BEYOND STREAMING SUMMIT

Explore how video businesses across Latin America are building audiences and generating revenue through social video, YouTube, FAST, AVOD, CTV and emerging vertical formats.

mip cancun

17 NOVEMBER 2026

CANCUN THEATER

15:00 - 15:15

Welcome Remarks

Speaker: Maria Perez-Belliere, Director, MIP CANCUN

15:30 - 15:35

Opening Remarks

Speaker: Nico Smirnoff, Director, PRENSARIO

15:35 - 15:50

Market Analysis Presented by Omdia

Speaker: Maria Rua Aguete, Head of Media & Entertainment, Omdia

15:50- 16:25

Beyond Promo: How Broadcasters, Platforms and Creators are Building Sustainable Businesses through Social Video and Fan Communities

Moderator: Maria Rua Aguete, Head of Media & Entertainment, Omdia
Speakers: Juan Pablo Robert, Head of YouTube M&E Hispanic Latam, YouTube
Luis Solis, CEO & Co-Founder, Prismaticoos and Prisma+
Gerardo Vélez, Media Partnerships, META
Ignacio Estanga, VP of Partnerships LATAM & Iberia, Twitch

16:25 - 16:40

Beyond FAST: The Next Evolution of Streaming. More models. More opportunities. More ways to monetize. Presented by OTTera

Speaker: Catalina Ramos, Head of Business Development Latam, OTTera

16:40 - 17:10

Where the Money Is Moving: FAST, AVOD and CTV in Latin America

Moderator: Nico Smirnoff, Director, PRENSARIO
Speakers: Anamaría Pino Gutiérrez, Content Director, Caracol TV
Lucio Grimaldi, Head of Advertising, LATAM, Roku Inc
Catalina Ramos, Head of Business Development Latam, OTTera
Vanessa Delgado, Head of Ad Sales LATAM, Whale TV

17:10 - 17:25

HDAI & Live Dubbing: Where Humans Make the Difference. Presented by D&C

Speaker: Yariv Nevo, COO, D&C Localization

17:25 - 17:55

Microdrama & Verical Storytelling: Structuring the Next Phase

Moderator: Maria Rua Aguete, Head of Media & Enteainment, Omdia
Speakers:
Damián Villar, Director General Televisa Networks, TelevisaUnivision
Gabriela Tafur Nader, CEO, Idilio TV
Claudia Fernandez Padilla, Manager Future Development, NBC - Telemundo Estudios