mip® cancun PROGRAMME

Programme as of Nov 10 2026

Tuesday 17/11

CONFERENCES AND EVENTS

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

Wednesday 18/11

DISTRIBUTION ROOM — Content Market

- 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

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 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 **Entertainment on TikTok: The Next Big Thing Is Micro**
  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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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**	09:30 - 10:00 **Meeting #5** 10:00 - 10:30 **Meeting #6**	09:00 - 09:45 | 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 - 11:00 | Cancun Theater **MIP CANCUN Scripted Pitch**
10:00	10:30 - 11:00 Coffee Break & Free Flow Meetings Brought to you by SERIELLA		
11:00	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**
12:00			
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

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