

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

mip cancun

17-20 November | Moon Palace, Cancun

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MIP CANCUN Launches BrandStory Hub, a New Platform for IP Development, Funding and Monetization

*Adidas, PepsiCo, Grupo Tova, Heineken, OCESA Seitrack, and Samsung Ads
among the Initial Brand Participants Confirmed*



Paris, 29 July 2026 – MIP CANCUN today announced the launch of **MIP CANCUN BrandStory Hub**, a new platform connecting brands, agencies, producers, creators, studios, platforms and investors around the future of content, IP development, financing and monetization.

Developed in collaboration with Roadmap and Cave76 as strategic partners, the launch marks a new chapter in MIP CANCUN's evolution as Latin America's go-to hub for IP development, funding and monetization. Building on conversations that have emerged over recent editions around branded entertainment, creator-led content, and new funding models, BrandStory Hub creates a dedicated space where brands, agencies and content companies can develop partnerships around content, investment and growth.

Maria Perez Bellière, Director of MIP CANCUN said:

“Brands are playing an increasingly important role in content creation, audience development and financing. Over recent editions, MIP CANCUN has progressively expanded the conversation beyond traditional buying and selling

to explore the growing intersection between brands, creators, platforms and content companies. BrandStory Hub is the natural evolution of that journey, creating a platform for new partnerships around IP, financing and growth while reinforcing MIP CANCUN as Latin America's hub for IP development and funding."

A Dedicated Three-Day Programme Within MIP CANCUN 2026

The MIP CANCUN BrandStory Hub will run from **18–20 November 2026** as a dedicated programme track within MIP CANCUN 2026, taking place from **17–20 November 2026** at the Moon Palace Resort in Cancún, Mexico.

The programme will feature four flagship initiatives:

- **BrandFront: What Brands Want Next** – A reverse-upfront session where brands and agencies share the audiences, communities, stories and partnership opportunities they are actively seeking from producers, studios, creators and platforms.
- **Brief-to-Business: Brands Meet IP Creators** – Integrated within the MIP CANCUN Co-Production Bootcamp, this curated one-to-many format connects brands and agencies directly with producers, creators and studios around business opportunities, creative briefs and partnership models.
- **MIP CANCUN Leadership Summit: The Future of IP Development, Funding & Monetization** – An invitation-only gathering bringing together senior executives from brands, agencies, content companies, platforms, investors and technology leaders to explore the future of IP.
- **Insight & Inspiration Sessions** – A curated programme of conversations, market insights, case studies and trend presentations focused on audience behaviours, creator ecosystems, platforms and new monetization opportunities.

Initial Brand Participants Confirmed

The inaugural edition of **MIP CANCUN BrandStory Hub** has already secured participation from a growing group of international and regional brands,

including **Adidas, PepsiCo, Grupo Tova, Heineken, OCESA Seitrack and Samsung Ads.**

Additional brands, agencies and strategic partners will be announced in the coming months.

Connecting the Full Content Ecosystem

MIP CANCUN BrandStory Hub brings together the full content ecosystem, from creators, producers, studios, broadcasters, distributors and platforms to the brands, agencies, investors and technology partners helping shape its future.

By fostering collaboration across these communities, MIP CANCUN continues to strengthen its role as **the place where ideas become partnerships, partnerships become IP and IP becomes business.**

[Early Bird registration for the MIP CANCUN 2026 Content Market and Co-Production Market 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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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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