

FOR IMMEDIATE RELEASE

YouTube Innovators and Emmy-Winning Journalists Headline First Announcement for Congress '25

World Congress of Science and Factual Producers (WCSFP) is thrilled to announce the first speakers for Congress '25, taking place this December 8-11 in Rio de Janeiro.

Landing in Latin America for the first time, Congress '25 promises to be a hub of global exchange, offering unparalleled opportunities for producers, broadcasters, and digital innovators to explore new markets, connect and collaborate, and experiment with fresh formats. Against the vibrant backdrop of Rio, Congress '25 will highlight the evolution of factual storytelling and the growing intersections between television, film, and digital platforms.

Leading the lineup is **Derek Muller**, creator of *Veritasium*, one of the world's largest and most influential science YouTube channels. With almost 19 million subscribers and billions of views, Muller has transformed the way audiences worldwide engage with science. **His keynote** will set the stage for Congress '25, spotlighting how creators are reshaping factual storytelling and audience engagement.

Joining us from Los Angeles is **Kevin Allocca**, Global Director of Culture and Trends at YouTube, whose role places him at the heart of understanding what drives billions of video views daily. His perspective is crucial when platforms and audience habits are shifting rapidly, creating new opportunities for factual producers worldwide.

Rounding out the first announcement, **Mariana van Zeller**, acclaimed journalist, host, and executive producer of the Emmy Award-winning National Geographic series *Trafficked*, will share first-hand insight into the risks and rewards of immersive investigative reporting.

"These extraordinary voices reflect the breadth of our programming this year – from digital innovation and global audience trends to bold, innovative storytelling," said Paul Lewis, Conference Director of WCSFP. "Their insights will help set the tone for a dynamic program that brings together the very best of our international community in Rio."

In addition to these headline speakers, Congress '25 will welcome **confirmed representatives from across the global community**, including National Geographic, Warner Bros. Discovery, NHK, CBC/Radio-Canada, BBC Studios Science Unit, BBC History Unit, ITV Studios, ZDF/3sat, ORF, SVT, Autentic, WGBH NOVA, France Télévisions, WNET Nature, HHMI Tangled Bank Studios, CuriosityStream, and, from Brazil, executives from Globo and TV Brasil, with more participants joining every day.

Congress is the essential meeting place where decision makers and new talent come together – connecting with peers, exchanging stories, and shaping the future of factual through sessions, partnerships, and new opportunities. With more speakers, panels, and events to be announced, **registration is now open** for Congress '25 this December 8-11. Register today at www.wcsfp.com

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World Congress of Science and Factual Producers is a not-for-profit, member-driven organization dedicated to celebrating the best in factual filmmaking, digital production and the wider industry. WCSFP is the place where science, history and natural history content creators and executives gather to share, explore and reveal how advancements within these industries are communicated to the world. Past Congresses have been held in such cities as Marrakesh, Morocco (2024), Seattle, USA (2023), Glasgow, UK (2022); Tokyo, Japan (2019); Brisbane, Australia (2018); San Francisco, USA (2017); Stockholm, Sweden (2016); Vienna, Austria (2015); Hong Kong (2014); Montreal, Canada (2013); Washington, D.C., USA (2012); Paris, France (2011); Dresden, Germany (2010); Melbourne, Australia (2009); Florence, Italy (2008); New York, USA (2007); and others. It is administered by a board of directors and an elected editorial committee that deals primarily with editorial matters. WCSFP is managed by Documentary Campus. For more information, visit <http://www.wcsfp.com>.

Congress '25 is proudly hosted by the Rio Secretariat of Science, Technology and Innovation (SMCT) with support from Rio de Janeiro's Mayor's Office, and participation from members of the local media, culture and scientific community, including Grifa Filmes, Instituto Serrapilheira, LatAm Content Meeting, Rio Market, TV Brasil and more.

Media Contact:

River Ferris
Communications Manager
rferris@wcsfp.com