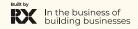
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The #1 Content Market and Co-Production Forum for the Latin American and US Hispanic Television Industry



Moon Palace, Cancun, Mexico

 $19 \rightarrow 22$ NOV. 2024

FAST & AVOD: AMERICAS SUMMIT Tuesday 19 November

FAST & AVOD: AMERICAS SUMMIT

Tuesday 19 November, 15.30 – 18.30 Cancun Theater

<u>15.30 – 17.30</u> CONFERENCES

15.30 – 15.35 « Introduction: New Friends in Town »

>>> By Nicolás Smirnoff, Managing Director, Prensario International

15.35 - 15.50 « Digital Platforms... Last Miles! »

>>> Presented by Gloria Saló, Director of Content and Production Consultancy, GECA

15.50 - 16.20 « Leading AVOD & FAST Platforms: From Red to Black Numbers »

Alejandro Veciana, Senior Manager of International Content Sales & Distribution, FilmRise ; Jennifer Gonçalves, Strategy and Innovation Analyst, Globo ; Janaina Tadeu, Latam Content & Business Strategy Manager, LG Channels and Stephen L. Hodge, Chief Executive Officer, OTTera

16.20 – 16.30 « MIP CANCUN Partner Presentation »

16.30 - 17.00 « Digital Advertising & Monetization »

Source State St

17.00 - 17.30 « Broadcasters' Digital Strategies to Optimize Revenue »

Maria Zuleta, Acquisitions Director, Caracol Television ; Gabriela Rodriguez, Executive Vice President of Content, R Media ; Goyo Garcia, Content Acquisitions & Sales Manager, SBT & more to be announced.

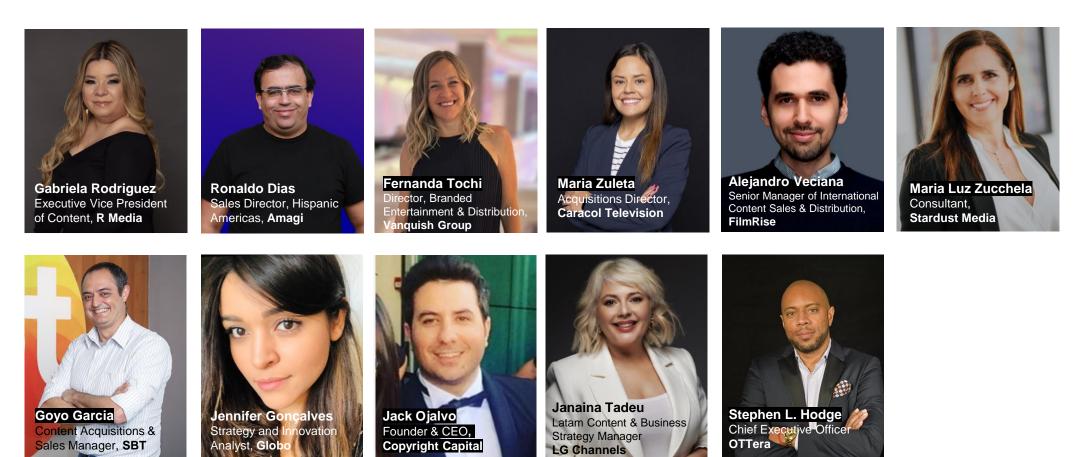
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<u>17.30 – 18.30.</u> ROUNDTABLES DISCUSSION

Limited capacity – Complete <u>this form</u> to sign-up!



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