

South Korea shines as *Country in Focus* at Iberseries & Platino Industria through its strategic alliance with KOCCA and the *Series on Board* program

For the first time in Spain, the Asian country will headline a program dedicated to innovation and the international projection of its audiovisual industry, with the participation of a broad delegation of Korean producers and professionals through KOCCA (Korea Creative Content Agency). The agenda will include pitching sessions, conferences, showcases, and networking activities.

Madrid, September 24, 2025. **Iberseries & Platino Industria 2025** announces **South Korea** as ***Country in Focus*** and adds **KOCCA (Korea Creative Content Agency)** as a **strategic partner**, in a groundbreaking alliance that reaffirms the event's international scope and its role as a **bridge between Asia, Ibero-America, and Europe**.

KOCCA's participation in this fifth edition represents an unprecedented milestone for the sector in Spain and will be realized through a program of activities under the ***Series on Board*** brand, designed to boost Korean creativity and foster new opportunities for collaboration with the Ibero-American and European markets.

An unprecedented program connecting Korea with the Spanish-speaking world

KOCCA's presence in **Madrid** will include **pitching sessions, conferences**, and an exclusive **showcase** of Korean titles with strong international potential:

- **Wednesday, October 1, 11:30-12:30 p.m., Sala Plató (Cineteca) – *Series on Board, 8 Unmissable Korean Productions***. Eight of the most outstanding original Korean series, from projects in development to recently released hits, will be presented in this session. Leading producers will showcase a wide range of genres and captivating stories that are already setting trends on screen, with the goal of opening new opportunities for collaboration and international synergies.

With the participation of **Eunyoung OH**, CEO of **EO Content Group**; **Nellie (WooKyoung) Chang**, Vice President of **Whynot Media**; **Jung Kyoony Kim**, Executive Producer at **Imaginus Co., Ltd**, **Sooyeon Lee**, Producer at **Studio 329**; **Jon Sang**, CFO & Producer at **KORTOP Media Co.**; **Brian Kim**, Producer at **Mr. Romance**; **Heejun Jang**, Assistant Manager at **AK Entertainment**; and **Julia Dy Kim**, CEO of **Studio Target**.

- **Wednesday, October 1, 4:30-5:15 p.m., Sala Plató (Cineteca).** A **keynote** session where industry experts will examine the **evolution of the Korean market toward fandom-driven IPs and multiplatform** narrative universes.
- **Thursday, October 2, 10:15-10:45 a.m., Sala Borau (Cineteca) – Iberscreenings Showcase: Series on Board: Madrid / Discover Korea's Next Big Story.** An exclusive preview of new Korean titles with strong potential for global audiences. Featuring presentations by **Eunyoung OH**, CEO of **EO Content Group**; **Kunho Choo**, Executive Producer at **Imaginus Co**; and **Julia Dy Kim**, CEO of **Studio Target**.

An agreement that marks a turning point

The **Series on Board** program arrives in Spain for the first time at an event of this kind, positioning **Iberseries & Platino Industria** as a **key platform for raising the international profile of Ibero-American audiovisual content**, and fostering exchange between Korean- and Spanish-speaking producers.

With a strong business focus, the initiative will provide Korean content companies with a direct platform to present their projects to broadcasters, platforms, producers, and international investors. Through these activities, complemented by one-to-one meetings and networking events, the program will foster agreements in investment, co-production, and international remakes.

KOCCA's participation not only brings the **innovation of Korean audiovisual content** to **Madrid**, it also creates **new global opportunities for Spanish- and Portuguese-speaking creators**, fostering collaboration in intellectual property and market expansion.

KOCCA: Driving Korea's international expansion

The **Korea Creative Content Agency (KOCCA)**, under South Korea's Ministry of Culture, Sports and Tourism, promotes the global growth of the country's creative industries, including video games, music, animation, fashion and audiovisual content, through its network of 25 offices worldwide. Its new office in Spain, opened in 2024 at the Korean Cultural Center in Madrid, reflects a strategy to strengthen ties with Europe by encouraging cultural exchange and fostering business partnerships.

This agreement with **Iberseries & Platino Industria** represents a decisive step in consolidating **KOCCA** as a benchmark for international cooperation, while positioning the event in Spain's capital as an **essential platform for the global projection of Ibero-American audiovisual content**.

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**.

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