

Iberseries & Platino Industria 2025 unveils its full conference program featuring major international figures

The largest professional event for Ibero-American audiovisuals announces new sessions in its agenda, including keynotes from showrunner John Altschuler and actress/producer Luisana Lopilato, Spotlights from Telemundo, Secuoya Studios and Sony Music Spain, conferences with Globoplay, Sony Pictures Television Latin America, The Walt Disney Company Latin America and Movistar Plus+, Focus Country sessions on Mexico and Italy, and participation from outstanding representatives and creatives from the international industry.

Madrid, September 15, 2025. **Iberseries & Platino Industria 2025**, to be held from **September 30 to October 3, 2025 at Matadero Madrid**, presents a comprehensive **conference program** that will bring together global leaders in the audiovisual industry in the Spanish capital.

The event, established as a meeting point for the creation, production, and distribution of content in Ibero-America and Europe, will offer keynotes, spotlights, and panels on the challenges and opportunities in the sector, featuring the voices of global leaders of the audiovisual industry. Among the **new features** are the following sessions:

Creativity Keynotes

The prestigious showrunner, screenwriter, and international producer **John Altschuler** (USA) will discuss his career and the key role of the showrunner in the industry, with special focus on his experience in **Silicon Valley**, a series that has become a benchmark for its combination of satire and narrative innovation.

Luisana Lopilato (Argentina), an actress with an outstanding international career in film and television, will present her new role as a producer. In her session, she will share her vision of the audiovisual industry and how her artistic experience brings unique value to the creation of original content with international projection.

International Spotlights

The program includes **Telemundo's Spotlight**, led by **Javier Pons**, Chief Content Officer and Head of **Telemundo Studios** (USA), which will offer a detailed look at the company's strategy for the coming year, including content trends, productions in development, and key genres, with a special focus on fiction and formats that reinforce its identity in the Hispanic and international market.

The panel, moderated by **Fran Llorente**, Director of Audiovisual Business at **Prisa Media** (Spain), will also discuss Telemundo's predictions about the global audiovisual ecosystem, encouraging opportunities for collaboration and co-production.

Secuoya Studios will lead the Spotlight **The Year of Global Expansion**, presenting its internationalization strategy and new models for collaboration with creative partners across different territories. The session will feature leading figures in international production, including **Chris Moukarbel**, founder and executive producer of **Permanent Wave Productions** (USA); **Chiara Cardoso**, Managing Director & Executive Producer at **BlackBox Multimedia** (UK); **Sydney Gallonde**, CEO of **Make it Happen Studios** (France); and **Jónas**

Margeir, CEO of **Act4** (Iceland). It will be moderated by **Brendan Fitzgerald**, CEO of **Secuoya Studios**.

For its part, **Sony Music Spain** will present at **Upcoming Content** its *slate* of launches and most relevant projects for the coming months. The company will share an advanced look at its creative roadmap, reaffirming its identity as a global leader in musical and audiovisual innovation. Participants include **Ignacio Corrales**, Managing Director of **Buendía Estudios** (Spain); **Alexis Morante**, director and screenwriter (Spain); and **Sergi Reitg**, VP of **Sony Music Vision Latin Iberia** (USA).

Conferences with leading voices shaping industry trends

In the session **Building Value: How to generate appeal and global projection from Latin America**, will address how local stories can engage global audiences and how production design helps turn a film into a powerful and universal cinematic experience. Panelists will include **Alex Medeiros**, Head of Content - Drama & Documentaries at **Globoplay + Canales Globo** (Brazil); and **Eugenio Caballero**, production designer (Mexico), moderated by **María Elena Wood**, president of **FIACINE** (Chile), offering strategic perspectives on content and aesthetic decisions to boost the international projection of Latin American works.

The panel **Carlota: The empress that crosses borders** will present "Carlota," an international series from Sony Pictures Television that reinterprets the life of Mexican Empress Carlota of Habsburg with a modern and multicultural approach. It will cover global production, acting, and Sony's strategy for premium Latin content, featuring **Carlos Quintanilla Sakar**, VP & Head of Content and Production Latam/USH at **Sony Pictures Television Latin America** (USA) and **Adriana Castillo**, General Coordinator of **Platino Industria**, who will serve as moderator.

In **From the original version to the remake with its own identity** the panel will delve into the creative challenge of adapting international hits to the Latin American market. **Celso R. García**, director of **Lunch Films** (Mexico) and **Raymundo Díaz-González**, Film Producer & Consultant (Mexico), will share key insights, lessons and examples from their experience with titles like *My Best Friend's Wedding* and *Tangos, Tequilas y Algunas Mentiras*, offering exclusive material from their latest remake developed together. **Ignacio Rey**, CEO of **Leyenda Films** (Argentina) will be the moderator.

El Clan Olimpia: A possible model for producers to retain IP rights? will address intellectual property models in Ibero-America, with **Leonardo Aranguibel**, VP, Head of Production Operations & Strategy at **The Walt Disney Company Latin America** (USA); **Mariela Besuievsky**, partner and producer at **Tornasol** (Spain); **Pablo Bossi**, producer at **GloriaMundi** (Argentina), and **Luis Vello**, CEO of **Par Producciones** (Spain). The session is moderated by **Fernando Madedo**, director of **FIPCA** (Argentina).

Focus Country

Scale Mexico: The dimensions of our audiovisual market

Mexico has been consolidated as the most dynamic creative and investment hub in Ibero-America, combining world-class talent, top-tier infrastructure, and an ecosystem that attracts capital, co-productions, and international opportunities. This session will explore how the Mexican audiovisual industry links content creation with global distribution, projecting its market beyond borders.

