mip® cancun PROGRAMME

Programme as of Nov 10 2026

Tuesday 17/11

CONFERENCES AND EVENTS

8:00
9:00
10:00
11:00
12:00
13:00
14:00
15:00

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

16:00
17:00
18:00

15:30 - 18:00 | Cancun Theater
BEYOND STREAMING SUMMIT
In Partnership with OTTera
and D&C Localization

15:30-15:35
Opening Remarks

15:35-15:50
Market Analysis Presented by Omdia

15:50-16:25
Beyond Promo: How Broadcasters, Platforms and Creators are Building Sustainable Businesses through Social Video and Fan Communities

16:25-16:40
Beyond FAST: The Next Evolution of Streaming More models. More opportunities. More ways to monetize. Presented by OTTERA

16:40-17:10
Where the Money Is Moving: FAST, AVOD and CTV in Latin America

17:10-17:25
HDAI & Live Dubbing: Where Humans Make the Difference. Presented by D&C Localization

17:25-17:55
Microdrama & Vertical Storytelling: Structuring the Next Phase

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.
Presented by RTVE

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

19:00
20:00
21:00
22:00
23:00
24:00

Wednesday 18/11

DISTRIBUTION ROOM — Content Market

CO PRODUCTION ROOM — Co-Production Market

CONFERENCES & EVENTS

8:00
9:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
19:00
20:00
21:00
22:00
23:00
24:00

10:00 - 10:30
Meeting #1

10:30 - 11:00
Coffee Break & Free Flow Meetings
Brought to you 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 - 16:00
Coffee Break & Free Flow Meetings
Brought to you by SERIELLA

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

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

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

08:30 - 09:30 | Cancun Theater
Breakfast & Screening by Globo: To Love Is To Care

09:45 - 10:15 | Cancun Theater
MIP Headliner Beyond the Deal: Turning Brands into Entertainment Partners

10:00 - 11:00 | Tulum Theater
Masterclass: The Role of the Show-runner in the Production Process

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

12:00 - 12:30 | Cancun Theater
MIP Headliner From Conversation to Creation: TikTok, Micro-Series and the Future of Entertainment in LATAM
Presented by TikTok

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.

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

15:30 - 16:00 | Cancun Theater
MIP Headliner The New Rules of Audience: Understanding the New Consume in a Digital-first World

16:30 - 17:00 | Tulum Theater
Masterclass: Unlocking Global Audiences and Revenue on YouTube

17:00 - 17:30 | Cancun Theater
MIP Headliner 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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Programme as of Nov 10 2026

Thursday 19/11

	DISTRIBUTION ROOM Content Market	CO PRODUCTION ROOM Co-Production Market	CONFERENCES & EVENTS
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 The Value of Local Stories on a Global Platform: Mexico as a Creative Engine and Strategic Market for the Entertainment Industry** Presented by The Walt Disney Company
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 & Free Flow Meetings Brought to you 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**	11:15 - 16:00 **MIP CANCUN LEADERSHIP SUMMIT** by Invitation Only In partnership with GENNIAL STUDIO 11:15–11:45 | Tulum Theater **MIP CANCUN Leadership Summit** "Setting The Scene" Presented by GENNIAL STUDIO & OMDIA 12:00–14:00 | North Solarium **Leadership Summit Networking Lunch** 14:30 - 16:00 | Tulum Theater **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 Global Production Ecosystem - Services, Technology and Business Opportunities**	14:00 - 14:30 | Cancun Theater **Understanding Market and Content Shifts: The Latin Context** Presented by Ampere Analysis
15:00			
16:00	15:30 - 16:00 Coffee Break & Free Flow Meetings Brought to you 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 Brands Want Next (Part II.)**
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 Content Market	CO-PRODUCTION ROOM 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 & Free Flow Meetings Brought to you 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

AMPERE ANALYSIS · BEAJ Broadcast Program Export Association of Japan · Bogotá Audiovisual Market · CAVE 76 Productions · CJ ENM · D&C Localization · EPISODE · Gennial Studio · gettyimages · globo · Inter Medya · Mega Live · Newsline Report · OMDIA · Otera · Prensario International · PRISMA+ · PRODU · rtve · Señal News · SERIELLA · TikTok · the daily television · TOTAL LICENSING · TV news · TVLATINA · TVMAS Magazine · VIDEOAGE