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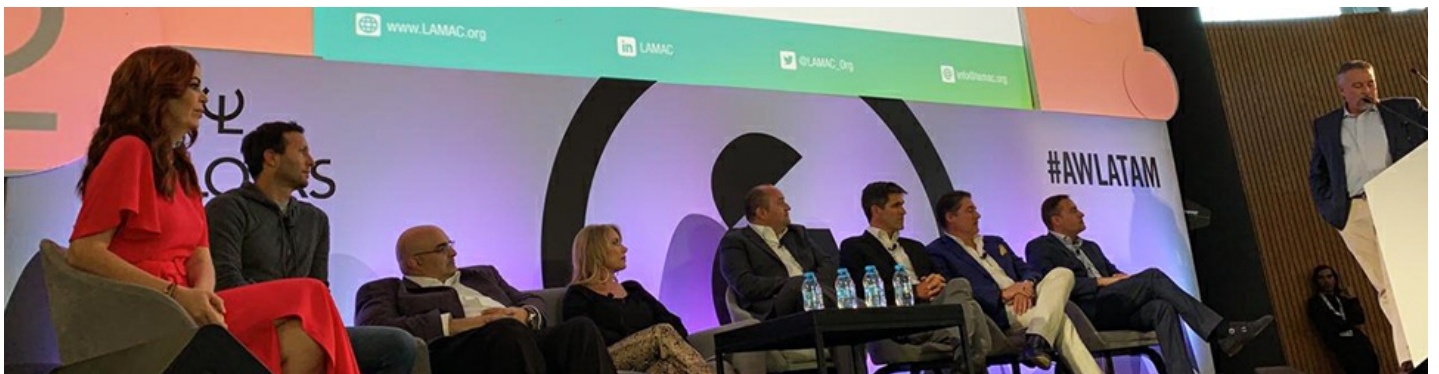


News About Premium Video

Leading LAMAC Pay TV industry executives participate in panel at Advertising Week LATAM 2019 in Mexico City

"A view from the top: TV & Entertainment industry panel" was moderated by LAMAC chairman and Pay TV industry veteran Enrique R. Martínez

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Enrique R. Martínez, Chairman of the leading television advertising consortium in Latin America, **LAMAC**, yesterday hosted a panel of Pay TV industry executives, at the second edition of Advertising Week Latin America held at the Papalote Museo del Niño in Mexico City. Eight highly regarded executives from the television and entertainment industry participated in the panel "A View from the Top: TV & Entertainment Industry Panel."

The panel brought together leading television and entertainment executives to discuss the future of the video business as it continues to grow and reach new heights. Some topics that were discussed included how the Pay TV industry is leveraging premium content for brands and advertisers; how content is driving high levels of engagement with viewers and brands and how to strike a balance between investing in local productions versus high quality studio content; how traditional viewing patterns are being disrupted by new technology and how the Pay TV industry is responding; and most importantly, what does the future of TV look like and how will the multiscreen ecosystem affect consumption and advertising.

"The Pay TV industry continues to grow and adapt to the changing needs and demands of our advertising partners," said Martínez. "With so much exciting and original content being offered by the networks that bring in record levels of engagement, today more than ever, the opportunities for branded content and integration on linear as well as digital platforms are limitless."

Industry executives who participated on the panel included: **Carlos Martínez**, FOX Networks Group Latin America; **Klaudia Bermudez-Key**, NBCUniversal International Networks Latin America; **Ricardo Debén**, AMC Network International Latin America; **Alexander Marin**, Pictures Television Latin America; **Fernando Medin**, Discovery Networks Latin America / US Hispanic; **Eduardo Ruiz**, A+E Networks Latin America; **Laura Perez**, Viacom International Media Networks; **Tomás Yankelevich**, Turner Broadcasting System Latin America.