Daniel Birman Ripstein, CEO of **Alameda Films** (Mexico); **Érica Sánchez Su**, VP of Production and partner at **Lemon Studios** (Mexico); **Gerardo Morán**, CEO of **Zamora Films**

(Mexico); and **Mónica Vargas Celis**, CEO and Head of Production at **Traziende Films** (Mexico) will be panelists, moderated by **Rose Peral**, VP of Operations at **Inteligencia Fílmica Agency** (Mexico).

In **Focus Italy: Challenges and Trends in Audiovisual**, prominent Italian producers and representatives from the Italian Ministry of Culture will discuss new frameworks for cooperation and current challenges in production, financing, and distribution of audiovisual content, including international co-production strategies and access to tax incentives.

The talk will feature **Roberto Stabile**, Director of Internationalization at **Cinecittà** (Italy); **Gianni Russo**, producer at **Piano B** (Italy); **Valeria Beraldo**, Head of Co-Productions and Film Funding at **Indiana Productions** (Italy); and **Giovanni Cova**, President of **Quantum Marketing Italia**, and will be moderated by **Nacho Carballo**, audiovisual industry advisor for the **Comunidad de Madrid** (Spain).

Focus Territory

Medellín, audiovisual spring will show why the city is consolidating as a production hub, with the participation of **Harold Jiménez**, CEO of **Treinta&seis** (Colombia); **Julio César**, partner, director, and producer at **Clover Studio** (Colombia); and **Lina Pérez Arenas**, executive producer at **Emotion** (Colombia).

Institutional Support and New Tools

María Coronado, Director of Audiovisual at the State Society for Technology Transformation of the **Ministry of Culture of Spain**, will present New Support and Investment Tools for Audiovisual, analyzing public financing instruments, tax incentives, and digitalization mechanisms for audiovisual projects.

Business Affairs and international public policies

The panel on the role of Business Affairs and its relevance in the connection between audiovisual production and international public policies will explore how it ensures regulatory compliance, copyright protection, and coordination between the private interests of the audiovisual industry and international public policies. It will feature **Clara Ruipérez**, Director of the Intellectual Property Unit at **Telefónica Group** and member of the Board of Directors of **Movistar Plus+** (Spain); and **Carmen Páez**, Deputy Secretary for Culture at the **Government of Spain**. Moderated by **Carlos López Martín de Blas**, Secretary-General and Legal Director at **Secuoya Content Group** (Spain).

Also, the session **Value Drivers: The economic impact of SPLATAM film and TV content in the world** will present historical and recent 2025 data to understand the global impact of content from the region, featuring **Jaime Otero**, VP Partnerships at **Parrot Analytics** (USA).

Artificial intelligence: a new paradigm for the sector

At **Europe and LATAM in the Face of AI: The future of collective management** the copyright challenges posed by Artificial Intelligence will be debated, with **Adriana Moscoso Del Prado Hernández**, General Manager of **GESAC** (Spain); **Rafael Sánchez**, Director of Institutional Relations and Communication at **EGEDA** (Spain); **Eduardo de la Parra** (EGEDA Mexico), and **Vivian Alvarado** (EGEDA Colombia), moderated by **Antonio Fernández**, President of **ADEPI** (Spain).

The panel **Creation or Generation: Rights and authorship in the age of AI** will examine the role of creators facing AI tools, with **Pau Vergara**, executive producer at **Spectra Films** (Spain); and **Clara Ruipérez**, Director of the Intellectual Property Unit at **Telefónica Group / Movistar Plus+** (Spain). Moderated by **Carlos Antón**, Director of Business Development at **EGEDA** (Spain).

At **Ibero-American Audiovisual Panorama — New business opportunities** the digital trends and the impact of AI will be addressed, featuring **Gloria Saló**, Head of Production and Content Consulting at **GECA** (Spain); **Arturo Yépez**, CEO of **2bLatam** (Ecuador); and **Eduardo de la Parra**, General Secretary at **EGEDA Mexico**. Session moderated by **Cristina Gallego**, producer and director at **Ciudad Lunar Producciones** (Colombia).

Platino Employment: Opportunities for AI in talent management

The session will address how Artificial Intelligence and digital tools are transforming hiring in the audiovisual and video game sectors, in a context marked by competitiveness, technical specialization, internationalization, and the rise of freelance work. Speakers include **Juan Torroba**, CEO of **Be Wanted**; **Arianna Pérez Mejuto**, strategy and control manager at **Telefónica Broadcast Services**; **Paloma Ugarte**, head of section and HR director at **Atresmedia**; and **Alba Wystraëte**, director of **ECAM**. **Rafael Sánchez**, Director of Institutional Relations and Communication at **EGEDA**, will act as moderator.

Meanwhile, the **Platino EDUCA Meetings and Nebrija Chair** will look at female leadership in fiction series in Spain, Mexico and Colombia, with **Mercedes Herrero de la Fuente** and **Rocío Gago**, researchers at the **CIMUE Chair** (Spain); **Marina Pérez** and **Laura Sarmiento**, executive producers and screenwriters, moderated by **Marta Saavedra**, director of **CIMUED** (Spain).

20 years supporting Spanish cinema: the history of CREA SGR will celebrate two decades of supporting Spanish film talent, reviewing, together with producers and team members, what this financial tool has meant in launching many of the films produced over the past 20 years.

Finally, the **official launch** of **FIPCA CONECTA** will take place, a new mobile application conceived as the meeting point for the Ibero-American audiovisual industry. The app will provide access to key information, sectoral documents, markets and festivals as well as facilitating networking among professionals in the region.

With this program, **Iberseries & Platino Industria 2025** reaffirms its commitment to creativity, talent, and international cooperation, establishing itself as an unmissable event for audiovisual professionals. **Accredited professionals** can consult the **participant directory** from the [virtual platform](#), as well as the **full event agenda**, also available on the [official website](#).

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.

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