



MIP CANCUN ANNOUNCES MAJOR NEW BRANDED CONTENT PROGRAMME

Cross industry partnerships combine to connect brands, agencies and content across the Spanish-speaking region at forthcoming edition

Paris, 17 June – MIP CANCUN today announced a series of new partnerships and extended Branded Content programme for the forthcoming 12th edition of the #1 Content and Co-Production Market for the Latin American and US Hispanic Television Industry (18-21 November 2025).

The moves further strengthen the integration of brands and agencies at the annual content market, already established as one of the key spaces for exploring new creative synergies and monetization models in the region.

Staged within the Moon Palace Resort, the Branded Content programme will be developed in partnership with PRODU and brings in strategic allies Miguel Villarruel (Publicis Rebellion) and Marcelo Romeo (Newsan), who also join the MIP CANCUN Advisory Board. In addition, MIP CANCUN announces a new collaboration with the Branded Content Marketing Association (BCMA) in Spain and Mexico, which will bring in leading experts to enrich the brand content approach from both regional and international perspectives.

The programme will include:

- An exclusive showcase of success stories, where studios, brands, and agencies will present their best brand integrations in mainstream content.
- Roundtables focused on branded content, as part of the programme's Co-Production Bootcamp aimed at connecting creatives, producers, and marketing executives around shared challenges and opportunities.
- Specialized workshops designed to foster the exchange of experiences, strategies, and collaboration models between the content and marketing worlds.

Miguel Villarruel Argañaraz, Managing Director, Publicis Rebellion said: *"The entertainment industry is going through a period of change and evolution that opens up new paths and opportunities. Brands can—and should—play a role in this new scenario. Some are already doing it, strengthening their connection with audiences through brand entertainment projects, while helping expand the frontiers of this ongoing transformation."*

Poncho García-Valenzuela, General Director, IPG Mediabrands Entertainment and Vice President of BCMA said: *"Brand entertainment is no longer a promise—it's a reality. Brands, creators, platforms, and audiences are building a new model where content doesn't interrupt—it moves, connects, and leaves a mark. This partnership between MIP CANCUN and the BCMA is a decisive step toward building a real bridge between Spain and Latin America, with a clear vision: to produce culture and generate business."*

Marcelo Romeo, CMO, Newsan said: *"It's great news that MIP CANCUN is introducing a dedicated vertical for Brand Entertainment this year. This decision reflects the growth and relevance of this format within the audiovisual ecosystem. I welcome the event's continued evolution, creating valuable spaces where creativity, brands, and purposeful content converge."*

Maria Pérez-Bellièrre, Director of MIP CANCUN said: *"With this new stage of the Branded Content program, we reaffirm our belief that brands and agencies are strategic players in transforming the audiovisual ecosystem in Latin America and the broader Spanish-speaking world. As we are across all MIP Markets, at*

MIP CANCUN we're building a space where creativity meets business goals, generating partnerships that deliver tangible value, long-term vision, and innovation to the market."

MIPCOM CANNES (13-16 October 2025) recently announced a partnership with [BrandStorytelling](#) to stage the first international edition of the flagship brand-funded programming summit in Cannes later this year.

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.

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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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