



Evan Shapiro to kick off the fourth edition of Iberseries & Platino Industria

- The renowned entertainment industry analyst and producer of television, film, and podcasts, and **Emmy and Peabody** award winner, will deliver the Business Keynote: ***Thriving in Ibero-American Markets in the User-Centric Era***.
- **Evan Shapiro** will bring his extensive experience and expertise to the conference program of **Iberseries & Platino Industria 2024**, which will take place from **October 1 to 4** at **Matadero Madrid**. His participation promises to be an additional draw for attendees, who will have the opportunity to interact with one of the most influential professionals in the audiovisual industry.
- Other prominent figures from the sector who will also be present at the **largest international event of the Ibero-American audiovisual industry** will be announced soon.

Madrid, August 1, 2024. **Evan Shapiro**, acclaimed entertainment industry analyst and producer of television, film, and podcasts, and **Emmy and Peabody** award winner, will kick off the program of activities with a special keynote during the fourth edition of **Iberseries & Platino Industria**, which will be held from **October 1 to 4, 2024**, at **Matadero Madrid**.

Known as the "cartographer" of the entertainment industry since the publication of his first "Shapiro's Media Universe Map" by Deadline magazine, Shapiro has enthusiastically confirmed his participation in the event. *"I am thrilled to make my first trip to Madrid for Iberseries & Platino Industria, and very honored to be included in this incredible lineup of content thought leaders from around the world"*, he says.

Shapiro is globally recognized for his predictions and distinctive visualizations of the sector, serving as a reference for companies, executives, analysts, and universities as a guide for mapping the media landscape. With a very specific point of view, Shapiro charts the future of media through his essays in the Media War & Peace Newsletter and with his agency ESHAP.

Shapiro's keynote, ***Thriving in Ibero-American Markets in the User-Centric Era***, will delve into the current state of the media and highlight the crucial role of Ibero-American markets in the constantly evolving, user-focused audiovisual industry. *"The Media landscape is not changing, it has changed. Consumers are now in control, and they use tech devices to wield their power. If you put your audiences at the center of everything you do, you can do more than survive these changes, you can thrive because of them"*, he assures.

In addition to his work as an analyst and producer, **Shapiro** serves as a professor at the business schools of NYU and Fordham and is the chairman of the board of the nonprofit educational company One Diverse Industry. Among his most successful productions are *Portlandia*, *This Film Is Not Yet Rated*, *Please Like Me*, *Comedy Bang Bang*, *Brick City*, and *Harmonquest*.



More activities and speakers for Iberseries & Platino Industria 2024 will be revealed soon. This event is spearheaded by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with support from the **Community of Madrid**, **Madrid City Council**, **ICEX Spain Export and Investment**, and sponsored by **Madrid Film Office** and **Film Madrid**.

More than **800 professionals** from the **film and audiovisual sector** have already confirmed their presence at the largest international event of the Ibero-American audiovisual industry, including numerous executives and companies from around thirty countries.

Accreditation at **Iberseries & Platino Industria** will provide access to a wide range of professional activities, as well as the market and networking area. This unique space facilitates the connection between business and talent, the exchange and development of ideas, projects, and opportunities for financing and co-production through meetings between creatives, platforms, television networks, producers, and other industry agents.

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