

Tuesday 18/11

CONFERENCES & EVENTS	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	
13:00	
14:00	
15:00	15:00 – 15:15 Cancun Theater WELCOME REMARKS
16:00	15:30 – 18:00 Cancun Theater BEYOND STREAMING SUMMIT: The Future of the Media Landscape in the Americas Ad, Content Creation, Revenue Growth
17:00	
18:00	
19:00	18:15 – 19:15 Cancun Theater MIP CANCUN PRE-OPENING SCREENING
20:00	19:00 – 21:00 Convention Center MIP CANCUN Pre-Opening Drinks Open to All
21:00	
22:00	

Wednesday 19/11

CONTENT MARKET	CO-PRODUCTION MARKET	CONFERENCES & EVENTS	
Distribution Room	Co-Production Room		
7:00			
8:00			
9:00		09:00 – 09:30 Cancun Theater MIP Headliner Opening Keynote: Winds of Change and the forces driving this shift Juan Pablo Robert, Head of Media Companies for Spanish Latin America, YouTube	
10:00	09:30 – 10:00 Meeting #1 10:00 – 10:30 Meeting #2	09:45 – 10:15 Cancun Theater MIP Headliner	
11:00	10:30 – 11:00 Coffee Break & Open Meetings 11:00 – 11:30 Meeting #3 11:30 – 12:00 Meeting #4		
12:00		12:00 – 12:45 Cancun Theater Screening To be announced	12:00 – 14:00 Galactic Ballroom 1-2 MIP CANCUN NETWORKING LUNCH Open to All
13:00			
14:00	14:00 – 14:30 Meeting #5 14:30 – 15:00 Meeting #6 15:00 – 15:30 Meeting #7 15:30 – 16:00 Coffee Break & Open Meetings	14:30 – 15:40 CO-PRODUCTION BOOTCAMP: How to Work with Streaming Platforms & Free TV Broadcasters 15:40 – 16:50 CO-PRODUCTION BOOTCAMP: Brands & Creator Economy #1	14:45 – 15:15 Cancun Theater Brand Showcase When The Brand Becomes Narrative In partnership with Produ followed by Meet the Brands
15:00			
16:00	16:00 – 16:30 Meeting #8 16:30 – 17:00 Meeting #9 17:00 – 17:30 Meeting #10		17:00 – 17:30 Cancun Theater MIP Headliner Behind the Script: A Conversation with Leonardo Padron and José Ignacio Valenzuela, “el chascas” Presented in association with TV Latina followed by Meet the Speakers
17:00			18:00 – 18:45 Cancun Theater MIP CANCUN OPENING SCREENING To be announced
18:00			
19:00			
20:00			
21:00			21:00 – 00:00 MIP CANCUN Opening Party
22:00			

Thursday 20/11

	CONTENT MARKET	CO-PRODUCTION MARKET	CONFERENCES & EVENTS	
	Distribution Room	Co-Production Room		
7:00				
8:00				
9:00			09:00 – 09:30 Cancun Theater MIP Headliner	
10:00	09:30 – 10:00 Meeting #11	09:30 – 10:00 Meeting #5		
	10:00 – 10:30 Meeting #12	10:00 – 10:30 Meeting #6	10:30 – 11:00 Cancun Theater MIP Headliner	
11:00	10:30 – 11:00 Coffee Break & Open Meetings		11:15 – 11:45 Tulum Theater MIP CANCUN LEADERSHIP SUMMIT <i>by Invitation Only</i>	
	11:00 – 11:30 Meeting #13	11:00 – 11:30 Meeting #7		
12:00	11:30 – 12:00 Meeting #14	11:30 – 12:00 Meeting #8	12:00 – 12:45 Cancun Theater SNACK & SCREEN <i>Presented by KOCCA</i>	
			12:00 – 14:30 LEADERSHIP SUMMIT NETWORKING LUNCH <i>by Invitation Only</i>	
13:00				
14:00	14:00 – 14:30 Meeting #15	14:20 – 15:30 CO-PRODUCTION BOOTCAMP: Maximising Production Value: Insights from Film Commissions, Service Providers, and Experts		
	14:30 – 15:00 Meeting #16		14:30 – 15:15 Cancun Theater TV Trends Around the World by THE WIT: What's Next?	
15:00	15:00 – 15:30 Meeting #17	15:30 – 16:40 CO-PRODUCTION BOOTCAMP: Navigate Co-Production with Pay TV Broadcasters and Studios #2	14:30 – 16:00 Tulum Theater MIP CANCUN LEADERSHIP SUMMIT <i>by Invitation Only</i>	
	15:30 – 16:00 Coffee Break & Open Meetings			
16:00	16:00 – 16:30 Meeting #18		16:45 – 17:30 Cancun Theater Beyond Advertising: Emotions as a Business Tool	
	16:30 – 17:00 Meeting #19		17:30 – 18:00 Cancun Theater MIP Headliner	
17:00	17:00 – 17:30 Meeting #20			
			18:30 – 20:30 Galactic Ballroom 5-8 Premios PRODU	
18:00				
19:00				
20:00				
21:00				
22:00				

Friday 21/11

	CONTENT MARKET	CO-PRODUCTION MARKET	CONFERENCES & EVENTS
	Distribution Room	Co-Production Room	
7:00			
8:00			
9:00			
10:00	09:30 – 10:00 Meeting #21	09:30 – 10:00 Meeting #9	
	10:00 – 10:30 Meeting #22	10:00 – 10:30 Meeting #10	
11:00	10:30 – 11:00 Meeting #23	10:30 – 11:00 Meeting #11	10:30 – 11:00 Tulum Theater From Mainstream Media to Streaming Channels
	11:00 – 11:30 Coffee Break & Open Meetings		
12:00	11:30 – 12:00 Meeting #24	11:30 – 12:00 Meeting #12	11:30 – 12:15 Tulum Theater Producing for Gen Alpha
	12:00 – 12:30 Meeting #25	12:00 – 12:30 Meeting #13	

Sponsors & Partners







