

## **Iberseries & Platino Industria wrapped up its fourth edition with the participation of more than 2,600 professionals and the aim of continuing to promote the development of the Ibero-American audiovisual industry**

- **Iberseries & Platino Industria** reaffirms its position as the **largest international event for professionals in the audiovisual industry in Spanish and Portuguese**, fostering debate on the most current and innovative topics in the sector.
- The **major Ibero-American audiovisual event**, held from October 1 to 4 at Matadero Madrid, concluded its four days with a series of presentations, panels with industry leaders, exclusive premieres of new content, recognitions, collaboration agreements, one-to-one meetings to strengthen new projects, and training activities.
- **50 countries** in attendance and more than **1,000** participating **companies. 56 panels** were held with the participation of around **220 speakers** of renowned international prestige. The program of more than **120 activities** included **Conferences, Keynotes, and Spotlights, Iberscreenings, the MAI zone (Ibero-American Audiovisual Market), Co-production and Financing Forum, Pitch Sessions for Platforms and Producers, Training Workshops, Film and Education** activities, and other networking activities.
- **Registration for the virtual format** remains open for those professionals interested in watching the most prominent conferences and panels of this edition, which are available on the **eventival platform** until **October 25**, as well as access to the **Professional Directory**, a tool that allows you to see the list of professionals attending the fourth edition of **Iberseries & Platino Industria** to help you expand your network.

Madrid, October 11. The fourth edition of **Iberseries & Platino Industria** concluded last Friday, October 4 at Matadero Madrid, completing an extensive and exclusive program of nearly **120 activities** spread over four days and exceeding all expectations by bringing together more than **2,600 industry professionals** from **50 countries**.

This major event for audiovisual production in Spanish and Portuguese is promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA** and with the support of **Madrid City Council**, the **Community of Madrid**, **ICEX Spain Export and Investments**, and the **Spanish Ministry of Culture and Sport**. It is sponsored by the **Madrid Film Office** and **Film Madrid** and has the special collaboration of **Spain Film Commission**, the **UN SDSN (United Nations Sustainable Development Solutions Network)** and the **Madrid Audiovisual Cluster**, among other entities.

For this edition, **Iberseries & Platino Industria** *counted on*, among others, **EL PAÍS TV**, **Berlinale Series Market**, **Río2C**, **Deadline**, **The Core**, **Mrs. Greenfilm**, and **OM-MA**, and as *media support*, **The Hollywood Reporter**, **Variety**, **Screen International**, **El**

Observador, TIVÙ, Newsline Report and Format.biz.

A large representation of the Ibero-American industry, including authors, creators, filmmakers, scriptwriters, showrunners, producers, distributors, buyers, sales agents, platforms, television networks, studios, talents, managers, executives, and decision makers from **more than 1,000 companies**, as well as financial institutions, investment funds, and organizations dedicated to tourism, education, and new technologies related to the audiovisual sector, gathered in this unique space, whose objective was to promote industry connections, learn about the latest trends, generate synergies and business opportunities to support the development of new projects, and consolidate the Ibero-American audiovisual industry worldwide, including series and feature films.

The largest number of professionals participating in **Iberseries & Platino Industria** came from **Spain, Mexico, Colombia, Argentina, the United States, Chile, Brazil, Peru, Portugal, and Uruguay**. In addition, the presence of executives from countries such as **Italy, France, the United Kingdom, the Dominican Republic**, Panama, Germany, Puerto Rico, and Ecuador at the event increased.

This year there has been a considerable increase in the participation of professionals from the **United States**. Many of them attended the third day of **US Day**, where the attractiveness of the Ibero-American market for the United States was analyzed. It is also worth highlighting the participation of **Brazil**, with an extensive delegation under the **Brazilian Content** brand.

