

## Prime Video, Disney+, Globo, RTVE, Mediterráneo Mediaset, and Secuoya Studios will present their new fiction content at Iberseries & Platino Industria

- The **first episode** of the series ***Sutura*** (Spiral International, Boutique Filmes, Prime Video), ***Entre paredes*** (Disney+, Star Original Productions, BTF Media), ***Intolerantes / Os Outros*** (Globoplay), ***Es amor?*** (Coral Cine), and ***Favàritx*** (TV ON Producciones, Empatic Comunicación, and Volf Entertainment) will be previewed in the **Capítulo UNO** section of **Iberscreenings**.
- **RTVE** will unveil the first images of its new fiction productions ***Asuntos Internos*** (RTVE, Mediacrest) and ***Las abogadas*** (RTVE, Mod Producciones). **Prime Video** will show a preview of the Mexican series ***Cada minuto cuenta*** ( Amazon Studios, Traziende Films). **Premier Cine** will host the launch of the feature film ***Mensaje en una botella***, produced by Leyenda Films, Kuarzo International Films, and Corinthian.
- **Filmax, Film Factory, and Latido Films** will attend **Iberseries & Platino Industria** with an exclusive selection of titles, including both new releases and older ones from their catalogs.
- In addition to the already announced titles from **Atresmedia** and **Movistar Plus+ International**, both **Mediterráneo Mediaset** and **Secuoya Studios** will participate in the **Segunda Ventana** program aimed at international buyers with ***El Marqués*** and ***Los 39***, respectively.

Madrid, September 26, 2024. The fourth edition of **Iberseries & Platino Industria**, to be held from **October 1 to 4** at **Matadero Madrid**, will begin in a few days. The event will be promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with the support of the **Community of Madrid** and **Madrid City Council**, and with sponsorship from **Madrid Film Office** and **Film Madrid**, among other collaborating entities.

One of the main focuses of this major occasion for Ibero-American audiovisual content will be the **Iberscreenings** program, featuring screenings of new content from Ibero-American fiction series and recently premiered or soon-to-be-released feature films. Producers, distributors, television channels, platforms, and international sales agencies will be in attendance to present this content in different sections to accredited professionals, media representatives, and/or international buyers.

This activity will be supported by **ICEX Spain Export and Investment** through its umbrella brand **Audiovisual from Spain**.

### **Iberscreenings: Capítulo UNO**

On Tuesday, October 1, the **first chapter** of ***Sutura***, a Brazilian medical thriller by **Spiral International** and **Boutique Filmes**, produced for **Prime Video**, will be shown for the first time at Cineteca's Sala Plató in a session open to the [public](#).

The series, scheduled for release in late November on Amazon's Latin American platform, is directed by Diego Martins and stars Cláudia Abreu and Humberto Morais. ***Sutura*** tells the story of a talented and incorruptible young man from the outskirts of São Paulo who has recently graduated, and a famous and sharp-tongued elite surgeon, as they begin working as doctors for a criminal group.

**Gustavo Mello** (Brazil) and **Zasha Robles** (USA), showrunners and executive producers of the series, will present and **Leonardo Edde**, founder of **Urca Filmes** and VP of **Firjan** (Brazil), will moderate.

On Wednesday, October 2, episode one of ***Entre paredes***, a Mexican series by **Star Original Productions (The Walt Disney Company Latin America)** and **BTF Media**, will be presented to the [public](#) in Sala Azcona, with the participation of **Leonardo Aranguibel**, VP, Head of Production Operations & Strategy of **The Walt Disney Company** (USA) and **Mariana Perez**, VP Development and Production, Head of General Entertainment of **The Walt Disney Company** (Argentina).

This romantic comedy, directed by Noé Santillán-López, will premiere on Disney+ in Mexico in early 2025, with Aislinn Derbez, Christian Vázquez, Mariana Burelli, and Armando Hernández among its cast. ***Entre paredes*** follows the life of an event planner who is matched on a dating app with a soap opera editor, unaware that they are neighbors

On October 2, in a session open to the [public](#), Sala Azcona will also host the European premiere of the second season of ***Intolerantes / Os Outros*** by **Globoplay** (Brazil). **Alex Medeiros**, Head of Dramaturgy & Documentaries of the Globoplay Originals at **Globo** (Brazil) will present the opening episode, moderated by **Leonardo Edde**, founder of Urca Filmes and VP of Firjan (Brazil).

