



MIP CANCUN SEES UPLIFT IN DISTRIBUTORS, BUYERS AND COUNTRIES ATTENDING 12TH EDITION

Lego, Roku and TCL Amongst First Time Attendees

Debuting Delegations from Japan, South Korea, Italy and Thailand Confirmed

YouTube To Deliver Opening Keynote

Paris, 29 October 2025 – MIP CANCUN today confirmed a strong and diverse uptake for its upcoming 12th edition (18–21 November 2025) with increases in distributors, buyers and countries set to attend, many for the first time.

Three weeks out from the #1 Content and Co-Production Market for the Latin American and US Hispanic Television Industry, figures show:

- **120 distributors confirmed for 1-to-1 meeting tables** (up from 115 in 2024)
- **A projected rise in Buyers of at least 6%** (on last year's total of 221), with debuting companies from across the Americas, (Bell Media, Blue Ant Media, Lego, Roku, V10 Entertainment), Europe (HRT, Starlight Media) and Asia (TCL)
- **First time delegations from Japan, South Korea, Italy and Thailand**, contributing to an overall 47 countries attending (up from 40 countries in 2025)

New additions to a future facing conference programme see the creator economy take center stage, with **Head of Media Companies for YouTube Spanish Latin America, Juan Pablo Robert** delivering the Opening Keynote; a new **Brand Funded Programming** track connecting brands, agencies and producers; and an inaugural invitation-only **Leadership Summit** bringing together some of the region's most insightful thought leaders and prominent decision makers.

*"This will be a landmark edition of MIP CANCUN..." said **María Perez-Bellièrè, Director of MIP CANCUN**, "with the MIP CANCUN community evolving, bolstered by new buyers, investors, a greater diversity in countries, and with the areas shaping the future of the content business now at the heart of the market. We're greatly encouraged by the wider take up in attendees and the positive response to our new initiatives and can't wait to welcome everyone back to the world's largest production hub for Spanish language content for what promises to be an inspiring and productive week."*

The 12th edition of MIP CANCUN starts with a special pre-opening afternoon on Tuesday 18th November with the **Beyond Streaming Summit**, an expanded version of the popular FAST & AVOD: Americas Summit staged at recent editions and exploring strategies, content curation, and the role of free ad-supported platforms in an increasingly digital-first ecosystem.

Full details on programme and passes can be found [here](#).

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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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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