

Eugenio Derbez, the Derbez Family, and Pedro Alonso to headline Iberseries & Platino Industria 2025 with 3Pas Studios and Amazon MGM Studios

Eugenio Derbez, Mexican actor, director, producer, and President and Co-Founder of **3Pas Studios**; **Alessandra Rosaldo**, singer, actress, television host, and entrepreneur (Mexico); **Aislinn Derbez**, actress, producer, and entrepreneur (Mexico & USA); **José Eduardo Derbez**, actor and television host (Mexico); and **Vadhir Derbez**, actor, singer, and entrepreneur (Mexico & USA), will be part of the lineup for the fifth edition of **Iberseries & Platino Industria**.

Pedro Alonso (Spain), actor and artist, and **Alonso Aguilar**, Head of International Originals for Mexico at **Amazon MGM Studios**, will join **Eugenio Derbez** in a conversation about the Mexican original production, **El Juicio**.

Madrid, September 25, 2025. **Iberseries & Platino Industria 2025**, the leading event for the Spanish- and Portuguese-language audiovisual industry, will showcase **Eugenio Derbez**, Mexican actor, director, producer, and President and Co-Founder of **3Pas Studios** (Mexico & USA). His presence on three major panels underscores the importance of creativity, family collaboration, and the global impact of his projects.

With more than three decades of experience, Eugenio Derbez has built a distinguished career in film, television, and voice acting, with hits such as *Instructions Not Included*, *CODA*, *Under the Same Moon*, and *Radical* (3Pas Studios). He is the creator and star of the hit series *De Viaje con los Derbez* (3Pas Studios), which has established the Derbez family as a leading name in family entertainment. His production company, 3Pas Studios, has developed original film and television content, expanding its reach and forging collaborations across multiple countries.

Participation in Iberseries & Platino Industria

On Thursday, October 2, from 10:00 to 10:45 a.m., at the Casa del Lector Auditorium, **Eugenio Derbez** will participate in the keynote **Eugenio Derbez: The Creative Vision**. In this session, Derbez will discuss how blending his artistic career with his role as a producer has allowed him to create original content and establish 3Pas Studios over the past decade. He will also share insights into his current projects and outline the company's strategy for meeting future challenges in an ever-evolving audiovisual landscape.

Later that same day, Thursday, October 2, from 12:00 to 12:45 p.m., in Sala Azcona (Cineteca), the conference **The Power of Family: The Derbez will take place**. The family members will discuss how they strengthen their individual and collective careers, sharing experiences from the recent Prime Video premiere of the fifth season of *De Viaje con los Derbez*, produced by 3Pas Studios, and previewing plans for new family projects. The conversation will underscore collaboration, creativity, and family unity as key elements in their professional and media success.

Participants will include **Eugenio Derbez**; **Alessandra Rosaldo**, singer, actress, television host, and entrepreneur (Mexico); **Aislinn Derbez**, actress, producer, and entrepreneur (Mexico & USA); **José Eduardo Derbez**, actor and television host (Mexico); and **Vadhir Derbez**, actor, singer, and entrepreneur (Mexico & USA).

Finally, on October 2, from 6:00 to 6:30 p.m., at the Casa del Lector Auditorium, the panel ***Stories that Transcend Borders: “El Juicio” - Two fathers, a Terrible Event, and the Fight to Protect What They Love Most*** will take place. **Eugenio Derbez** and **Pedro Alonso**, who will join the conversation, lead the cast of *El Juicio*, a drama series produced by 3Pas Studios and a Prime Video Original that explores the pursuit of justice in a case of sexual abuse.

The Mexican drama, consisting of eight episodes, is inspired by dozens of real stories where the Mexican justice system fails and was filmed on location in Puebla and Mexico City. It is directed by Roberto Sneider, Belén Macías, and Jorge Michel Grau, with a script written by Daniel Krauze.

The two lead actors will discuss a story that explores the limits of justice and the sacrifice of two fathers for their children. Exclusive, never-before-seen footage will be presented, offering the audience a unique insight into the impact of bringing characters with global resonance to life. They will be joined by **Alonso Aguilar**, Head of International Originals for Mexico at **Amazon MGM Studios**.

Pedro Alonso, actor, writer, and multidisciplinary creator, is internationally recognized for his role as Berlin in the hit series *Money Heist*, a character that established him as one of the most recognizable faces of Spanish drama worldwide. His charisma and versatility have enabled him to work across film, theater, and television, building a career defined by the intensity and depth of his performances.

Alonso Aguilar leads the strategy and development of original content for Prime Video in Mexico. Under his leadership, the studio has driven local productions that blend national creative talent with international standards, positioning the platform as a leading entertainment force in the region.

Javier Williams, President of Spanish-Language Series at **3Pas Studios** (Mexico & USA), will also attend Iberseries & Platino Industria to present the production company and strengthen its presence in the international industry. He aims to showcase 3Pas Studios' projects and highlight its commitment to creating content that connects with global audiences.

A must-attend event for audiovisual leaders and professionals

The **leading forum for the Ibero-American audiovisual industry** will bring together creators, producers, distributors, and buyers from across the globe. With the participation of talents such as the stars of *De Viaje con los Derbez* and actor Pedro Alonso, the event underscores its international reach and strengthens Madrid's position as a global hub for innovation, co-production, and talent.

Eugenio Derbez commented on his participation: *“At 3Pas we believe that good content travels, and with that spirit we are always exploring where we can find new stories and how we can tell them. I’m excited to share a bit of this vision at Iberseries & Platino Industria.”*

Pedro Alonso added: *"Filming the series EL Juicio in Mexico, alongside Amazon and Eugenio Derbez, has only confirmed to me that, both personally and professionally, I want to keep one foot on each side of the Atlantic. And what better place to talk about it than Iberseries & Platino Industria. I'll see you there. Thank you."*

Iberseries & Platino Industria will celebrate its **fifth edition** from **September 30 to October 3 at Matadero Madrid**. The event is organized by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with support from the **Community of Madrid** and the **Madrid City Council**. It is sponsored by **Madrid Film Office** and **Film Madrid Region**, with collaboration from organizations including **ICEX Spain Trade and Investment**.

More information: www.iberseriesplatinoindustria.com

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