

PRESS RELEASE**MIP CANCUN WRAPS 9TH EDITION WITH 83% UPTICK IN PARTICIPANTS
FROM 46 COUNTRIES**

**RX ANNOUNCES NOVEMBER 2023 RETURN TO MOON PALACE HOTEL IN
CANCUN FOR 10TH ANNIVERSARY OF THE INDUSTRY'S MOST ESTABLISHED
LATAM TV CONTENT MARKET**

Cancun, 18 November 2022 – RX France (organisers of MIPTV, MIPCOM CANNES and MIP CANCUN) today confirms that 825 distributors, buyers, producers and commissioners from 46 countries attended the 9th edition of MIP CANCUN, the industry's leading and most established international distribution and co-production market for Latin America and US Hispanic television, which wrapped this week at the Moon Palace Cancun Resort Hotel and Convention Center in Mexico. Participation exceeded 2019 pre-pandemic levels and represents an 83% growth in attendance vs. 2021.

MIP CANCUN further announced it will return to the Moon Palace Cancun Resort Hotel and Convention Center from 13-16 November 2023 to celebrate the 10th anniversary of the Latam distribution and co-production market.

The co-production forum represented the fastest growing segment of MIP CANCUN 2022, reflecting the proliferation of new buyers and appetite for the newest projects emerging from the Americas. Based on positive feedback from participants and the MIP CANCUN advisory committee (Marcelo Tamburri, WarnerMedia Latin America; Ana Celia Urquidi, Atenea Media; Ana Piñeres, CMO Producciones; Ignacio Barrera, ProductVty; Francisco Morales, Amazon Prime Video; Ezequiel Martin Olzanski, EO Media; Tiago Mello, Boutique Filmes. MIP CANCUN 2023 will expand the reach of its signature one-to-one matchmaking between buyers and distributors, and producers and commissioners, which has become the indispensable industry format for content discovery and building international partnership deals across the Americas.

Lucy Smith, Director of RX France's Entertainment Division said: *"MIP CANCUN is more than a market, it is a community 9 years in the making. And major takeaways are that Cancun remains the preferred destination in the Americas for our annual Latam Market and that the 3rd week of November is the best suited date each year for the Latin American and US Hispanic industry calendar. Also that Mexico is now the #1 production hub in the Americas for Spanish-language content where all the major entertainment studios have a presence and that the MIP CANCUN format is irreplicable as the most productive 4 days that define the year ahead"*.

Director of MIP CANCUN, Maria Perez-Bellière added: *"MIP CANCUN ha sido nuevamente el punto de encuentro ineludible para todos los que hacen negocios a nivel mundial en la industria de la televisión latinoamericana e hispana de los EE.UU. Siendo ecuatoriana me llenó de satisfacción el percibir que todos nos sentíamos como estar en casa. Esta experiencia nos da pie para repetirla en el próximo encuentro a través del cual MIP CANCUN seguirá siendo su casa para impulsar sus negocios, sus creatividades y sus sueños."*

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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 and RX France - RX serves the development of businesses, communities and individuals. We combine the power of face-to-face events with digital data and products to help our customers understand markets, research products and conduct transactions with over 400 events in 22 countries and 43 industries. RX is committed to making a positive impact on society and creating an inclusive work environment for all our employees.

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