

THE GO-TO **CONTENT HUB** FOR LATIN AMERICA AND THE U.S HISPANIC MARKET

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17-20 November | Moon Palace, Cancun

Japan to Send First-Ever Joint Delegation to MIP CANCUN

“All-Japan” initiative led by Japan Commercial Broadcasters Association brings 10 major networks together for first market presence outside Asia, with dedicated Japan Pavilion and content showcase



Paris, 18 September 2026 – Celebrating its 13th edition this year, MIP CANCUN is set to welcome its **first-ever joint delegation from Japan**.

Japan’s international distribution of television content dates back at least to the 1960s. For decades, major Japanese broadcasters, including Tokyo-based key stations, have developed their international businesses independently. At MIP CANCUN 2026, ten broadcasters are joining forces under an “All-Japan” initiative to promote and sell Japanese content in Latin America.

This initiative will be led by the **Japan Commercial Broadcasters Association (JBA)** in collaboration with the **Ministry of Internal Affairs and Communications (MIC)** and the **Broadcast Program Export Association of Japan (BEAJ)**. JBA is an organization whose members are commercial broadcasters operating television and/or radio services across Japan. Its goal is to promote Japanese IP and expand business opportunities across Latin America's content market.

The delegation comprises the following 10 broadcasters:

- Tokyo-based Key Networks: **TBS Television, Nippon TV, TV Asahi, Fuji Television Network, Inc., and TV TOKYO**
- Others: **WOWOW INC., BS Asahi, TOKAI TV, MBS, Inc., and Yomiuri Telecasting Corp.**

A dedicated "Japan Pavilion" will be established within the matchmaking zone, where each company will have a table for sales meetings and business discussions with Latin American buyers.

While Japan is globally recognized for anime, the Japanese delegation at MIP CANCUN will place particular emphasis on live-action content, including television drama, a category that the Japanese government is now specifically seeking to expand overseas.

Maria Perez Bellière, Director of MIP CANCUN, welcomed the Japanese participants and highlighted the significance of Japan choosing MIP CANCUN as a platform for expanding live-action content in Latin America.

"As IP development and co-productions become increasingly vital in the entertainment market, the industry is reaching a major turning point," said Perez Bellière. "We have high expectations for this initiative to introduce the appeal of Japan's new content and firmly establish the 'Japan brand' in Latin American countries, with whom Japan shares a long history. We are deeply honored that Japan has united to leverage the unique Latin American market opportunities that MIP CANCUN has spent 13 years building here in Cancun."

MIP CANCUN 2026: "Japan Content Showcase" Screening Event

On **Wednesday, November 18, from 5:45 PM to 6:15 PM**, a special screening event will be held in the Cancun Theater Room. The session will showcase programming from the participating broadcasters, with a primary focus on Japanese drama. It will offer Latin American industry professionals an opportunity to explore the creative range and business potential of Japanese live-action content.

A **networking cocktail reception** is also scheduled in connection with the event; **from 6:15 to 6:45PM**, providing an opportunity for participating Japanese companies and Latin American industry professionals to connect and continue conversations around potential business opportunities.

Why the Latin American Market? Why Now?

The Japanese government has positioned the content industry as one of Japan's core growth industries and has set a target of expanding the overseas market for Japanese-origin content from ¥5.8 trillion (approximately US\$37 billion) in 2023 to ¥20 trillion (approximately US\$129 billion) by 2033. For live-action content, the government has set a target of ¥0.5 trillion (approximately US\$3.2 billion) for the overseas market by 2033.

Latin America also has a long-established culture of serialized television drama, particularly telenovelas, which have been produced in the region since the 1950s and have circulated widely across national borders. At the same time, streaming continues to reshape video distribution across the region, creating additional routes for international scripted content to reach audiences.

By bringing together ten Japanese broadcasters at MIP CANCUN this November, the initiative aims to create new business connections between Japan's television industry and Latin American buyers, distributors and production partners.

More information

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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

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