

Iberseries & Platino Industria 2025 announces program highlights featuring leading figures from the international audiovisual scene

*The upcoming program will include **Spotlight** sessions led by some of the most influential global audiovisual companies: **HBO Max España, Banijay, Beta Film, and The Mediapro Studio. SkyShowtime** will deliver a keynote exploring the challenges and opportunities facing the European market.*

***Iberseries & Platino Industria** will welcome creatives, producers, financiers, executives, and key industry players such as **Kai Finke** (SkyShowtime), **Bibiana González** (Warner Bros. Discovery), **Pilar Blasco** (Banijay Iberia), **Steve Matthews** (Banijay Entertainment), **Hugh Welchman** (Breakthru Films), **Moritz von Kruedener** and **Christian Gockel** (Beta Film), **Mercedes Gamero** and **Pablo Nogueroles** (Beta Fiction Spain), **Amparo Castellano** and **Catalina Porto** (The Mediapro Studio).*

*Also joining the lineup are **Alonso Aguilar** (Amazon Studios), **Leonardo Zimbrón** (3Pas Studios), **Raymundo Díaz-González** (Consultant – Sony Pictures International Productions), **Laura Franses** (S4C), **Elisa Alvares** (Tower Peak Partners LLP), **Jeppe Gjervig Gram** (European Showrunner Programme), **Gloria Saló** (GECA), **Paula Palomino** (Twitch), and **Daniel Burman** (Oficina Burman – The Mediapro Studio).*

Madrid, June 30, 2025 - **Iberseries & Platino Industria**, the **largest professional event for the Spanish- and Portuguese-language audiovisual industry**, has unveiled part of its ambitious lineup of **Conferences, Keynotes, and Spotlights** for its **fifth edition**, featuring participation from top global industry leaders.

This year's sessions will once again address the most relevant and current issues in the audiovisual field, including emerging business and financing models, AI-based solutions, production and distribution strategies, evolving audience habits, and trends reshaping the industry ecosystem.

These analysis panels will feature high-level executives and renowned experts from the Ibero-American and European film and audiovisual industries, whose work is closely tied to some of the most significant companies in the global market.

Keynote and Spotlight preview: Major global players

Kai Finke, Chief Content Officer of **SkyShowtime**, will deliver a **Keynote** presenting his insights into the major challenges and opportunities facing the European audiovisual industry. Drawing on his market expertise, he will share perspectives on current trends and strategies for driving growth and innovation in the sector.

Finke said: “I couldn’t be more thrilled to attend my first Iberseries & Platino Industria event in Madrid later this year. The incredible lineup of creators and innovators shaping the future of our industry speaks for itself, and I look forward to sharing SkyShowtime’s evolving pan-European content strategy - one that remains firmly committed to local storytelling alongside blockbuster international hits.”

The **Iberseries & Platino Industria** agenda will include various **Spotlight** sessions featuring **HBO Max España**, **Banijay**, **Beta Film**, and **The Mediapro Studio**.

Confirmed participants include **Bibiana González**, Director, Content Networks & Streaming Non-scripted Original Production at **Warner Bros. Discovery**; **Pilar Blasco**, CEO of **Banijay Iberia** (Spain); **Steve Matthews**, Head of Scripted, Creative at **Banijay Entertainment** (UK); **Moritz von Kruedener**, Managing Director at **Beta Film** (Germany); **Christian Gockel**, EVP International Operations at **Beta Film**; **Mercedes Gamero** and **Pablo Nogueroles**, CEOs of **Beta Fiction** Spain; Amparo Castellano, Director of Non Fiction at **The Mediapro Studio** (Spain); and **Catalina Porto**, Head of **The Mediapro Studio** in **México** and **Colombia**.

Featured participation in the conference program

Additional confirmed participants in the **conference program** include **Laura Franses**, Director of Commercial Activities at **S4C** (UK), who will join a panel on financing and investment; **Elisa Alvares**, Chief Investment Officer, Global IP at **Tower Peak Partners LLP** (UK), who will participate in a session on venture capital and new perspectives in content investment; and **Jeppe Gjervig Gram**, Head of Programme at the **European Showrunner Programme** (Denmark), who will lead a session with showrunners exploring new creative approaches.

A panel on European fiction co-production will feature **Hugh Welchman**, Producer at **Breakthru Films** (Poland), while another session will explore the attention economy and creator economy platforms with **Pilar Sanchez Macías**, Head of **YouTube** MCNs and Family Partners in Spain & Portugal (YouTube, Spain), and **Paula Palomino**, Director of Global Spanish Partnerships at Twitch (Spain), the global live streaming service.

Gloria Saló, Director of Content Production and Consulting at **GECA** (Spain), returns to **Iberseries & Platino Industria** to analyze the latest trends and shifts in the audiovisual ecosystem.

Also returning this year are **Daniel Burman**, CEO of Oficina Burman – **The Mediapro Studio** (Argentina); **Leonardo Zimbrón**, SVP International Coproduction & SP Features at **3Pas Studios** (USA); **Alonso Aguilar**, Head of Local Originals Mexico at Amazon Studios (Mexico); and **Raymundo Díaz-González**, Producer and Consultant for **Sony Pictures International Productions** (Mexico), among many others to be announced soon.

Speaking about his return to the event, **Daniel Burman** stated: *"Iberseries & Platino Industria is a must-attend event for the Ibero-American audiovisual industry, a professional forum for dialogue and networking that I've had the privilege of attending many times."*

Leonardo Zimbrón added: *"It's the starting point of our development and sales roadmap. The event brings together a diverse mix of investors, buyers, and creatives who exceed every expectation. There's never a year we don't leave with goals achieved and new opportunities on the horizon."*

Alonso Aguilar commented, *"Iberseries & Platino Industria has become a must-stop on my annual calendar, with the number of Amazon MGM Studios executives attending growing each year. We also use it as a strategic launch platform for our biggest fall shows."*

In short, **Iberseries & Platino Industria 2025** will offer a thoughtfully curated and exclusive lineup of panels, designed to foster meaningful dialogue around the current and future landscape of the international Ibero-American audiovisual industry.

Now firmly established as a **reference point for the sector**, the event provides a dynamic platform where creators showcase projects, platforms and producers discover new voices and narratives, and content finds direct pathways to audiences.

The **fifth edition of Iberseries & Platino Industria** will take place from **September 30 to October 3** at **Matadero Madrid**, promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, and supported by the **Community of Madrid** and the **Madrid City Council**. It is sponsored by **Madrid Film Office**, **Film Madrid**, and **ICEX Spain Trade and Investment**, among other partner organizations.

Professional Accreditations:

Accreditation for **Iberseries & Platino Industria** grants access to the **full program** of professional activities and **eligibility to apply** for the event's various **calls for participation**.

This **professional accreditation**, available both in-person and virtual formats grants access to the private virtual space. This area includes the professional participant directory and offers on-demand viewing of key conferences and content.

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