



CRIS ABREGO AND EVA LONGORIA SET TO DELIVER KEYNOTE AT MIPCOM CANNES

Leading Entertainment Executive & Entrepreneur and Celebrated Filmmaker & Humanitarian

To Sit for Joint Conversation “The Future of Content: What Comes Next?”



Paris, 20 September 2023 – MIPCOM CANNES today announced that Banijay’s Chairman of the Americas Cris Abrego and award-winning actress, Emmy®-nominated director, producer, and activist Eva Longoria will take part in a joint future-facing keynote at the forthcoming 39th International Co-Production & Entertainment Content Market (16 – 19 Oct). Collaborators for over 20 years, the keynote will highlight the experiences and insights of these two prominent professionals: one of the Americas’ foremost creative entrepreneurs and television executives, and, the other, one of the entertainment industry’s most distinguished, recognised, and influential leaders.

Their joint conversation, “The Future of Content: What Comes Next?” will delve into the latest themes defining the entertainment industry, forecasting how they may shape the future both creatively and commercially. The fireside chat will take place in the world-renowned Grand Auditorium of the Palais des Festivals in Cannes on Monday, October 16 at 16.00 as part of the conference programme’s Media Mastermind series.

Renowned as an entrepreneur, entertainment executive, award-winning producer, and philanthropist, Abrego today serves as Chairman of the Americas for media and entertainment powerhouse Banijay, leading acquisitions and new business ventures across North and South America. He previously served as President and CEO of Endemol Shine Holdings. As co-founder and CEO of 51 Minds Entertainment, Abrego was one of the pioneers of the celeb-reality genre with breakthrough shows such as *The Surreal Life*, growing the company to be a major unscripted studio acquired by Endemol five years following. He began his career at Bunim/Murray Productions, where he worked on unscripted hits *The Real World* and *Road Rules*. Abrego also serves as Chair of the Television Academy Foundation, the charitable pro-social arm of the Television Academy, and as a member of the Executive Committee for the Television Academy.

Celebrated globally for her breadth of work in front of and behind the cameras, Longoria founded production company UnbeliEVable Entertainment in 2005, soon after her breakthrough onscreen role on *Desperate Housewives*, to intentionally bring stories from Latinx and other underrepresented communities to screen. The prolific company has since been behind hits including *Grand Hotel* (ABC), *Telenovela* (NBC), the Emmy Award-nominated documentary *Reversing Row* (Netflix), and the celebrated culinary docuseries *Eva Longoria: Searching for Mexico* (CNN). Named by *Variety* as one of its 'Directors To Watch' in 2021, Longoria made her feature directorial debut with the critically and audience-acclaimed *Flamin' Hot*, released earlier this year with Searchlight Pictures on Disney+ and Hulu. Longoria also directed and produced the Sundance-premiered and critically-acclaimed documentary *La Guerra Civil* (DAZN) chronicling the historic bout between boxing legends Oscar de la Hoya and Julio Cesar Chavez. A dedicated philanthropist and activist, she has consistently lent her voice to a range of key issues, including diversity and inclusion in the media, Latina entrepreneurship, and STEM education.

"MIPCOM CANNES is one of the industry's most significant global marketplaces, and it's an honor to join the conversation as a keynote speaker alongside Cris," said Eva Longoria. *"Our industry is facing tremendous disruption and transformation which can lead to opportunities that can transform and reshape the future of what content looks like. I'm looking forward to discussing how we can drive what's to come."*

"It's become commonplace to reflect on the extraordinary moment of inflection we find ourselves in, and yet we must continue to consider how the seismic shifts in the entertainment ecosystem create new opportunities for business and creative leaders to determine what's next," added Cris Abrego. *"I can think of no better setting for this conversation than alongside Eva at MIPCOM CANNES, the annual gathering that has distinguished itself as course-setting for the global and U.S. content industry."*

"The MIPCOM CANNES stage is the place to hear unrivalled insight from the entertainment world's biggest, most influential figures," said Lucy Smith, Director MIPCOM CANNES. *"Eva and Cris are true creative leaders whose impact and accomplishments extend way beyond their credits on screen. With the industry at a pivotal point, this is an unparalleled opportunity to hear the combined perspectives of one of the Americas' leading executives and one the world's recognised filmmakers and public figures on the factors shaping its future. We look forward to welcoming them warmly to Cannes."*

In all, 11 000 global buyers, commissioners, creatives and producers, from over 100 countries, are set to attend this year's MIPCOM CANNES - the world's greatest gathering of TV and entertainment executives. Riviera exhibition halls and outdoor Croisette beach exhibition areas are sold out with a line-up comprising major studios, production and distribution groups.

MIPJUNIOR also returns to the JW Marriott at the weekend heading into MIPCOM CANNES (Oct 13-15) with a brand-new half-day pre-opening programme beginning at 2pm on Friday (Oct 13).

The week-long MIPCOM CANNES conference programme helps define the TV industry year with keynotes from leading global players and thought leaders in addition to screenings of highly anticipated series and exclusive insight presentations. An overview of the Conference Programme schedule can be found [here](#).

Further Information

MIPCOM CANNES - Patrick Keegan patrick@pk-consults.com

Note for editors:

About MIPCOM CANNES

MIPCOM CANNES leads a portfolio of markets and conferences from RX France's Entertainment Division staged for the international television distribution and production community year-round alongside MIPTV (featuring MIPDOC and MIPFORMATS), MIP CANCUN and MIPJUNIOR.

About RX and RX France

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet*... and many more.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is

STAY CONNECTED:




This email was sent to: debor.atala@rxglobal.com

[Privacy Policy](#)

If you no longer want to receive information about MIPCOM please [click here](#)

And for any exercise of right of access, opposition, erasure and rectification of your personal data, please [click here](#)

 In the business of
building businesses
