



YOUTUBE TO DELIVER OPENING KEYNOTE AT MIP CANCUN 2025

Juan Pablo Robert, Head of Media Companies for YouTube Spanish Latin America, to Set Scene for Market's New Creator Economy Track



Paris, 24 July – MIP CANCUN today announced that YouTube will deliver the Opening Keynote at 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).

Under the theme *Winds of Change: The Forces Driving Video's Next Chapter*, Juan Pablo Robert, Head of Media Companies for YouTube Spanish Latin America, will kick off the market's new Creator Economy track on **Wednesday 19 November at 09:00** at the Moon Palace Resort's Cancun Theater.

The scene-setting session will outline key shifts shaping the media landscape today such as personal relevance, access and distribution, technology, new video formats and moments of consumption - exploring how these forces are redefining audience behaviours and expectations, and the opportunities emerging at the intersection between traditional media and digital platforms as a result.

Developed in collaboration with **UNTREF Media** and with **Happy Together Studio** – founders of Argentina’s successful [Tent Creator Summit](#) – the Creator Economy track within the MIP CANCUN programme has been curated to bring together digital creators, platforms, producers, and brands to foster fresh partnerships, discover new revenue models, and expand content opportunities across Latin America

Juan Pablo Robert said: "Latin America is a hotbed of creativity and a vital market for the future of video. I'm thrilled to deliver the opening keynote at MIP CANCUN. This underscores YouTube's deep commitment to empowering creators and traditional media alike. I believe that the intersection of these worlds holds immense opportunities for new partnerships, innovative revenue models, and expanding content possibilities, ultimately building bridges and unlocking the next wave of growth together."

Maria Perez-Bellièrre, Director of MIP CANCUN, said: "We are thrilled to welcome YouTube as our Opening Keynote for MIP CANCUN 2025. Their vision and scale in driving video innovation globally and regionally make them the perfect partner to kick off our new Creator Economy track produced with our partners at Happy Together Studio. This collaboration reflects our commitment to helping build bridges between the audiovisual industry and creator ecosystem to generate growth in our market."

The 12th edition of MIP CANCUN is set to welcome up to 1,000 delegates from over 40 countries, spanning buyers, producers, digital creators, platforms, and distributors from global studios and major players across Latin America, the US Hispanic market, and internationally.

Further information:

MIP CANCUN - Patrick Keegan patrick@pk-consults.com

YouTube - Carlos Fernández de Lara charleef@google.com

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

About RX

[RX](#) is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

[RX France](#) creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr

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

STAY CONNECTED:

