

MIP CANCUN CLOSES 13TH EDITION, REINFORCING ITS ROLE AS THE GO-TO BUSINESS HUB FOR LATIN AMERICA AND THE U.S. HISPANIC MARKET

Connecting international distributors, buyers and co-production partners with business opportunities to and from the region

New for 2026: BrandStory Hub and Scripted Pitch bring brands and original projects into the market



Cancun, 23 November 2026 – MIP CANCUN has wrapped its 13th edition at Moon Palace Cancun, reinforcing its position as a leading international business market for content acquisition, distribution and co-production to and from Latin America and the U.S. Hispanic market. The event brought together 700 participants from 42 countries, including 250 buyers and commissioners and 105 distributors at 1-to-1 meeting tables, generating more than 3,700 pre-scheduled meetings. The returning, invitation-only Leadership Summit brought together senior decision-makers from some of the world's leading audiovisual companies and brands to discuss IP development, funding and monetisation in a dynamic new reverse-role format that was widely praised by attendees.

Content discovery remained central to the market, with major international screenings and showcases bringing new programming and projects directly to buyers. Globo's market opening screening of *To Love Is to Care* drew a full house for the primetime series by Emmy-winning author Walcyr Carrasco. RTVE marked its 70th anniversary with a pre-opening screening of *Valle Salvaje*, while CJ ENM presented *The Legend of Kitchen Soldier*, billed as the first fully localised K-drama. Japan's landmark delegation showcased nine dramas from nine broadcasters at Japan Session 2026, creating new opportunities for distribution, adaptation and co-production with Latin America. The inaugural Scripted Pitch presented five Ibero-American projects to international decision-makers, with Lab Producciones selected as the winner.

Among the market's key announcements, TikTok outlined plans to develop, invest in and co-produce original scripted vertical content with Latin American partners, opening new opportunities for financing and licensing. The Beyond Streaming Summit explored creator-led businesses, AI, social video and emerging distribution models, with participation from YouTube, Meta, Twitch, Prisma+, Roku, OTTERA, Caracol TV, Whale TV, TelevisaUnivision, Idilio TV, NBC – Telemundo Estudios, D&C Localization and OMDIA.

Building on MIP CANCUN's established distribution and co-production business, the inaugural Brandstory Hub, created with Roadmap and Cave76, connected brands, agencies, producers, creators, studios and platforms to explore content partnerships and investment. Participants included Nestlé, Publicis, Heineken, Diageo, and PharmaSocial. A MIP Headliner session with Publicis, Nestlé and Heineken examined how brands can take a more active role in content creation.

The edition culminated in the inaugural MIP CANCUN Gala, held in partnership with Estudios RCN and MegaLive. It brought the wider content community together to celebrate Latin America's entertainment industry and featured an exclusive live performance by Magic Juan, brought to the programme by Estudios RCN.

María Pérez-Bellière, Director of MIP CANCUN, said:

"This edition of MIP CANCUN reflected the energy and ambition of Latin America's content industry. The region is a rich source of distinctive stories, creative talent and original IP. Distribution and co-production remain at the heart of MIP CANCUN, while the market looks ahead by bringing the wider entertainment industry together. This year's focused one-to-one meetings, the inaugural BrandStory Hub and a landmark Japanese delegation connected established businesses with brands, platforms, and international partners. That is how MIP CANCUN keeps pace with the industry: creating space for people to develop projects, build partnerships and find new routes for content to reach audiences across the region and around the world."

Press Contacts

Pam Wilson-Quinn: Pam@inkmediapr.co.uk

Cayce Kelly: Cayce@inkmediapr.co.uk

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

ABOUT RX

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.

RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit www.rxglobal.fr

*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

STAY CONNECTED:



