

# Atresmedia celebrates a day of exclusive activities at Iberseries & Platino Industria

- **Atresmedia** and **Iberseries & Platino Industria** join forces to host **Atresmedia Day**. A day of exclusive activities organised as part of the **fourth edition** of the **primary international meeting of the Ibero-American film industry**, which will take place on October 2 at Matadero Madrid.
- As part of the **Iberscreenings Second Window** programme, **Atresmedia Day** will begin with screenings of the recently released ***Beguinas, Eva & Nicole*** and the successful ***Sueños de Libertad***.
- In addition, there will be a special screening of ***El Gran Salto***, an original **Atresplayer** series that tells the life of the Olympic champion Gervasio Deferr in the **Coming Soon** section, with **Óscar Casas**.
- **Atresmedia** will complete its notable participation in the **fourth edition** of **Iberseries & Platino Industria** by taking part in the **conference programme**, among other **networking activities**, and will be an official sponsor of the **Buyers Lounge** area.

Madrid, September 12, 2024. **Atresmedia** will play a prominent role in the **fourth edition** of **Iberseries & Platino Industria**, the largest international event in the Ibero-American film industry. This event will take place from **October 1 to 4, 2024**, at **Matadero Madrid**, promoted by **EGEDA** and **Fundación Secuoya**, together with **FIPCA**, with the support of the **Community of Madrid**, **Madrid City Council**, **ICEX Spain Export and Investment** and the sponsorship of **Madrid Film Office** and **Film Madrid**, among other collaborating entities.

## Atresmedia Day

**Iberseries & Platino Industria**, in collaboration with **Atresmedia**, has organised **Atresmedia Day** on Wednesday, October 2, a day of exclusive activities in which the newest and most recent fictional content will be presented as part of the **Iberscreenings** section.

In the **Coming Soon** section, a preview of the new series ***El Gran Salto*** will be screened, which tells one of the most exciting stories in Spanish sport, the life of Olympic champion Gervasio Deferr, his path to Olympic success and his fall into the depths of hell. A colloquium will also be organised with Oscar Casas, the star of the series.

This is an **Atresmedia Televisión** production in collaboration with **Diagonal TV** (Banijay Iberia). Montse García, Jordi Frades and Ignasi Serra are the executive producers and Jaume Banaclocha is the producer. José Rodríguez is the creator and scriptwriter of the series. Directed by Roger Gual, with Marta Creus and David Masllorens in charge of Production Direction.

**Óscar Casas** plays Gervasio Deferr and the cast includes Olivia Baglivi, Pau Roca, Greta Fernández, Alfons Nieto, Joaquín Daniel, Carolina Román, Bea Segura, Beka Lemonjawa, Christian Checa, Fran Berenguer, Lucía Juárez, Carlus Fàbrega, Pep Ambròs, Nausicaa Bonnin, Carla Linares and Salim Daprinnee, among others.

***El Gran Salto*** was created by José Rodríguez, based on the biography that Deferr himself recounts in his book with the same name. The five episodes of the series will last 50 minutes and have been shot in different locations in the province of Barcelona, with filming finishing in mid-June. This new original fictional drama from **Atresplayer** will premiere on the **Atresmedia** platform this year.

In the **Second Window** programme, the recently premiered series **Beguinas, Eva & Nicole** and **Sueños de Libertad** will be screened, with exclusive passes aimed at international buyers, in search of new marketing windows:

**Beguinas (Atresmedia TV, Buendía Estudios)** /Drama, 2024, tells the story of Lucía de Avellaneda. After a message from her mother, she goes to a convent, where she questions her previous life and learns about love through a pure but forbidden passion.

**Eva & Nicole (Atresmedia TV, The Good Mood Productions)** / Comedy Drama, 2024, about Nicole's dream life with her husband in Marbella, which is disrupted when Eva, an acquaintance from the past, reappears and turns her world upside down.

**Sueños de Libertad (Atresmedia TV, Diagonal TV)** / Soap, 2024, this depicts Begoña Montes, a woman who lives trapped in a toxic marriage and seeks her long-awaited freedom in 1958 Spain.

**Atresmedia** will also sponsor the **Buyers Lounge**, the official **Iberseries & Platino Industria** buyers' and commissioners' lounge.

### The State of Fiction: Trends for a Global Market

**Atresmedia** will also take part in the **conference** programme with renowned global professionals from the film and cinema sector, participating in several networking sessions.

Commissioners from the United States, Latin America and Spain will discuss global trends and share their editorial strategy. What content are they looking for and where do they invest, what co-production agreements do they have in place and what models do they adopt to continue to grow and retain audiences? What opportunities are there for producers to work with them?

All of this will be discussed on the panel **The State of Fiction: Trends for a Global Market**, which will be held on **Thursday, October 3**, with the **participation of** Augusto Rovegno, **Senior VP Acquisitions at Vix (USA)**; **Alex Medeiros**, Head of Content – Drama & Documentaries – Globoplay Originals at Globo (Brazil) and Emilio Sánchez Zaballos, director of Atresplayer, **Atresmedia (Spain)**.

**Sánchez Zaballos** is currently responsible for content strategy, product development and management of the online video platforms of the **Atresmedia** film group.

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