More than **120 activities** were integrated into the four programming areas of **Iberseries & Platino Industria: Conferences, Keynotes, and Spotlights, Iberscreenings** (Capítulo UNO, Próximamente, Premier Cine, Segunda Ventana, and Showcases), **MAI** (Ibero-American Audiovisual Market), **Co-production and Financing Forum, Pitch Sessions for Platforms and Production Companies, and Training Workshops** for Showrunners, plus Artificial Intelligence in the Post-production of Film and Series, Financial Tools, and Content Strategy: from Development to Sale, as well as various activities related to film as an educational tool for teaching and audiovisual literacy, plus various networking sessions.

A total of **56 panels** were held, with the participation of **220 speakers**, key figures and industry experts, and the attendance of more than 200 international **journalists**. **Important agreements** were reached between different agents in the sector and the organizers from various entities to further **strengthen ties** on both sides of the Atlantic and to continue maintaining **collaboration** in future joint actions. New **content strategies** from major studios, platforms, and production companies were unveiled.

Major milestones were also celebrated, such as the presentation of the **30th anniversary of the Forqué Awards**, as well as the presentation of the **first ONCA recognition** for the **best sustainable production**, awarded by **Iberseries & Platino Industria** in collaboration with **Mrs. Greenfilm**, which was given to “**Reina Roja**”, an original Prime Video series released worldwide in February on the Amazon platform and which took place in the session *Transforming the local industry towards sustainability*, held in collaboration with the **UN SDSN** (United Nations Sustainable Development Solutions Network).

There were **22** exclusive and other **screenings** open to the public, as well as premieres, new releases, and previews of new series and film content with production companies, studios, channels, platforms, and sales agents, all in the presence of **180 buyers** and commissioners from 30 countries. **189** new **projects** were presented in the **pitch**

sessions, **forum**, and **showrunners workshop**, selected from more than 1,300 proposals received.

Around **40 exhibitor stands**, and **executive tables** were part of the **MAI**. At **Plaza Matadero**, with a daily rotation of more than 800 professionals, the **EGEDA Pavilion: Universo Platino and its Platforms** and the **Secuoya Studios Pavilion** were present to showcase the latest innovations, and various institutional and corporate presentations were made.

The **MAI** featured the following **Country Corners** from **Mexico: Stage México Produce, Córner Colombia: Procolombia and Proimágenes Colombia, Córner Argentina and Córner Chile: CinemaChile / APCT**. Also participating in the event was **Brazilian Content**, with the assistance of **BRAVI** (Brasil Audiovisual Independente) and **Spicine** (Sao Paulo Film Commission).

These figures show that the **participation of professionals** from the industry has grown by more than **48%** since its first edition, and that an increasing number of delegates from outside Spain are attending, representing 45% of the total.

The number of **countries** present has **doubled** since 2021: from 25 attendees in the first edition to fifty in the fourth. The number of **companies** increased by **almost 50%** compared to last year.

### **Leading figures joined the fourth edition of the largest event in the Ibero-American audiovisual industry**

Many professionals participated these past few days in **Iberseries & Platino Industria**, including big names in the industry such as **Evan Shapiro** (ESHAP), **Ignacio Meyer** (Univision Networks Group), **Mauro García** (BRAVI), **Leonardo Aranguibel** (The Walt Disney Company), **Alonso Aguilar** (Amazon Studios), **Christian Gabela** (Gaumont), **Manuel Martí** (Fremantle), **Ignacio Corrales** (Buendía Estudios), **Fidela Navarro** (Dopamine), **Montse García Alvar** (Atresmedia TV), **Pilar Blasco** (Banijay Iberia), **Barbara Teixeira** (Anonymous Content), **Leonardo Zimbrón** (3Pas Studios), **Fabrizia Palazzo**, **Rebeca Aguilar** (Movistar Plus+), **Ramón Campos** (Bambú Producciones), **Georgina Borbolla** (Bold Finance), **Tyler Gould** (BondIt Media Capital), **Sofía Fábregas** (The Walt Disney Company Iberia), **Jorge Martínez** (Caracol Televisión), **Paula Manzanedo** (Film Finances), **Alex Medeiros** (Globo), **Mariela Besuievsky** (Tornasol Media), **Georgina Terán** (EFD Studios), and **Elisa Alvares** (Jacaranda Consultants).