Acclaimed by Brazilian critics and nominated for a Venice TV Award, ***Intolerantes*** was Globoplay's most-watched series in Brazil during its first season. Focusing on family and social relationships, this fiction program created by Lucas Paraizo and starring Adriana Esteves, Maeve Jinkings, Milhem Cortaz, and Thomas Aquino maintains its essence in a plot which once again centers around the coexistence between neighbors, this time set in a luxurious community, raising questions about intolerance and the difficulty of communicating in today's society.

On Thursday, October 3, Cineteca's Sala Borau will host the screening of the first chapter of ***Favàritx*** (**TV ON Producciones, Empatic Comunicación, and Volf Entertainment**), with the participation of **Paloma Mora**, CEO and producer at **TV ON Producciones**.

***Favàritx*** is a blend of crime, intrigue, and corruption in a Spanish and Portuguese production directed by Rafa Montesinos and Adán Aliaga, which will premiere in 2025 on RTP, IB3, and HBO. The cast includes Paz García, Abdelatif Hwidar, Àlvar Triay, Pêpê Rapazote, Benedita Pereira, and Carolina Carvahlo.

A brilliant inspector who is exiled to the quiet island of Menorca is on the hunt for a serial killer who makes his crimes appear to be suicides. During the investigation, Marta and her partner Àlex discover a web of urban corruption orchestrated by the Portuguese mafia, who have decided to use the quiet island of Menorca as a storage facility for their drug stashes.

Finally, **Coral Cine** will screen the first episode of Uruguay's ***Es amor?*** on Friday, October 4 at Sala Borau, with the assistance of **Marisa Quiroga**, co-creator of the series (Argentina), and its director, **Sebastián Bednarik** (Uruguay). **Rodrigo Ros**, coordinator of the **Iberseries & Platino Industria Co-Production and Financing Forum**, will moderate the session.

The fiction series, which moves between drama and comedy, was premiered on Uruguay's TV Ciudad channel and will now be presented to the international market. It is based on the stories of six people who use networks to interact and display erotic fantasies without prejudice. They search, expose themselves, lie, dream, and in the end, receive unexpected rewards. The cast includes Santiago Musetti, Verónica Dobrich, Emanuel Sobré, and Agustín Urrutia, among others.

Just two years ago in 2022, ***Es amor?*** successfully participated in the first edition of the **Iberseries & Platino Industria Co-Production and Financing Forum**, and a second season is already in development.

## Iberscreenings: Próximamente

**RTVE** joins the **Próximamente** programming with a preview of its upcoming prime-time series **Asuntos Internos** and **Las abogadas**, to be held on Thursday, October 3 at Sala Azcona.

**Asuntos internos (RTVE, Mediacrest)** is a thriller set in a neighborhood police station in Madrid in the late 1970s, led by one of Spain's first female police officers, who infiltrates a plot to uncover a network of corruption linked to heroin trafficking in Madrid.

The series, created by Pedro García Ríos and Rodrigo Martín, stars Laia Manzanares, Silvia Abascal, Nacho Fresneda, Luis Callejo, Carla Campra, Marta Poveda, Nico Romero, César Vicente, and Javier Collado. The screening will be attended by: **José Pastor**, Director of Film and Fiction at **RTVE**; **Laia Manzanares**, leading actress; **Samantha López Speranza**, series director; **Gustavo Ferrada**, Director of Fiction at **Mediacrest** (Spain).

**Las abogadas (RTVE, Mod Producciones)** is a drama based on true events that tells the story of the female labor lawyers who survived the massacre at an office in Atocha in 1977 during the Spanish transition. Created by Patricia Ferreira, the new fiction series stars Paula Usero, Irene Escolar, Almudena Pascual, Elisabet Casanovas, Manuel Canchal, and Álvaro Rico.

