

MIP CANCUN ADDS 'FAST & GLOBAL: AMERICAS SUMMIT' TO NOVEMBER LINEUP

FIRST DEDICATED FAST CHANNEL SUMMIT FOR LATIN AMERICA AND US HISPANIC TV
TO BE STAGED PRE-MARKET AT THE MOON PALACE HOTEL CANCUN



Paris 06 June – MIP CANCUN today announced the launch of FAST & GLOBAL: AMERICAS SUMMIT, the latest addition to the FAST & GLOBAL Fast Channel Summit series at MIP markets, focused on the explosion in FAST channels and programming offers across Latin America, the US Hispanic and Canada.

The dedicated fast channel summit will be staged within the forthcoming 10th anniversary edition of MIP CANCUN at the Moon Palace Hotel in Cancun, Mexico in a special pre-market day on Tuesday (14 November), ahead of the regular market and matchmaking Wednesday to Friday (15-17 November) schedule.

The **FAST & GLOBAL: AMERICAS SUMMIT** will mirror the successful format of MIPTV's debut international FAST & GLOBAL summit, which drew a 500-strong audience and positive response from attendees last month, attracted by further context and connections within the rapidly growing sector.

The Summit at MIP CANCUN will feature insights on how to programme and distribute fast channels from the top fast channel experts across the Americas, as well as from global players and specialists from the world of free advertising-supported streaming (FAST) in back-to-back presentations and panels, this time focusing on the considerable opportunities for content producers, IP rightsholders, buyers and commissioners across the Americas.

"FAST&GLOBAL in Cannes was standing room only," said MIP CANCUN Director Maria Perez-Bellière, "...and we plan to meet that same demand in Cancun, where we have the perfect opportunity

and setting to take a deep dive into the true potential of this exploding fast channel sector for LATAM and US Hispanic companies.”

Launched in 2013, and celebrating its 10th anniversary in 2023, MIP CANCUN is the industry's #1 international distribution and co-production market for Latin America and US Hispanic television. Established across the last decade, and famed for its signature pre-scheduled matchmaking programme, November's edition is set to welcome back up a community of up to 1000 delegates from over 40 countries, spanning buyers, producers and distributors from global studios and major players internationally and from across the Americas, convening for a comprehensive four-day conference programme in the world's largest production hub for Spanish-language content.

Further information: patrick@pk-consults.com

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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