



Paulo Koelle, Director of Prime Video Latin America To Keynote and Receive Premio Ícono TV Latina at MIP CANCUN 2024



Paris 27 August – It was announced today that, Paulo Koelle, Director of Prime Video Latin America, will deliver a keynote presentation at MIP CANCUN 2024 where he will also receive the Premio Ícono TV Latina, an award given by TV Latina in recognition of his significant contribution to the media industry in the region.

Staged on the second full day of the market (Thursday, November 21) at 09.00 at the Moon Palace Hotel’s Cancun Theater, the session will see Koelle outlining Prime Video’s strategy and plans for the Latin America region amongst other topics. Elizabeth Bowen-Tombari, editor of TV Latina, will present the award following the session.

MIP CANCUN, the industry’s number one international content market and co-production forum for Latin America and US Hispanic television, will take place November 19-22, 2024.

The session forms part of a keynote programme presented at this year's MIP CANCUN in partnership with TV Latina.

The forthcoming 11th edition is set to welcome back up a community of up to 1,000 delegates from over 40 countries, spanning buyers, producers and distributors from global studios and major players internationally and from across the Americas to the world's largest production hub for Spanish-language content.

Assuming responsibility for Prime Video Latin America last year, Koelle has been working on Prime Video since 2019. His first role at the company was General Manager of Prime Video México and regional expansion, where he and his team were responsible for growing the local business as well as expanding into Spanish-speaking Latin America. This included the launch of several local original titles, the debut of Marketplace (channels and movie rental/purchase) in Mexico, and the expansion of Prime Video to all of Spanish Speaking LATAM, with focus on Chile, Colombia, and Argentina.

Prior to Amazon, Paulo oversaw marketing for Uber across Latin America as LATAM CMO and worked with Procter & Gamble for nearly two decades. During his time with P&G, he held several senior marketing roles in the US, Singapore, Panama and Brazil, leading teams for various leading consumer goods brands.

"I am thrilled to participate in this year's MIP Cancun, representing Prime Video as well as our Latin American customers, talking about our content and Amazon's customer obsession," said Koelle. *"Prime Video delivers an innovative entertainment destination for our customers and our content partners, and I can't wait to share more during the keynote."*

"We couldn't miss having Prime Video at a new edition of MIP CANCUN," said Bowen-Tombari. *"The global company has been one of the pioneers in the streaming space, and in Latin America, they have become audience favorites thanks to the high quality of their original productions and captivating stories. Without a doubt, this conversation with Paulo will be one of the most anticipated by attendees at MIP CANCUN."*

"Prime Video's model is unique in spanning originals, acquisitions, co-production, channel partnerships among many other elements," said MIP CANCUN Director Maria Perez-Bellière *"Within this, Paulo is a leader with a truly local and global perspective. Hearing his approach for the region along with insights on audience and industry dynamics will be both fascinating and productive for the MIP CANCUN community."*

Having grown ten-fold in ten years, the MIP CANCUN programme in 2024 is set to be its most comprehensive to date, further accelerating content discovery and deal-making through pre-scheduled meetings, summits, screenings and networking events. Further confirmations for the keynote speaker programme will be announced ahead of the market.

Further information:

MIP CANCUN patrick@pk-consults.com

Prime Video Latin America: Gracia Larraín graclarr@amazon.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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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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