

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

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17-20 November | Moon Palace, Cancun

MIP CANCUN 2026 BRINGS BACK SOCIAL VIDEO, VERTICAL STORYTELLING AND NEW CONTENT BUSINESS MODELS TO THE FOREFRONT

YouTube, Kuaishou Technology and Shorta executives join the 2026 programme to explore how creators, platforms and emerging formats are reshaping the global content business



Claudine Bayma
General Managing Director
Kuaishou Technology

Juan Pablo Robert
Head of YouTube
M&E Hispanic Latam

Ariel Arieta
Co-Founder & Chairman
Shorta

Paris / Cancún, 24 July 2026 – MIP CANCUN (17–20 November 2026) today announces three major industry leaders for its 2026 conference programme, reflecting the market's continued evolution as a leading business event where the companies, digital platforms and creative forces driving the evolution of content across Latin America and the U.S. Hispanic market come together.

Claudine Bayma, General Managing Director, Kuaishou Technology; **Juan Pablo Robert**, Head of YouTube M&E Hispanic Latam, YouTube; and **Ariel Arieta**, Co-Founder & Chairman, Shorta, will join MIP CANCUN 2026 to share insights into the changing dynamics of the global content business, including the rise of social video, fan-driven communities, microdramas, vertical storytelling and mobile first viewing experiences.

Their participation builds on MIP CANCUN's ongoing commitment to exploring the forces driving change across the entertainment ecosystem. Following YouTube's Opening Keynote at MIP CANCUN 2025 with Juan Pablo Robert, the 2026 edition expands the conversation around the future of entertainment, bringing together global platforms, creator-led businesses, producers, studios, broadcasters and digital-first companies driving growth across the region.

Maria Pérez-Bellièrre, Director of MIP CANCUN, said:

"MIP CANCUN has consistently been ahead of the conversation, bringing together the leaders and companies driving the shifts that are transforming the content industry before they become mainstream. The participation of these leaders reflects exactly what MIP CANCUN represents today: a market where new business models, innovative formats and strategic partnerships converge to shape the future of content across Latin America and the U.S. Hispanic market."

Taking place at the Moon Palace Resort in Cancún, Mexico, MIP CANCUN brings together buyers, commissioners, acquisition executives, producers, distributors, studios, creators, brands and investors from across Latin American, U.S. Hispanic market and the international content community for four days of networking, conferences, screenings, showcases, co-production meetings and business opportunities.

Further speakers and programme announcements will be revealed in the coming weeks.

Early Bird registration for MIP CANCUN 2026 is open until 31 July.

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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