The presentation will again be attended by: **José Pastor**, Director of Film and Fiction at **RTVE**; **Paula Usero**, leading actress; **Juana Macías**, series director; **Guillem Vidal**, Executive Producer at **Mod Producciones** (Spain).

**Prime Video** will also be at the **Próximamente** event on Thursday, October 3, for the **Cada minuto cuenta** session. **The power of virtual production**, where the director and showrunner of the series, **Jorge Michel Grau** (Mexico) and **Alonso Aguilar**, Head of Mexico Originals at **Amazon Studios** (Mexico), will showcase a sneak preview of the series **Cada minuto cuenta (Amazon Studios, Traziende Films)** and will reveal how virtual production was used for the first time in Latin America to recreate, with unprecedented accuracy, the scenes of one of the gravest ordeals Mexico has ever faced – the 1985 earthquake – with a unique immersion in this innovative production process. The session will be moderated by **Adriana Castillo**, General Coordinator of **Platino Industria** (Mexico).

## Curro Royo to take part in the presentation of the first images of the movie *Como agua para chocolate*

As previously announced, **Iberseries & Platino Industria** will host the presentation of **HBO's** new Mexican original series **Como agua para chocolate**, scripted by Curro Royo, María Jaén, and Jimena Gallardo. Unpublished images of this production will be screened, followed by a panel with its creators. Participating will be **Jerry Rodriguez**, showrunner and executive producer of *Como agua para chocolate* and SVP Head of Scripted at EndemolShine Boomdog (Mexico), as well as **Jorge Tijerina**, Head of Script Content Development for Mexico at Warner Bros. Discovery; Curro Royo, Head Writer of *Como agua para chocolate* (Spain) also joins the team.

## Iberscreenings: Segunda Ventana

**Mediterráneo Mediaset** brings **El Marqués (Mediaset España and Unicorn Content)** to the **Segunda Ventana** program, featuring already released or upcoming content aimed at buyers with the objective of reaching new windows and territories for international distribution and marketing.

On Tuesday, October 1, Sala Borau will present this series, which premiered on Telecinco in May and concerns the Los Galindos crime, a case that became time-barred in 1995 and remains unsolved almost 50 years later. **Rocío Cachero**, International Sales Director of **Mediterráneo Mediaset** (Spain) and **Silvia Cotino**, Deputy Director of Sales and Business Development of **Mediterráneo Mediaset** (Spain) will participate.

**Secuoya Studios** will attend **Segunda Ventana** with the series **Los 39** (Secuoya Studios) on Wednesday, October 2 at Sala Borau. Directed by Max Lemcke and Jorge Saavedra, it integrates

elements of thriller, mystery, survival, and epic drama, and centers on the 39 sailors left behind by Christopher Columbus on the island of Hispaniola and the civilization they encountered upon their arrival. It has an international cast headed by Hugo Silva, Pablo Derqui, Víctor Rebull, Diego Vásquez, Akima Maldonado, Daniel Grao, Sandra Reyes, Alejandra Preciado, Robert Aguilar, and Ángela Cano.

The series goes beyond the official version of history, delving into the lives and experiences of its protagonists, their relationships with the Taino tribes that inhabited the island, and the struggles for power, love, and survival that developed in this historical context. The session will be presented by **David Martínez**, executive producer of the series and Director of Fiction at **Secuoya Studios** (Spain), and **María García Castrillón**, Director of Co-Productions at **Secuoya Studios** (Spain).

### **Iberscreenings: Showcases**

**Iberseries & Platino Industria** inaugurates a new section of **Iberscreenings** in this edition: **Showcases**, featuring an exclusive selection of teasers for feature films and series, including upcoming content recently screened at international festivals and selections from the catalog. These sessions, which will be held at Cineteca's Sala Borau, will be accompanied by presentations from the executives or sales agents of each participating company. Major international sales agencies such as **Film Factory**, **Filmax**, and **Latido Films** will be involved.

