

What international buyers are looking for, financing strategies, new business models, and future trends in the audiovisual sector among the themes of Iberseries & Platino Industria 2024

- **Caracol TV, RTVE and Secuoya Studios** join the exclusive Spotlights programme. US Day on Hispanic content in the US is extended with new panels and activities. Generation Z audience consumption, what the most influential showrunners of the moment are developing, the application of innovative technologies in the audiovisual sector, the impact of AI and funding opportunities from a public perspective will also be the focus of the conference agenda.
- Leading industry players and experts, financiers and leading global executives, including, Marta Sanz (**AMC Networks International Southern Europe**), Emilio Sánchez Zaballos (**atresplayer**), Dago García (**Caracol TV**), Patrick Fischer (**Creativity Capital**), Simon Horsman (**Eurogang Productions**), Morad Koufane (**France Television**), Meg Thomson (**Globalgate**), Alex Medeiros (**Globo**), Elisa Alvares (**Jacaranda Consultants**), Moisés Chiver (**Máquina Vega**), Paul Presburger (**Miércoles Entertainment**), Michele Zatta (**RAI**), Gervasio Iglesias, Rafael Bardem (**RTVE**), James Costos, Brendan Fitzgerald (**Secuoya Studios**), Daniel Écija (**The Good Mood**), Georgina González (**Universal International Studios**), Augusto Rovegno (**Vix**), Gonzalo Pastor, Carles Cabré (**Webedia**) y Pilar Sánchez Macías, Victoria Cazalla (**YouTube**).
- Also joining Iberseries & Platino Industria are renowned industry professionals, analysts and institutional representatives and representatives of different organisations and entities, such as Iñaki Camós y Carmen Paéz (**Ministerio de Cultura de España**), Carlos Gómez (**EGEDA México**), Ricardo Vaca (**Barlovento Comunicación**), Gloria Saló (**GECA**), Elena Vilardell (**Programa Ibermedia**), Peter Andermatt (**Creativa Europa Media**), David Castellanos (**Cinema Republic**), Clara Ruipérez (**Telefónica**), Iñaki Lacosta (**Xreality Studios**) y creadores, guionistas y/o directores como **Arantxa Echevarría, Amaya Muruzabal, Diego Ramírez Schremp, Martín Vatenberg, Diego San José** o **Curro Royo**.

Madrid, 26 July 2024. **Iberseries & Platino Industria** is continually expanding its line-up of panels and professionals for the fourth edition's **Conferences, Keynotes, and Spotlights** program. The event will be held from **October 1 to 4 at Matadero Madrid**.

In addition to the previously announced participation of major international companies such as **Anonymous Content, The Mediapro Studio, Max, and The Walt Disney Company Spain**, the event will feature an exclusive **Spotlight with Caracol TV**. This session will include Dago García, VP of Production and Content at Caracol (Colombia). There will also be a **Spotlight on RTVE: The Future of Cinema: 12 Ibero-American Co-productions**, featuring **José Pastor**, Director of Cinema and Fiction at RTVE (Spain), and **Gervasio Iglesias**, Deputy Director of Cinema at RTVE (Spain). Additionally, the **Spotlight** on New Content with **Secuoya Studios** will showcase **Brendan Fitzgerald**, CEO of **Secuoya Studios** (Spain), along with other prominent creatives to be announced soon.

Alberto Carullo, VP of MAX Local Original Production Iberia & Italy at **Max**, who will be participating in the **Spotlight** hosted by **Max**, stated, "Iberseries & Platino Industria is a key event for our industry, offering a valuable opportunity to share experiences and insights on market perspectives. It also allows us to connect talent from both continents and evaluate projects for local production in Spain."

New Conference Programming Preview

Buyers and commissioners from Europe will discuss global trends and share their editorial strategies. They will talk about the content they are looking for and where they are investing, the co-production agreements they are working on, the models they are adopting to continue growing and retaining their audience, and new opportunities for producers. Speakers include **Morad Koufane**, Deputy Director of International Series at **France Television** (France); **Rafael Bardem**, Deputy Director of Programs, Licensing, and Co-productions at **RTVE** (Spain); and **Michele Zatta**, Commissioning Editor in Charge of International Co-productions at **RAI** (Italy).