Also in attendance were: **Alberto Carullo**, **Laura Carafoli** (Warner Bros Discovery), **Paul Presburger** (Miércoles Entertainment), **Michele Zatta** (RAI), **José Pastor** (RTVE), **Joyce Zylberberg** (Screen Capital, Chile), **James Costos** (Secuoya Studios), **Marta Sanz** (AMC Networks), **Georgina Gonzalez** (Universal International Studios), **Carlos Quintanilla** (Sony Pictures Television), **Marta Ezpeleta**, **Daniel Burman**, **Catalina Porto** (The Mediapro Studio), **Augusto Rovegno** (Televisa Univision), **Axel Kuschevatzky** (Infinity Hill), **César Benítez** (Plano a Plano), **Diego Ramírez Schremp** (Dynamo), as well as actors and actresses, creatives, and directors of the stature of **Paz Vega**, **Óscar Casas**, **Silvia Abascal**, **Paula Usero**, **Arantxa Echevarría**, **Curro Royo**, **Amaya Muruzabal**, **Martín Vatenberg**, and **Diego San José**, among many others.

## Iberseries & Platino Industria Closing Ceremony

At the **closing** ceremony in **Madrid's Matadero Plaza**, co-directors **Samuel Castro** and **Juan Alía** thanked all the participants in this edition for their attendance, which exceeded all expectations.

**Samuel Castro** declared that *“Iberseries & Platino Industria has become a fixed date in the calendar for all professionals who work, produce, and finance audiovisual content in Spanish and Portuguese. I think we have created a very positive meeting point with high-quality conferences and open participation among content generators who are eager to share and seek alliances and funding opportunities, one of the main objectives of this event, and we are now ready to open up to the European and international markets. By celebrating US Day for the first time, the aim was to invite professionals from the USA who would come with an inspiring perspective so that success stories from other countries could be shared in Spain, something that we intend to expand in 2025.”*

**Juan Alía** said that *“this edition has been a great success; the figures prove it and the results were extraordinary. We have increased the volume we had last year by a considerable amount. The increase in participating companies is very significant. It speaks volumes about the international nature of Iberseries & Platino Industria with the presence of 50 countries, and what will make us most proud is seeing how in two or three years the projects that have been presented here in the pitch sessions from platforms and producers and in the co-production and financing forum, as well as in the showrunners workshop, become reality and reach movie theaters, television screens, platforms, and the public, and seeing that all the work done has been useful and that this global event has contributed to achieving it.”*

**Adriana Castillo**, General Coordinator of **Platino Industria**, stated: *“The pitches from platforms and studios generated valuable opportunities for story development, while the country corners facilitated strategic connections between Ibero-American professionals. The US-Mexico conference, along with the inspiring keynotes by Evan Shapiro and Ignacio Meyer, provided crucial insights into the future of the industry. The notable presence of Latin American countries at the MAI enriched the exchange of ideas and projects. The content strategy workshop provided practical tools for creators, and the Platino Educa talk on the presence of women in the audiovisual sector revealed the real numbers of their representation in the different areas of content production.”*

*“With the excellent results of this edition, Iberseries & Platino Industria has established itself as the key event for building and connecting the Ibero-American audiovisual industry, driving innovation and international collaboration,”* she concluded.

## Virtual registration for Iberseries & Platino Industria is still open

**Virtual [registration](#)** remains open for those professionals interested in **watching** the most prominent **conferences** and **panels** of the edition, which are available on the **eventual platform** until **October 25**. Registering here also provides access to the **Professional Directory**, a tool that allows you to see the list of professionals attending the **fourth edition** of **Iberseries & Platino Industria** to help you expand your **contact list**.

We leave you with the best images of this edition! See you in 2025!

Watch [video summary](#)

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More information: [www.iberseriesplatinoindustria.com](http://www.iberseriesplatinoindustria.com)

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