On Tuesday, October 1, **Film Factory**, an independent sales agency founded in 2011 with high international potential, will present some of the most notable titles they have produced in 2024, with the participation of **Vicente Canales**, Managing Director of **Film Factory** (Spain).

**Filmax**, Spain's leading independent studio, will present a selection of its best series and movies, including romantic comedies, dramedies, genre movies, dramas, sports documentaries, animation, and series with remake potential. This will take place on Thursday, October 3, with the participation of **Claudia Nario**, International Sales Executive of **Filmax** (Spain).

**Latido Films**, which has been selling some of the most outstanding Spanish and Latin American movies around the world for more than 20 years, will also be present on Thursday, October 3 to showcase the new titles with which it has been participating with great success in the recent Toronto and San Sebastian festivals. **Antonio Saura**, Managing Director of **Latido Films** (Spain), will be present.

### **Iberscreenings: Premier Cine**

The WIP screening of the Argentine feature film **Mensaje en una botella** by **Leyenda Films**, **Kuarzo International Films**, and **Corinthian** will be held on Tuesday, October 1st at Sala Azcona (Cineteca) and will be open to the [public](#). This project was conceived in the 2022 edition of **Iberseries & Platino Industria**.

It is a comedy directed by Gabriel Nesci and starring Luisana Lopilato, Benjamín Vicuña, Benjamín Amadeo, Luciano Cáceres, Rafael Spregelburd, Luis Machín, Eduardo Blanco, Gabriel Corrado, Inés Estévez, Marina Bellati, and Valeria Lois. The movie follows a sommelier who discovers a method of sending messages to the past in order to change some bad decisions she made years ago. However, the messages only complicate her present and change the lives of everyone around her.

### **More than 170 buyers have confirmed their attendance**

More than **170 buyers and commissioners** from **more than 30 countries** will be present at **Iberseries & Platino Industria**: *Argentina, Belgium, Brazil, Chile, Colombia, Croatia, Czech Republic, Dominican Republic, Ecuador, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Japan, Mexico, Netherlands, Peru, Poland, Portugal, Puerto Rico, South Korea, Spain, Switzerland, Turkey, United Arab Emirates, United Kingdom, United States, and Uruguay.*

Among them are companies such as **Amazon Prime Video, Atresmedia TV, VIX, Movistar Plus+, Paramount, RTVE, Globo, Warner Bros. Discovery, The Walt Disney Company, Sony Pictures Entertainment, Telemundo Enterprises (NBC Universal), AMC Networks, A&E, France Televisions, M6, VME Media, VRIO Corp, Grupo Audiovisual Mediaset España, WDR Mediagroup, RAI Radiotelevisione Italiana, Sky Italia, M6, TRT TABII, YLE-Finnish Broadcasting Company, MBC, Youtube / Google/, ZDF Studios, AXN, HJ Holding, KBS Media, and SBS Television.**

**Carolina Padula**, Director, Acquisitions at **Warner Bros. Discovery (USA)**, said: *"Iberseries & Platino Industria is a very enriching meeting for executives who buy and produce Spanish-language content, whether completed or in the pipeline. It is a very special meeting point that allows us to create and strengthen alliances in its various formats such as panels, workshops, screenings, and sessions."*

**Jennifer Moscat**, Content Acquisition and OnDIRECTV Director of **VRIO CORP (USA)**, explained: *"This event is key to discovering new content that will be released in 2025 and I am very excited to attend the conferences and hear the opinions of prominent personalities on market trends."*

**Doris Vogelmann**, VP of Programming and Operations, **VME MEDIA (USA)** also wanted to comment on her participation in this edition: *"The event is a fantastic opportunity to meet key players in the audiovisual industry from Spain, Portugal, Latin America, and the US Hispanic market."*

**Aline Cochet**, Head of series selection, **Groupe M6 (France)**, stresses that *"The opportunity to attend Iberseries & Platino Industria is the best way to discover what new programs the Hispanic audiovisual industry has to offer and what could be appealing for our French audience"*

All the information about **Iberscreenings** can be found [here](#)

Download [Graphic Material](#)

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