International financiers will analyze the current state of the industry, the development of new business models, and their dynamics and partnerships in the conference "**The Future of Financing: Strategies and Risk Mitigation.**" The session will feature venture capital funds and private equity investors, including **Tyler Gould**, Chief Investment Officer of **Magnetic Labs** (USA); **Elisa Alvares**, VP of **Jacaranda Consultants** (UK); and **Patrick Fischer**, Co-Founder and Managing Director of **Creativity Capital** (UK).

Elisa Alvares has said about her participation: *"I'm looking forward to joining my co-panellists in discussing private finance for the Film sector in the upcoming Iberseries & Platino Industria and participating at this growing event that brings a new perspective to our sector."*

In the conference "**In Search of Funding: How to Finance and Structure Projects,**" industry experts will discuss the tactical investments of key players, the financial resources available for content creation and distribution, and the role of production companies and studios in securing funding for film and television projects. Speakers include **Ilan Arboleda**, Founder of **CreativeChaos VMG** (USA); **Paula Manzanedo**, Senior Vice President of **Film Finances** (USA); **Simon Horsman**, Partner at Eurogang Productions (USA); and **Moisés Chiver**, Producer at **Máquina Vega** (Mexico).

According to Paula Manzanedo, "Iberseries & Platino Industria has become a fundamental benchmark for the Ibero-American audiovisual industry, serving as a meeting point, synergy generator, and project accelerator. Personally, as I attend for the third time, I return to Madrid with great enthusiasm and renewed expectations."

As part of the panels on creativity and talent, the session "**Inspiration in Action: Showrunners, the DNA of the Project**" will feature creators, directors, and showrunners such as **Arantxa Echevarría**, creator and director of "Chavela" (Spain); **Amaya Muruzabal**, creator of "Reina Roja" (Spain); **Diego Ramírez Schremp**, executive producer of "Cien Años de Soledad" (Colombia); **Martín Vatenberg**, creator of "Cris Miró" (Argentina); and **Diego San José**, creator of "Celeste" (Spain).

Additionally, **Gloria Saló**, Director of Production and Content Consulting at **GECA**, will return to Iberseries & Platino Industria to present a new analysis on the future of the Ibero-American audiovisual market in the coming months. This will take place during the conference "**Iberfiction: Future Trends presented by Teleformat (GECA).**"

In this session **The Audiovisual Revolution: Implementation of Digital Doubles in Productions**, we will explore the opportunities and benefits that the application of **Digital Doubles** presents in the audiovisual sector. Key perspectives on this innovative technology, which is revolutionizing the way stories are created and presented on screen, will be discussed—from special effects to the recreation of iconic scenes.

The session will examine the endless possibilities this technique offers to elevate the quality of audiovisual productions, transforming narratives and allowing creators to explore a wide range of worlds and characters. From a legal perspective, the regulatory and normative aspects affecting its implementation in the entertainment industry will be addressed. Speakers include **Clara Ruipérez**, Director of Legal Strategy for Content, Brands, and Digital Transformation at **Telefónica** (Spain); **Iñaki Lacosta**, Founder of **Xreality Studios** (Spain); **Curro Royo**, screenwriter, creator, and Vice President of **DAMA** (Spain); and **Carmen Páez**, Sub-Secretary of Culture at the Ministry of Culture (Spain).



Artificial intelligence will once again lead the discussion in the conference "**Impact of AI on the Audiovisual Sector: Uses and Consequences.**" This session will feature **Santiago Yuste**, CIO of **Secuoya Content Group** (Spain); **Ricardo Vaca**, President of **Barlovento Comunicación** (Spain); **Carlos Gómez**, CEO of **EGEDA México**; and **Marta Sanz**, Secretary General of **AMC Networks International Southern Europe** (Spain). The conference is presented by **EGEDA's Panorama del Audiovisual Iberoamericano**.

The way digital natives interact with and consume audiovisual content brings important reflections on the future of the industry. The session "**Generation Z: Consumption, Engagement, and New Business Models**" will address these topics, discussing how brands are increasingly becoming crucial in financing audiovisual content for Generation Z and, consequently, in their business models. Participants include **Gonzalo Pastor**, VP of Global Business Development at **Webedia Spain**; **Carles Cabré**, Head of **Webedia Studios** (Spain); **Pilar Sánchez Macías**, Head of Multi-channel Network & Partners at **YouTube** (Spain); and **Victoria Cazalla**, Strategic Partner Manager - TV & Film at **YouTube** (Spain).

