



ReelShort and Leading Content Creator Islas Vlogs Join Line Up at MIP CANCUN

High Profile Additions Complete Future Facing Programme for 12th Edition



Paris, 13 November 2025 – MIP CANCUN today confirmed two sessions further spotlighting growing microdrama, creator and brand funded content sectors in Latin America and finalising the programme for the upcoming 12th edition (18-21 November 2025).

Presented by Crazy Maple Studios and ReelShort, ‘Powering LATAM’s Micro Drama Boom’ will explore how microdramas are driving engagement, new revenue streams and creative innovation in Latin America’s digital ecosystem via insights from Crazy Maple’s **Sammie Hao**, Head of Talent Relations and Brand Partnership, and **Marizta Castro**, Creative Project Manager LATAM, and

moderated by Rachel Bencosme, Head of PR, at 10.30 on Thursday 20th October at the Moon Palace's Cancun Theater.

Founded in 2017 and headquartered in California, **Crazy Maple Studio** is a leading global interactive entertainment company specializing in storytelling across multiple digital formats. A subsidiary of Chinese tech group **ICVR**, Crazy Maple Studio develops and operates innovative narrative platforms that combine technology, creativity, and audience engagement. Its flagship app, **ReelShort**, launched in 2022, delivers binge-worthy series optimized for Gen Z audiences and mobile viewing and has quickly become one of the world's fastest-growing mobile streaming platforms for microdramas boasting over 50 million monthly active users and availability in more than 160 countries.

In 'Brand Build for Creators: Strategy, Authenticity and Growth', **DW Entertainment's** leading influencer **Islas Vlogs** will demonstrate how creators can develop sustainable brand identities, cultivate authenticity, and navigate the business side of content creation in today's attention-driven marketplace. The session, staged at 14.00 on Wednesday 19th October forms part of the edition's focus on brand funded content.

Founded by Brenda Tubilla and Alejandra Gonzalez, DW Entertainment is a talent management and digital entertainment agency representing some of Latin America's most influential online creators and emerging voices in the global creator economy. The company specializes in developing long-term brand partnerships, strategic content growth, and cross-platform storytelling that bridges creators, audiences, and brands across digital ecosystems.

Among its leading talents is Islas Vlogs (Carlos Islas), one of Mexico's most recognized digital creators with a combined social following of over 20 million followers. Known for his authenticity, humour, and ability to connect with young audiences, Islas has become a key figure in the Latin American creator scene, collaborating with major brands and driving engagement across entertainment and social media.

“Areas shaping the future of the industry and the key players and pioneers at the heart of these across the region will be centre stage at MIP CANCUN for what promises to be a pivotal and productive market.” said María Pérez-Bellière, Director of MIP CANCUN. “No better illustrated by these two sessions which we are thrilled to host, sit at the intersection of creativity, tech and commerce and could not be timelier.”

The sessions complete a future facing four-day conference programme at MIP CANCUN aimed at helping bridge the mainstream and creator economies. A strong and diverse uptake for the forthcoming 12th edition includes increases in distributors, buyers and countries set to attend the market in the world’s leading marketplace for Spanish-language content production.

Further information:

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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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