

BEYOND STREAMING SUMMIT

Explore the new frontiers of streaming across Latin America with industry leaders diving into monetization models, audience strategies, content curation, and the dynamic role of free ad-supported platforms in a digital-first ecosystem.

mip **cancun**

NOVEMBER 18
CANCUN THEATER

15:30 – 15:35

Summit Opening Remarks

Nicolas Smirnoff (Director - Prensario International)

15:35 – 15:50

Data Presentation : What's Hot in Digital Media?

Juan Villegas (Senior Analyst, TV, Online Video and Advertising - Omdia)

15:50 – 16:20

Panel: What's Hot in Fast & Avod?

Clara Santucci (VP LATAM Business Affairs - OTTera, Inc), Fernando Muniz (CEO - America Multimedia), Janaína Tadeu (Latam Content & Business Strategy Manager - LG Electronics), Gachi Ciurluini (VP Content Strategy - Canela Media)

16:20 – 16:35

OTT in LATAM: Market Trends & The Coming

VR/XR Disruption - Presented by OTTera

Catalina Ramos (BD OTTera Latam - OTTera)

16:35 – 17:00

YouTube: addressing monetization - strategy for TV executives and studios

Abril Frayre de la Torre (Strategic Partner Manager, YouTube Content Partnerships, SPLA - YouTube at Google), Andrew Negrin (Vice President, Brand Partnership & Innovation - Sony Pictures Television)

17:00 – 17:15

Innovation Showcase - Presented by Redge

Rami David (Vice President Global Business Development - Redge Technologies)

17:15 – 17:45

Panel: New Streaming Models & Digital Advertising

Ignacio Martin Galliano (Content Manager - Telecom Flow), Adrian Santucho (CEO - Basico Stream), Maritza Castro (Creative Project Manager - LATAM - Crazy Maple Studio), Felipe Baquero (Content Distribution & Partnerships Americas - The LEGO Group)