

MIP CANCUN FAST & GLOBAL AMERICAS SUMMIT

TUESDAY 14th NOVEMBER, Cancun Theater

Welcome Words: Maria Perez-Bellière, MIP CANCUN Director

15:30 – 15:40 AMERICAS SUMMIT Introduction

Nicolás Smirnoff, Director, Prensario International

15:40 – 15:50 FAST Monetization: Challenges & Strategies for Success by OTTera

Adriana Frias, Growth Sales Mexico, OTTera

15:50 – 16:05 Demystifying FAST

Maria del Rosario Bull, Chief Customer Officer, BB Media

16:05 – 16:35 Curated & Branded FAST channels: Reaching Audiences Everywhere

Fernando Muñiz, Director de Distribución y Alianzas Estratégicas, TV Azteca

Eddy Arias, VP International Content Partnerships, Paramount – Pluto TV

Felipe Osorio, SVP of Content Verticals, Canela Media

16:35 – 17:00 Networking Coffee Break

17:00 – 17:35 FAST TV Services and Platforms: Expanding Content Options

Aline Jabbour, Business Development Director, Samsung Electronics

Stephen Hodge, CEO, OTTera

Kristen Bedno, Head of Content Partnerships & Acquisitions, North America, VA Media

JP Garcia, Head of Audience Development, Runtime Media

17:35 – 17:40 Channel Opportunities on the SAMSUNG Platform

Aline Jabbour, Business Development Director, Samsung Electronics

17:40 – 18:15 Disruptive and Emerging Digital Initiatives

Pablo Iacoviello, Director Monetization, Amazon Studios

Abel Tamayo, Director Business Development & Sales, OLe Broadcasting and Distribution

Daniel Padilla, CEO, OnePlay

Julián Rodríguez Montero, Content Director, TVUP – Tivify

18:15 – 18:30 Closing Remarks

Nicolás Smirnoff, Director, Prensario International