

Latam Content Meeting announces São Paulo as the host city for the 2026 edition



The event is sponsored by the São Paulo City Hall, through the Municipal Secretariat of Culture and Creative Economy, the Municipal Secretariat of Economic Development and Labor, and Spcine.

La Rochelle, June 23, France - The announcement was made during Sunny Side of the Doc, with the presence of Spcine's president, Lyara Oliveira.

The Latam Content Meeting officially announced São Paulo as the host city for its second edition, scheduled to take place from April 13 to 15, 2026. This confirmation was made on Monday, June 23, during an official lunch promoted by LatAm Content Meeting, Spcine, and the São Paulo City Hall at Sunny Side of the Doc in La Rochelle, France, with the presence of Spcine's president, Lyara Oliveira.



"We are very happy to be hosting the Latam Content Meeting in São Paulo. The city is home to the largest market in Brazil's audiovisual industry, serves as a showcase of the country's diversity, and is easily accessible from anywhere in the world," says Fernando Dias, president of the Latam Content Meeting.

The 2026 edition of LCM is sponsored by the São Paulo City Hall, through the Municipal Secretariat of Culture and Creative Economy, the Municipal Secretariat of Economic Development and Labor, and Spcine, a public company that promotes the audiovisual sector in the city of São Paulo. The presence of Spcine's president at the international event highlights the city's leadership in the global audiovisual landscape and underscores the institution's strategic role in developing innovative public policies aimed at the internationalization of the sector.

"The selection of São Paulo as the host city for the Latam Content Meeting 2026 reflects the recognition of the strength of the audiovisual industry and the business ecosystem that drives the sector in the São Paulo capital. Spcine remains firmly committed to strengthening this global presence, expanding opportunities for professionals and companies in our sector," says Lyara Oliveira, president of Spcine.

The lunch gathered around 100 guests, including executives from channels such as Arte France, NHK, BBC, France Télévisions, Grupo Globo, EBC, along with representatives from public institutions, international funds, and production companies worldwide. The goal was to present Brazil as a prime destination for co-productions and audiovisual business and to invite key global players to participate in the next edition of LCM.

Latam Content Meeting is an international market event dedicated exclusively to non-fiction content, such as documentaries, factual programs, and reality shows. Its first edition was held in March 2025 in Rio de Janeiro, attracting 700 professionals from 21 countries and facilitating over 600 business meetings.

Choosing São Paulo to host the event in 2026 reinforces the city's role as an audiovisual hub in Latin America, with strong infrastructure, incentive policies led by the São Paulo Secretariat of Culture and Creative Economy, Spcine, and one of the most active film commissions in the country.



"São Paulo has been consistently investing in the consolidation of public policies that promote the creative economy, with a special focus on the audiovisual sector, one of the industries that generates the most jobs, income, and international visibility for the city. Hosting the Latam Content Meeting 2026 is a recognition of this effort and an opportunity to expand partnerships, attract new investments, and further establish São Paulo as one of the world's leading hubs for innovation, culture, and business," says Totó Parente, São Paulo's Municipal Secretary of Culture and Creative Economy.

The partnership with the Secretariat of Culture and Creative Economy and SPCine will be essential to boost the event's international presence and expand opportunities for Brazilian production companies seeking co-production and global distribution.

Brazilian participation at Sunny Side of the Doc marks the beginning of international promotional efforts for LCM 2026.

As an official partner of Latam Content Meeting, Sunny Side of the Doc is responsible for organizing the pitching sessions during the Brazilian event. In 2025, the sessions featured over 150 projects across three thematic categories: Current & Investigative Topics, Factual Entertainment, and Nature & Environment. The 18 finalist projects, two-thirds from Latin America, were presented to national and international decision-makers.

Aurélien Reman, Managing Director of the international market says: *"The collaboration between Sunny Side of the Doc and LatAm Content Meeting, supported by committed local partners like SPCine and São Paulo City Hall, represents a new model for international cooperation. Our pitch sessions have consistently fostered genuine partnerships across continents. For the 2026 in São Paulo, our ambition is clear: to move beyond traditional co-production models and create equitable collaborations rooted in mutual respect and creative exchange. With Europe as a key hub for funding and distribution, and Brazil's institutional commitment through SPCine, we're co-building a platform where Latin American voices don't just participate – they are an integral part of the future of documentary storytelling. We would be delighted to welcome even more of them to Sunny Side of the Doc 2026."*



About Latam Content Meeting: Latam Content Meeting is an international market event dedicated to non-fiction content. Created to connect Latin American producers with global players, LCM aims to foster partnerships in co-production, sales, and licensing. The initiative is organized by Grifa Filmes and Stay & Fly Docs, with pitching sessions held in partnership with Sunny Side of the Doc.

LCM Team

Fernando Dias – President

Mauricio Dias – Vice President

Adriana Schwarz – Executive Director

Kiko Ribeiro – Programming Director

Erika Araujo – Head of Institutional Relations

Tatiana Battaglia Dias – International Strategy

About Sunny Side of the Doc: Founded in 1990, Sunny Side of the Doc is the leading international marketplace focused on the co-production and distribution of documentary, linear, and interactive content. Held annually in La Rochelle, France, the event gathers over 2,000 professionals from 70 countries, including producers, channels, distributors, and platforms, offering four days of networking, pitching sessions, conferences, and project screenings. Organized by Doc Services, Sunny Side is part of the global 1% for the Planet movement and the SDG Media Compact.

Media Contacts

Latam Content Meeting

Erika Araújo

erika@latamcontentmeeting.com

Sunny Side of the Doc

Philippe Le Gall // Fama Volat

plegall@fama-volat.com