mip® cancun PROGRAMME

Tuesday 17/11

CONFERENCES AND EVENTS

15:00 - 15:15 | Cancun Theater
Welcome Remarks

15:30 - 18:00 | Cancun Theater
BEYOND STREAMING SUMMIT
Sponsored by OTTera and D&C Localization

18:15 - 19:15 | Cancun Theater
MIP CANCUN Pre-Opening Screening
RTVE: 70 Years of Storytelling, with Valle Salvaje as its New International Success Story.

19:00 - 21:00 | Expocenter
MIP CANCUN Pre-Opening Drinks
Hosted by RTVE

Wednesday 18/11

CONTENT MARKET

Content Market

10:00 - 10:30
Meeting #1

10:30 - 11:00
Coffee Break & Opening Meetings ·
Hosted by SERIELLA

11:00 - 11:30
Meeting #2
11:30 - 12:00
Meeting #3
12:00 - 12:30
Meeting #4

14:00 - 14:30
Meeting #5
14:30 - 15:00
Meeting #6
15:00 - 15:30
Meeting #7

15:30 - 16:30
Coffee Break & Opening Meetings ·
Hosted by SERIELLA

16:00 - 16:30
Meeting #8
16:30 - 17:00
Meeting #9
17:00 - 17:30
Meeting #10

CO PRODUCTION ROOM

Co-Production Market

10:00 - 10:30
Meeting #1

11:00 - 11:30
Meeting #2
11:30 - 12:00
Meeting #3
12:00 - 12:30
Meeting #4

14:30 - 15:30 |
Co-Production Bootcamp:
The New Content Ecosystem- Where Digital Creators and Broadcasters Meet

15:30 - 16:30 |
Co-Production Bootcamp:
Brands Beyond Sponsorships-How Producers Can Build Strategic Partnership with Brands

CONFERENCES & EVENTS

08:15 - 09:00 | Expocenter ·
Registration desk
First Timer Orientation and Tour

08:30 - 09:30 | Cancun Theater
Breakfast & Screening
Presented by Globo

09:45 - 10:15 | Cancun Theater
MIP Headliner BrandStory Hub

10:00 - 11:00 | Tulum Theatre
Masterclass for Showrunners

10:30 - 11:00 | Cancun Theater
Very first fully localized K-drama : The Legend of Kitchen Soldier
Presented by CJ ENM

12:30 - 14:00 | Restaurant Gondola
MIP CANCUN Networking Lunch

14:00 - 14:30 | Cancun Theater
MIP Headliner Verticals at Prisma+: From the feed to an entire industry, the entertainment ecosystem lies within its audiences.
Presented by Prisma+

14:45 - 15:15 | Cancun Theater
BrandStory Hub - BrandFront: What Brands Want Next (Part I.)

15:30 - 16:00 | Cancun Theater
The New Rules of Audience: Understanding the New Consumer in a Digital-first World - Competition or Partnership

16:30 - 17:00 | Tulum Theatre
Masterclass coming soon

17:00 - 17:30 | Cancun Theater
Microdrama and Vertical Stories: A Phenomenon That is Here to Stay

17:45 - 18:15 | Cancun Theater
JAPAN SESSION 2026: The Next Latam Hit Series from Japan
Presented by BEAJ

18:15 - 19:15 | Expocenter
MIP CANCUN Happy Hour
Hosted by BEAJ

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Thursday 19/11

	DISTRIBUTION ROOM	CO PRODUCTION ROOM	CONFERENCES & EVENTS
	Content Market	Co-Production Market	
8:00			
9:00	09:00 - 09:30 **Meeting #11** 09:30 - 10:00 **Meeting #12** 10:00 - 10:30 **Meeting #13**		09:00 - 09:30 | Cancun Theater **MIP Headliner - Coming Soon**
10:00		09:30 - 10:00 **Meeting #5** 10:00 - 10:30 **Meeting #6**	10:00 - 11:00 | Cancun Theater **MIP CANCUN Scripted Pitch**
11:00	10:30 - 11:00 Coffee Break & Opening Meetings · Hosted by SERIELLA		
12:00	11:00 - 11:30 **Meeting #14** 11:30 - 12:00 **Meeting #15**	11:00 - 11:30 **Meeting #7** 11:30 - 12:00 **Meeting #8** In partnership with GENNIAL STUDIO	11:15 - 16:00 **MIP CANCUN LEADERSHIP SUMMIT** by Invitation Only 11:15–11:45 | Tulum Theatre **MIP CANCUN Leadership Summit** "Setting The Scene" Presented by OMDIA 12:00–14:00 | North Solarium **Leadership Summit Networking Lunch** 14:30–16:00 | Tulum Theatre **MIP CANCUN Leadership Summit:** **The Future of IP Development,** **Funding & Monetization – Roundtables**
13:00			
14:00	14:00 - 14:30 **Meeting #16** 14:30 - 15:00 **Meeting #17** 15:00 - 15:30 **Meeting #18**	14:30 - 15:30 | **Co-Production Bootcamp:** **The Incentive Insider-Finding Financing Through Film Commissions & Rebate Programs**	
15:00			
16:00	15:30 - 16:00 Coffee Break & Opening Meetings · Hosted by SERIELLA	15:30 - 16:30 | **Co-Production Bootcamp:** **The Greenlight Sessions-How Projects get Bought, Commissioned and Produced**	
17:00	16:00 - 16:30 **Meeting #19** 16:30 - 17:00 **Meeting #20** 17:00 - 17:30 **Meeting #21**		17:00 - 17:30 | Cancun Theater **The Future of Premium Spanish-Language Storytelling**
18:00			17:45 - 18:15 | Cancun Theater **BrandStory Hub - BrandFront: What**
19:00			18:30 - 18:45 | Cancun Theater **Beyond the Frame: One image. One moment. A story that changed history.** Presented by Getty Images 18:30 - 19:30 | Expocenter **MIP CANCUN Happy Hour** Hosted by GETTY IMAGES
20:00			
21:00			21:00 - 00:00 | Galactic Ballroom **MIP CANCUN Gala** In partnership with Estudios RCN & MegaLive
22:00			
23:00			
24:00			

Friday 20/11

	DISTRIBUTION ROOM	CO-PRODUCTION ROOM
	Content Market	Co-Production Market
8:00		
9:00		
10:00	09:30 - 10:00 **Meeting #22** 10:00 - 10:30 **Meeting #23** 10:30 - 11:00 **Meeting #24**	09:30 - 10:00 **Meeting #9** 10:00 - 10:30 **Meeting #10** 10:30 - 11:00 **Meeting #11**
11:00	11:00 - 11:30 Coffee Break & Opening Meetings · Hosted by SERIELLA	
12:00	11:30 - 12:00 **Meeting #25** 12:00 - 12:30 **Meeting #26**	11:30 - 12:00 **Meeting #12** 12:00 - 12:30 **Meeting #13**
13:00		
14:00		
15:00		

Sponsors & Partners

BEAJ Broadcast Program Export Association of Japan · Bogotá Audiovisual Market · CAVE 76 Productions · CJ ENM · Gennial Studio · D&C Localization

EPISODE · gettyimages · globo · INTER MEDYA · MEGA Live

Newsline Report · Otera · Prensario International · PRISMA+ · PRODU

rtve · Señal News · SERIELLA · TikTok · the daily television

TOTAL LICENSING · TTV news · TVLATINA · TVMAS MAGAZINE · VIDEOAGE