Studios Division (VIS), overseeing the company's international operations in the UK, Spain, France, Italy, Germany, Israel, Colombia, Mexico, Brazil, and Argentina. Under his tenure, the studio produced over 3,000 hours of content per year, including

more than 60 original titles for Paramount+ and he launched the division VIS Social Impact Studios, focused on accelerating social mission across content through action and accountability. He also previously held positions at NBCU/Telemundo, Metro-Goldwyn-Mayer Studios and the Walt Disney Company.

For its 12th edition MIP CANCUN is set to welcome delegates from 47 countries from global studios and major players across the Americas and internationally to the world's leading marketplace for Spanish-language content production.

Further information:

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[\(1\) Microdramas to Generate \\$11 billion in Global Revenues in 2025 - October 14, 2025](#)

[\(2\) No Time for Drama: The Microdrama Revolution Reshaping Streaming – September 24, 2025](#)

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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