Additionally, the panel "**Exploring Financing Opportunities in the Audiovisual Industry from a Public Perspective – ICAA**" will bring together experienced financing professionals and other industry representatives to explore the various public funding possibilities available. The panel will feature **Ignasi Camós**, Director General of **ICAA** (Spain); **Elena Vilardell**, Technical Secretary and Executive of **Programa Ibermedia** (Spain); and **Peter Andermatt**, Managing Director of **Oficina Media España**.

US Day Event

As previously announced, US Hispanic stories will take center stage during the **US Day at Iberseries & Platino Industria**. The Hispanic audience in the United States represents a huge market. Leading executives will discuss how to approach the creation of films and series, the needs of commissioners, their understanding of this audience and its language, and how the industry can improve to bring authentic projects to market that attract the Spanish-speaking audience in the US and achieve commercial success.

With the participation of **Carlos Quintanilla**, VP of Original Content for Latin America & USH at **Sony Pictures Television** (USA); **Leonardo Zimbrón**, SVP of International Coproduction & SP Features at **3Pas Studios** (USA); **Luis Balaguer**, CEO & Co-founder of **Latin World Entertainment** (USA); and **Sergio Pizzolante**, President of **Secuoya Studios** Commercial & International Distribution (USA), the session will reveal how to produce this type of content.

The panel "**International Production by USA**" will examine the appeal of the Ibero-American market for the USA, highlighting its growth potential, cost-reduction opportunities, and local talent. The discussion will focus on co-production opportunities and methods between the USA and Ibero-American territories, as well as services, the impact of different business models, and creativity. The panel will feature **Georgina Gonzalez**, VP of Global Scripted Series at NBC Universal, **Universal International Studios** (USA); **Jacobo Aparicio**, Director of International Content at **Anonymous Content** (USA); and **James Costos**, President of **Secuoya Studios** (USA).

"**Remakes beyond Adaptations**" is another topic that will be addressed during US Day. Experts in adaptations will discuss whether success is easy to replicate, the countries where IPs can be found, how to create a franchise from scratch, and how to preserve the authenticity of the original concept. The panel will feature **Meg Thomson**, EVP of Worldwide Content at Globalgate (UK), and **David Castellanos**, International Sales of Film Remakes and Distribution at Cinema Republic (Spain).

Additionally, the conference "**The State of Fiction: Trends for a Global Market**" will bring together commissioners from the USA, Latin America, and Spain to discuss the models they use to expand, the types of content they seek, and the areas they are investing in. They will examine the co-production agreements they are leading and the opportunities available for producers to collaborate with them. Confirmed speakers include **Augusto Rovegno**, Senior VP of Acquisitions at Vix (USA); **Alex Medeiros**, Head of Content - Drama & Documentaries - Globoplay Originals at **Globo** (Brazil); and **Emilio Sánchez**

FOURTH EDITION



Zaballos, Director of atresplayer at **Atresmedia** (Spain).

During **US Day**, various networking activities will also be organized, such as the **Financing Breakfast**, which will include international financial funds, CEOs of leading national and international production companies, and executives who have made a significant impact on the Spanish and Portuguese audiovisual sectors. These professionals will be among those present at **Iberseries & Platino Industria**.

Joyce Zylberberg, Co-founder and President of **Screen Capital** (Chile), has stated, "Iberseries & Platino Industria is an essential meeting point for the Ibero-American audiovisual industry. It's the perfect place to reconnect, discover content, understand trends and new business models, and explore emerging talents."

More activities and prominent professionals will be announced soon - among the most recent confirmations are **Daniel Écija**, founder, producer and screenwriter of **The Good Mood** (Spain) and **Paul Presburger**, CEO of **Miércoles Entertainment** (USA), who will join the programme of activities at **Iberseries & Platino Industria 2024**, its promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with the support of the **Comunidad de Madrid**, **Ayuntamiento de Madrid**, **ICEX Spain Export and Investment** and the sponsorship of **Madrid Film Office** and **Film Madrid**.

More information: www.iberseriesplatinoindustria.com

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