

Beat: Vips

CRIS ABREGO, Co-Chairman Endemol Shine Americas will keynote at MIP Cancun 2016

MIP CANCUN, Friday November 18,2016

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USPA NEWS - Reed MIDEM announced on August 17,2016, that Cris Abrego, Co-Chairman of Endemol Shine Americas and Co-CEO of Endemol Shine North America, will keynote at MIP Cancun 2016, on Friday 18th November 2016 and share the process that Endemol Shine follows to select, develop and fund both scripted...

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The third edition of MIP Cancun, the Latin American TV Market and Summit, will take place in Cancun, Mexico from 16 to 18 November 2016, hosting the region's only dedicated think-tank for TV programming, production, acquisition and digital opportunities.

Cris Abrego, alongside colleague Charlie Corwin, leads the North American and Latin American operations of global content creator, producer and distributor Endemol Shine Group, which has a diverse portfolio of companies in over 30 markets, and is behind some of the world's most prominent hit formats and series across TV and online platforms. The company's global properties include 'Big Brother,' 'MasterChef,' 'The Island,' 'Hunted' and drama series such as 'Peaky Blinders' 'Broadchurch,' 'Bron' and 'Kingdom.'

The MIP Cancun Summit will also include keynotes from Manuel Abud, President and CEO, Azteca America and John Farrell, Director YouTube Latinoamerica and will welcome some of the industry's most inspired thinkers and visionaries shaping the future of television and digital entertainment in Latin America and the US Hispanic markets.

Source : MIP Cancun

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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Editorial program service of General News Agency:

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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