



MIP CANCUN 2025 WRAPS WITH CREATOR ECONOMY CENTRE STAGE

Distributors, Buyers and Countries Up Year on Year

Dates for 13th Edition in 2026 Confirmed



Cancun, 21 November 2025 – MIP CANCUN today wrapped a vibrant four days of deal-making and content discovery at the Moon Palace Cancun. The #1 Latin American Content & Co-Production Market for the Latin American and US Hispanic Television industry concluded its 12th edition with a strong attendance of 800 distributors, buyers, producers, commissioners, creators and brands from 47 countries, with many attending the market’s signature 1-to-1 business matchmaking programme for the first time.

The Creator Economy, brand funded content and microdramas took centre stage highlighting the Latin American TV and entertainment industry’s transformation across the week. Highlights for the 2025 edition include:

- A comprehensive future facing programme including an Opening Keynote from YouTube and in-depth sessions on emerging areas including microdramas, (featuring FlareFlow, Inter Medya, The Mediapro Studio US & Canada and ReelShort), and the strategy behind content creator brand building with one of the region's hugest influencers Carlos Islas (@islasvlogs).
- The establishing of new tracks focused on the Creator Economy and brand funded programming, and an inaugural Leadership Summit – which brought together some of the region's most insightful thought-leaders and prominent decision makers.
- A first Beyond Streaming Summit, an expanded version of the popular FAST & AVOD: Americas Summit staged at recent editions, and exploring strategies in an increasingly digital-first ecosystem.
- High profile market screenings including an exclusive screening of Halef from Inter Medya, and genre showcases from RTVE, Globo and KOCCA Mexico.
- A reimagined ninth edition of the PRODU Awards Gala Ceremony and Party, once again celebrating the very best in Latin talent.
- First time delegations from Japan, South Korea, Italy and Thailand, contributing to a total of 47 countries attending (up from 40 countries in 2025)
- 250 buyers and commissioners (up from last year's 221) including debuting companies from across the Americas, (Bell Media, Blue Ant Media, Lego, Roku, V10 Entertainment), Europe (HRT, Starlight Media) and Asia (TCL)
- A total of 121 distributors taking 1-2-1 meeting tables (up from 115 in 2025)

“This has been an energising and era-defining edition of MIP CANCUN....” said MIP CANCUN Director Maria Perez-Bellière. “...one laser focused on making opportunities happen between mainstream and content economies and powered by the energy that the amazing community brings every year that makes this market unique.”

It was also announced today that the 13th edition of MIP CANCUN will run from **17th-20th November 2026**.

FUTURE FACING FOCUS CONTINUES AT MIP LONDON

The same focus on areas shaping the industry's future and shared opportunities between mainstream media and creator economy continue into the second edition of MIP LONDON (22-24 February 2026) under the new theme of [Joining the Dots: Finding the Value](#) which will explore where creativity, tech, and cultural breakthroughs meet commercial opportunity.

Reformatted across three days (Sunday to Tuesday), and beginning with **Exclusive Cut: Buyers Sunday** on 22 February, MIP LONDON is set to again draw a global content community of creators, producers, platforms, distributors, buyers and brands for its now established mix of meetings, networking, first look screenings, showcases and deal-making all in one place during a key week in the international calendar.

Also new for 2026 will be a Hosted Buyer Programme, with buyers taking part in an extended programme of curated 1-to-1 matchmaking meetings creating even more opportunities to meet new partners and discover fresh IP and new content.

Further information on MIP LONDON can be found [here](#).

Further information:

MIP CANCUN - Patrick Keegan 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

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:

